

# CONFUCIUS INSTITUTES AS A PLATFORM FOR PROMOTING INTERCULTURAL COMMUNICATION: CASE STUDY OF THE CONFUCIUS INSTITUTE AT THE UNIVERSITY OF BANJA LUKA

Ying Cai

<https://doi.org/10.7251/FPNDP2203077C>

Tianjin University of Technology and Education, School of Foreign Languages, China  
841327309@qq.com

## ABSTRACT:

All over the world, Confucius Institutes have been established with the aim of promoting the Chinese language and culture, as well as intercultural communication. Along with the deepening of cooperation between China and Bosnia and Herzegovina in the fields of technology, tourism, infrastructure construction, medicine and so on, there was a need for the citizens of both countries to better understand each other's culture, and in this direction the establishment of the Confucius Institute at the University of Banja Luka was initiated. This research is directed towards the analysis of the previous work of the Confucius Institute of the University of Banja Luka, i.e. achievements and problems he faced in his development. The aim of the research is to acquire professional knowledge in order to share experiences and lessons with other Confucius Institutes, i.e. in order to improve their work as a global platform for the promotion of intercultural communication in the future.

## Professional Article

## UDK:

061.23:008(=581)(497.6Banja Luka)

## Keywords:

China, Bosnia and Herzegovina, Confucius Institute, intercultural communication, bilateral cooperation

## Introduction

With the implementation of the Belt and Road Initiative and the China-Central and Eastern European countries cooperation mechanism, the practical cooperation between China and Central and Eastern European countries in many fields was deepened. Language barriers and cultural misunderstandings will hinder the further deepening of international exchanges and cooperation; therefore, it is important to strengthen political and trade ties and to enhance mutual understanding of each other's culture and history as well. The richer the humanistic exchanges are, the deeper the friendship will be, the deeper the cooperation will be, and the stronger the relationship ties between countries will be.

With the deepening cooperation between China and Bosnia and Herzegovina (hereinafter referred to as BiH) in the fields of technology, tourism, infrastructure

construction, medicine and so on, there is a need for people in both countries to have a better understanding of each other's culture. The Confucius Institute at the University of Banja Luka is one of the most active Confucius Institutes in Europe (Tonchev, 2020), and has been dedicated to promoting intercultural exchanges.

Qualitative methods have been used for the development of this research. The relevant data is collected through content analysis of academic papers, journal articles, and news articles. This paper is a descriptive research aimed at providing insight into the work done by the Confucius Institute at the University of Banja Luka, the achievements made, and the problems faced in its development, thus sharing experience and lessons for Confucius Institutes to improve their work as a platform for promoting intercultural communication in the future.

## **1. BiH and China**

On April 3, 1995, BiH and China established diplomatic relations at the ambassadorial level, and they have maintained them for 27 years now. Since the establishment of diplomatic relations, the two countries have been committed to promoting bilateral relations and cooperation. As reported by the Embassy of the People's Republic of China to Bosnia and Herzegovina (2018), since the launch of the "Belt and Road" initiative and the "16+1" cooperation mechanism in 2012 and 2013 respectively, China and BiH have achieved remarkable results in practical cooperation in various fields. BiH has successively organised a series of events related to the "16+1" cooperation mechanism, including the "16+1" Production Capacity Cooperation Forum, the High-level Conference on Tourism Cooperation, the Innovation Cooperation Conference, the "16+1" Meeting for Transport Ministers, and alike, and has established the "16+1" Veterinary Science Centre.

According to the statistics of the Ministry of Commerce of China (2021), in 2020, the bilateral trade volume between China and BiH was 193 million US dollars and China's direct investment flow in BiH was 8.58 million US dollars. In 2020, Chinese companies signed 9 new project contracts worth of 355 million US dollars with BiH. China's contracted projects in BiH include two bid sections of the 5C Corridor Expressway Project in BiH (Počitelj-Zvirovići section), the Ulog Hydropower Plant, the Stanari Thermal Power Plant, the Doboj Hospital, and alike.

It is reported by the Embassy of the People's Republic of China to Bosnia and Herzegovina (2022) that on May 19, 2022, a promotion meeting between the Chamber of Commerce of Chinese-funded Enterprises in BiH and the Government of the Republic of Srpska was held. Mr Radovan Viskovic, Prime Minister of the Republic of Srpska, expressed his willingness to strengthen cooperation with Chinese enterprises and hoped that Chinese enterprises would actively participate in the infrastructure construction and 'green' energy projects of the Republic of Srpska. According to Xinhua News Agency (2020), Chinese Ambassador to BiH Ji

Ping said in an interview given to the Public Broadcast System of BiH in 2020 that during the COVID-19 pandemic China-BiH ties grew closer. Mr Ping said that high-ranked representatives of the two countries had exchanged many letters to express their common desire to work together to fight the pandemic, adding that the Chinese government signed the Memorandum of Understanding on Cooperation in the Field of Health and Medical Science with the Council of Ministers of BiH to strengthen the medical science cooperation of the two countries.

At present, there are many Chinese-funded enterprises in BiH, such as Huawei, the Shandong Hi-Speed Company Limited, the China Sinopharm International Corporation, the China State Construction Engineering Co. Ltd, the China Electric Power Construction Group Co. Ltd, the Energy China Gezhouba, the Dongfeng Electric Machinery Co, Ltd, and so on.

For those Chinese companies, there is a need for local employees who are able to communicate in Chinese. Serious consequences will arise if at a construction site the Chinese technicians and the local employees have problems in information exchange about complex technical issues due to language barriers or cultural clashes, which would result in the failure of the implementation of the project. Therefore, at a construction site the local employees who can speak Chinese are preferred to avoid the problem mentioned. Meanwhile, in the office, local Chinese-speaking staff members can help translating documents, filing bills in local languages, and dealing with local government departments and institutions related and alike. Moreover, those local employees can also help the Chinese side with the local laws, regulations, customs, and habits of either of the two socio-political entities of BiH, thus achieving efficient communication between the two parties.

Tourism is one of the most important industries in BiH, with the visa exemption agreement between BiH and China coming into effect on 29<sup>th</sup> May 2018 resulting in a number of Chinese tourists to BiH increasing dramatically. In the first 8 months of the year of 2019, around 64,000 Chinese tourists visited BiH (张修智, 2019).

All the above-mentioned indicates that BiH needs more local Chinese-speaking talents to help with the projects jointly carried out by BiH and China.

## **2. Chinese Language Teaching Institutions in BiH**

In order to create a platform for people in BiH to learn the Chinese language and a platform for people in China and BiH to understand each other better, Chinese language teaching institutions have been established in BiH. In September 2011, the Department of Sinology was established at the University of Istocno Sarajevo as the first such department in BiH, offering a master's degree programme in 2016 and doctoral studies in 2018. Thereafter, the Confucius Institute at the University of Sarajevo, the first Confucius Institute in BiH, was established in April 2015 and the Confucius Institute at the University of Banja Luka, the second Confucius Institute

in BiH, was inaugurated in January 2018. Besides, an elective Chinese language course at the University of Mostar was started in March 2018.

The Confucius Institute is a non-profit educational institution co-established by Chinese and respective foreign institutions, adhering to Confucius' philosophy of "harmony is precious"(和为贵) and "harmony but not sameness"(和而不同) for the vision of building a harmonious world of lasting peace and common prosperity. Unlike propaganda, public diplomacy does not presume one-sided message transferring and Confucius institutes are examples of that since their structure of joint venture indicates participation and cooperation of both universities and both countries (Stević, 2020).

Though there are controversies surrounding Confucius Institutes, their function as a platform for promoting intercultural communication cannot be denied. By offering courses of the Chinese language, Confucius Institutes introduce the Chinese value system and Chinese culture in order to help other countries understand China better. Meanwhile, Confucius Institutes, by facilitating exchanges and cooperation between China and the rest of the world, also serve as a platform for China to understand other countries, thus realising a two-way cultural transferring.

Since the Confucius Institute at the University of Banja Luka is very active (Plamen, 2020), it is chosen as a case to study what can be done to promote intercultural communication by closely looking at what has been done, the achievements made, and the problems faced in its development so as to share experience and lessons with other Confucius Institutes to improve their work as a platform for promoting intercultural communication in the future.

### **3. Confucius Institute at the University of Banja Luka**

The official opening ceremony of the Confucius Institute at the University of Banja Luka was held on 21st January 2018. President of the Republic of Srpska – Milorad Dodik, and Deputy Mayor of Tianjin – Zhao Haisan, opened the Confucius Institute at the University of Banja Luka. Other attendants of the Opening ceremony included Prime Minister Zeljka Cvijanovic, Minister of Foreign Affairs of BiH Igor Crnadak, Ambassador of PR China Madam Chen Bo, the majority of ministers from the government of the Republic of Srpska, as well as the Mayor of Banja Luka and more than 300 of local guests (Stević, 2020). "Opening the Confucius Institute is a proof of friendship and successful cooperation between the Republic of Srpska and China," President Dodik said, which showed great support from the local government to the cooperation with China, as stated in the news report by the Confucius Institute at the University of Banja Luka (2018).

In September 2018, the Confucius Institute at the University of Banja Luka was approved to set up a HSK test centre. Up to date, more than 100 candidates attended HSK tests from level 1 to level 4. The HSK, which is 汉语水平考试 (Hànyǔ

Shuǐ píng Kǎoshì), is an international standardised test for Chinese proficiency, established to assess the Chinese proficiency of non-native Chinese speakers. This exam is used to measure how well test-takers can use the Chinese language in their daily, academic, and professional lives (Yeromiyan, 2022). The test results are most commonly used as a proof of Chinese language proficiency when applying for jobs or scholarships to study in China, so it is of significance to Chinese language learners.

In October 2020, the first Confucius Classroom in BiH, the Confucius Classroom in the Banja Luka Grammar School, was set up, and now there are around 20 learners choosing the Chinese language as their elective course.

### ***3.1 Courses Offered***

Since the start of its operation, the Confucius Institute at the University of Banja Luka has been offering Chinese language and culture courses (for instance, Chinese language courses, martial arts, Tai Chi, calligraphy, Chinese painting, and alike) and organising students to take HSK tests. The courses offered by the Confucius Institute attract children in kindergartens, elementary and high school students, university students, elderly people in nursing homes, students with special needs, government officials of the Republic of Srpska, and other social groups. In a word, the Confucius Institute welcomes everyone who wishes to learn the Chinese language and culture. The Faculty of Philosophy and the Faculty of Arts of the University of Banja Luka have included the Chinese language as one of their elective courses, and the University of Banja Luka is currently in the process of establishing a department of Sinology.

In the year of 2018, 27 groups were cumulatively organised to attend Chinese language and culture courses and in the year of 2019 it was 21 groups. From January 2020 to June 202, around 1,600 classes were held. Today, there are altogether 243 learners at the Confucius institute, including 52 high school students, 112 primary school students, 25 kindergarten children, and 54 learners from other groups.

### ***3.2 Activities and Events Organised***

Since its establishment, the Confucius Institute has organised about 170 cultural events, academic lectures, and other activities, with the participation of government officials, university professors and students, media representatives, representatives from Chinese companies, and others to promote intercultural communication between the people of China and BiH. The lectures organised cover various topics about China, including “China in the Eyes of Foreigners”, “Chinese Architecture”, “Chinese Traditional Medicine”, “Chinese Media in the Information Age”, “The Chinese-Serbian Constellation”, “Chinese Foreign Policy”, “Modern China”, “Chinese History”, “Maritime Tradition of China and Its Impact on Modern Trends”,

“Chinese Media System in the Information Society”, “Million Marco Polo – Real and Imaginary along the Silk Road”, and so on. In addition, the cultural activities cover wide-range themes, such as the Chinese Spring Festival, Autumn Festival, the “Tea, Love, World” exhibition of photographs, the Chinese food experience, the international exhibition of Chinese traditional painting and calligraphy, the Tiger Painting competition, martial arts, and alike.

One of the latest events organised was kite flying. It was reported on the Radio Dobož Uzivo broadcast (2022) that on May 24, 2022, as part of a series of activities for the Dragon Boat Festival, the Confucius Institute of the University of Banja Luka, together with the Economics Vocational Secondary School in Dobož and the Tourist Organisation of Dobož held the Chinese Kite Festival at a medieval fortress in Dobož. The head of the Tourist Organisation, Mr Vanja Vanovac, pointed out the importance of knowing the customs and cultures of other countries and expressed his wish that such events would make the local tourist offer more attractive to Chinese tourists and visitors.

As a platform for cultural exchanges, the Confucius Institute helps the people of BiH to experience the Chinese culture. At the same time, it also serves as a platform for Chinese people to experience the culture of BiH and understand its value systems. By integrating Chinese cultural activities into local cultural activities, the local people are provided with opportunities to experience the Chinese culture and Chinese participants can experience the rich and colourful culture of BiH and get a wider picture of the situation. They can act as cultural ambassadors to introduce the culture of BiH to China. One of the activities organised was an event from June 2018 when Chinese Tai Chi and Chinese music instrument performance were arranged on the occasion of the World Music Day. In 2018, during the Outdoor Family Day, Chinese cultural activities such as dumpling making and the Chinese tea ceremony were organised. Apart from the activities mentioned, there were numerous others as well. In the end, participants in such activities can experience and compare two cultures at the same time, which broadens their horizons and enriches their knowledge.

### **3.3 Publication and Distribution of Works**

To further promote cultural exchanges, especially to get Chinese people have more opportunities to learn about the culture of BiH, the Confucius Institute made efforts to get the works of BiH authors translated into Chinese and accessible to Chinese readers. In July 2019, the Confucius Institute, in cooperation with the Tianjin Esperanto Club and Banja Luka Esperanto Association translated *Mrguda*, a story by Petar Kocić, a prominent writer from the history of BiH. *Mrguda*, Kocić’s first piece of work translated into Chinese language, was promoted in Tianjin, China. In the year of 2019, the first brochure on BiH in the Chinese lan-

guage, *BiH: 100 questions-100 answers (BiH: 100 pitanja – 100 odgovora)*, was composed by the Centre for Promotion and Development of the BRI (Komentara, 2019) and the Confucius Institute was one of the institutions to help distribute it.

### **3.4 Other Services Provided**

In addition to the above-mentioned activities, there are other services provided by the Confucius Institute to help the implementation of the international exchanges between China and BiH such as translation, arrangement of visiting schedule, establishing business and academic contacts, and alike. In other words, the Confucius Institute participates in networking and connecting various educational and non-educational stakeholders from both sides. With the help of the Confucius Institute, around 20 visits to BiH or China were successfully realised. What follows is a selection of these visits:

In January 2018, a delegation, headed by Deputy Mayor of the Municipality of Tianjin , Zhao Haishan, visited BiH. The working staff of the Confucius Institute helped with translation and organisation of the protocol.

In September 2018, a delegation from the East China University of Political Science and Law visited BiH, and the Confucius Institute employees helped set up meetings with the Chairperson of District Court, Ms Marija Zgonjanin, with the rector of the University of Banja Luka and three deans of respective faculties, and with representatives of the Office of the Prosecutor. With regard to this visit, the Confucius Institute team also helped in translation during the meetings and prepared documents for signing the Memorandum of Understanding between the two universities.

In September 2018, with the help of the Confucius Institute team, the Ministries of Culture, Tourism, and Social Policy of the Republic of Srpska were invited by the Tianjin Tour to attend the China Tourism Industry Expo held in November 2018.

From 8<sup>th</sup> to 17<sup>th</sup> August 2018, Prof. Aleksandar Vranjes, PhD, participated in the Fourth Workshop for Young European Leaders in China, as a representative of the Confucius Institute and the University of Banja Luka. The workshop aimed at improving understanding between China and European countries, and the topic was: “Innovations – Promotion of cooperation between China and Europe”.

Altogether, 8 vice rectors, deans, and professors of the University of Banja Luka have visited China so far, and two college students have won scholarships to study in China with the help of the Confucius Institute. Before the establishment of the Confucius Institute, there were no academic exchanges between Banja Luka and China (Stevic, 2020). With the help the Confucius Institute, the University of Banja Luka has signed cooperation agreements with some of Chinese higher education institutions, including the University of Technology and Education in Tianjin, the University of Medicine in Tianjin, Lanzhou Jiaotong Universit East China

University of Political Science and Law, Jiangsu University, and alike. In 2021, the project of one-year joint postgraduate program was carried out by the University of Banja Luka and the Tianjin University of Technology and Education.

### **3.5 Publicity**

The Confucius Institute attaches great importance to publicity and makes full use of various channels to promote itself. Whenever there is an event or activity, media reporters are invited. News articles are posted on official websites of Confucius Institutes. News reports and articles were written and published newspapers, broadcast by radio stations, and posted on Facebook, Instagram, and other social media platforms. The home director of the Confucius Institute, Ms Ljiljana Stevic, also posted timely the events and activities organised and her life moments in her Wechat Moments, one of the most commonly used social media platforms in China, from which her contacts know about what is happening right away and about people's life in BiH. On 27th May 2022, she posted video clips on the Opening Ceremony of IRF World Rafting Championship 2022, from which Chinese people got more knowledge about rafting in BiH and its beautiful scenery. On 13<sup>th</sup> May 2022, she posted pictures on A Green Campus, which introduced what Green Campus was and what was done in BiH to create a place where environment-friendly practices and education combined to promote sustainable and eco-friendly practices on campus.

### **3.6 Recognition Gained**

With great support from officials of the government departments, educational and non-educational institutions, and the public in both countries, the courses have been offered, events and activities have been organised, and other services have been provided by the Confucius Institute, which have gained recognition from the people in BiH and China (Stević, 2022).

On 16 July 2018, Rector Liu Xin of the University of Technology and Education in Tianjin was awarded the St. Stephen's Award from President of the Republic of Srpska, Milorad Dodik, as an expression of gratitude for her outstanding contribution in the establishment of the Confucius Institute. Special Envoy Nina Sajic emphasised the importance of the Confucius Institute for the Republic of Srpska, and she spoke highly of various Chinese language courses and cultural events it organised. Ms Sajic believed that this Institute would continue to play a significant role in promoting cooperation between the Republic of Srpska and China.

In September 2018, when a delegation led by the Mayor of Banja Luka, Mr Igor Radojičić, visited Tianjin to attend Summer Davos and the 2018 Round Table Conference of China Tianjin's International Sister Cities, Mr Radojicic showed their appreciation for the efforts and achievements made by the Confucius Insti-

tute and exchanged ideas on how to make full use of the Confucius Institute to further promote the bilateral cooperation in economic trade, culture, education, tourism, and alike.

At the Forum of the China-CEE Leaders Summit, held in February 2021, Milorad Dodik, President-in-Office of BiH., spoke highly of the contribution made by the Confucius Institute, noting that the operation of the Confucius Institute was a great illustration showing the successful cooperation between BiH and China.

Ambassador of the People's Republic of China to Bosnia and Herzegovina, Ji Ping, spoke highly of the activities performed by the Confucius Institute on public occasions (申丽, 2020).

### ***3.7 Challenges and Problems Faced***

Besides the difficulties brought by the pandemic, the two main challenges the Confucius Institute is faced with are the following:

First of all, there is a shortage of Chinese language teachers. Nowadays, there are altogether 5 Chinese teachers at the Confucius Institute, two teachers from China and three local teachers, with two of them working full-time and one working part-time. Since the Confucius Institute is now offering Chinese language courses to 243 learners of 14 groups, each teacher is lecturing 6 to 12 hours per week. With more primary and secondary schools proposing to take Chinese language courses, more teachers are needed. Due to the COVID-19 pandemic, the number of Chinese teachers willing to work abroad has decreased. Meanwhile, it is hard to hire local teachers for various reasons, such as salary, stability, and alike.

Secondly, with the deepened cooperation between BiH and China in technology, infrastructure, education, agriculture, and so on, more projects with Chinese companies involved are carried out. Therefore, more local working staff members who can speak Chinese are needed and people in BiH would like to learn Chinese language. But learners of the Chinese language drop out for various reasons.

It is worth noting that BiH is located in the Balkan Peninsula, part of Eastern Europe. Since the Chinese language is not commonly used and popular, it is not easy for the people of BiH to learn it. Besides, unlike English, German, Russian, French, or Italian, only few people in BiH can speak Chinese, so it is almost impossible for Chinese language learners in BiH to use Chinese on a daily basis, which adds more difficulties for them to master Chinese. In addition, China is far away from BiH. It is not surprising for the people in BiH to prefer European languages, so that they can live and work in EU countries in the future. Consequently, if Chinese language learners are not motivated enough, they drop out easily.

### ***3.8 Suggestions***

In response to the current problems and challenges faced, the following sugges-

tions are proposed to improve the work of the Confucius Institute and to achieve its sustainable development.

First of all, there is a need to cultivate more local Chinese language teachers by establishing departments of sinology in higher education institutions in BiH and provide learners with scholarships to study in China and with internship programmes in schools, in Chinese companies, and in other institutions related with the use of Chinese language for the improvement of their Chinese language proficiency.

The official languages in BiH are Serbian, Bosniak, and Croatian. Most young children and adults do not speak English while the working language of teachers from China is English. Compared to teachers from China, local teachers have an advantage in facilitating Chinese language teaching by making use of local languages. In addition, teachers from China generally stay in BiH for one to two years and leave the country when their working contracts are fulfilled, which makes them seem less stable. Therefore, it is important to cultivate more local teachers by establishing departments of sinology.

Another suggestion is to make efforts to incorporate the Chinese language into the first or second foreign language list to help primary and secondary school students gain more motivation for learning Chinese. In this way, the number of Chinese language learners will increase.

Currently, there are about 777,000 young people between the ages of 15 and 30 in BiH, and more than 60% of them are unemployed (Stopić, 2021). With Chinese language learners increasing, more local teachers for the Chinese language will be needed. At the same time, Chinese language learners can enhance their competitiveness in other jobs related to application of the Chinese language, such as translators, tourist guides, employees at Chinese companies, and so on. In a sense, more people learning the Chinese language may also contribute to relieve the unemployment situation of the young people in BiH.

## **Conclusion**

By offering Chinese language and culture courses, by organising cultural activities and events, by holding lectures covering a wide range of topics, and by helping in networking and connecting educational and non-educational institutions in China and BiH, the Confucius Institute at the University of Banja Luka illustrates the fact that Confucius Institutes can be helpful in promoting bilateral cooperation between China and other countries in various fields other than Chinese language teaching and intercultural communication, thus achieving a win-win situation. In this paper, only the Confucius Institute at the University of Banja Luka is studied in detail. It is quite possible that other Confucius Institutes may have their own unique inspiring practices in promoting mutual cultural understanding. Therefore,

it is suggested that in the following research more Confucius Institutes be studied to collect more information for the improvement of the work of Confucius Institutes.

## Acknowledgments

Funding from the Centre for Language Education and Cooperation for the project titled A Study on Chinese Language Teaching in Bosnia and Herzegovina (21YHGB1046) approved in 2021 is gratefully acknowledged. (基金项目：教育部中外语言交流合作中心资助项目“波黑中文教育基本情况研究” (21YHGB1046))

## REFERENCES

- China-BiH ties grow closer during COVID-19 pandemic: Chinese ambassador.* (2020). Xinhua News Agency. Retrieved May 25th, 2022, from [http://www.xinhuanet.com/english/europe/2020-06/17/c\\_139146746.htm](http://www.xinhuanet.com/english/europe/2020-06/17/c_139146746.htm).
- DOBOJ: Sa Gradine puštani zmajevi u okviru kineskog festivala.* (2022). Radio Doboj Uživo. Retrieved May 17th, 2022, from <https://rtvdoboj.org/doboj-sa-gradine-pustani-zmajevi-u-okviru-kineskog-festivala-foto/>.
- Stević, Lj. (2020). The Evolution of Chinese Cultural Diplomacy and its impact on the BiH perception of the Belt and Road Initiative and China CEE Cooperation. Working paper published by China-CEE Institute. 22:1-23.
- Stević, LJ. (2022). Chinese cultural soft power: A case study of Bosnia and Herzegovina. *International Problems*, 74, (1)103-128.
- Stopić, Z. (2021). Youth unemployment, seasonal work and unpromising demographics. Retrieved Jan.3, 2022, from <https://mp.weixin.qq.com/s/ZPdZAGB20XDUwUyFV4ewew>.
- The Confucius Institute opened in Banja Luka. (2018). The Confucius Institute at the University of Banja Luka. Retrieved May 13th, 2022, from <https://www.ki.unibl.org/post/the-confucius-institute-opened-in-banja-luka>.
- Tonchev, P. (2020). China's Soft Power in Southeast Europe Sarajevo 2020. Retrieved May 23rd, 2022, from <http://library.fes.de/pdf-files/bueros/sarajevo/16005.pdf>.
- U izradi prva brošura o BiH na kineskom jeziku: "BiH: 100 pitanja - 100 odgovora" (2019). Pojasiput.ba. Retrieved May 6th, 2022, from <http://pojasiput.ba/u-izradi-prva-brosura-o-bih-na-kineskom-jeziku-bih-100-pitanja-100-odgovora/>.
- Yeromiyani, T. (2022). A Brief Introduction to the HSK. Retrieved May 27th, 2022, from <https://studycli.org/hsk/what-is-the-hsk/>.
- 商务部国际贸易经济合作研究院，中国驻波黑大使馆经济商务处，商务部对外投资和经济合作司. (2021, Dec) 对外投资合作国别（地区）指南 波黑（2021版）. Retrieved April 25th, 2022, from <http://www.mofcom.gov.cn/dl/gbdqzn/upload/bohei.pdf>
- 申丽. (2020, Oct. 9th). 我校承办的波黑巴尼亚卢卡大学孔子学院首个孔子课堂揭牌. Retrieved May 13th, 2022, from <https://gijlc.tute.edu.cn/info/1039/1652.htm>
- 张修智.(2019, Nov. 8th).中国赴波黑游客人数猛增. Retrieved May 26th, 2022, from <http://travel.people.com.cn/n1/2019/1108/c41570-31444352.html>
- 中华人民共和国驻波黑大使馆微信公众号. (2018, Feb. 1st). 天津媒体“一带一路”友城行采访团专访中国驻波黑大使陈波. Retrieved May 21rd, 2022, from <https://mp.weixin.qq.com/s/hUybUsh-NN-H3q3RMTAzL8A>
- 中华人民共和国驻波黑大使馆微信公众号. (2022, May 21st).驻波黑大使季平出席波黑中资企业商会与波黑塞族共和国政府推介见面会. Retrieved May 22nd, 2022, from [https://mp.weixin.qq.com/s/xr3i-BQ3I9gw\\_53VC2tm57Q](https://mp.weixin.qq.com/s/xr3i-BQ3I9gw_53VC2tm57Q)

# KONFUCIJEVI INSTITUTI KAO PLATFORMA ZA PROMOCIJU INTERKULTURALNE KOMUNIKACIJE: STUDIJA SLUČAJA KONFUCIJEVOG INSTITUTA NA UNIVERZITETU U BANJOJ LUCI

**Ying Cai**

Univerzitet za tehnologiju i obrazovanje u Tjendinu, Škola stranih jezika, Kina  
841327309@qq.com

## **ABSTRACT:**

Širom svijeta Konfucijevi instituti su osnovani s ciljem promocije kineskog jezika i kulture, ali i međukulturne komunikacije. Uz produbljivanje saradnje između Kine i Bosne i Hercegovine u oblasti tehnologije, turizma, izgradnje infrastrukture, medicine i tako dalje, postojala je potreba da građani obje zemlje međusobno bolje razumiju drugu kulturu, te je u tom pravcu i inicirano osnivanje Konfucijevog instituta na Univerzitetu u Banjoj Luci. Ovo istraživanje je usmjereno ka analizi dosadašnjeg rada Konfucijevog instituta Univerziteta u Banjoj Luci, tj. ostvarenih dostignućima i problema sa kojima se on suočavao u svom razvoju. Cilj istraživanja je sticanje stručnih saznanja kako bi se podijelila iskustva i pouke sa drugim Konfucijevim institutima, tj. kako bi se unaprijedio njihov rad kao globalne platforme za promociju interkulturalne komunikacije u budućnosti.

## **Keywords:**

Kina, Bosna i Hercegovina, Konfucijev institut, interkulturalna komunikacija, bilateralna saradnja