

**MODERN VECTORS OF SCIENCE
AND EDUCATION DEVELOPMENT
IN CHINA AND UKRAINE**

中国与乌克兰科学及教育前沿研究

Harbin Engineering University

State institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky"

Educational and Cultural Center "Confucius Institute"

Odesa, Ukraine

Harbin, the People's Republic of China

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This international journal, as a periodical, includes scientific articles of Ukrainian and Chinese scholars on the problems of Sinology, Cross-cultural Communication, Pedagogy and Psychology: contemporary review. Odesa, Ukraine.

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The ninth issue of the materials represented by the Ukrainian and Chinese scholars are dedicated to the relevant issues of General and Contrastive Linguistics within the Chinese, English, Ukrainian, Turkish and Korean languages; linguodidactic problems of teaching native and foreign languages within polycultural educational space; peculiarities of cross-cultural communication in geopolitical space alongside education-related aspects regarding profession-oriented training of future specialists under conditions of multicultural environment and military actions in Ukraine; post-COVID-19 pandemic challenges.

The given articles may be of use to researchers, graduates, postgraduates and practising teachers who are interested in various aspects of Sinology, Cross-cultural Communication, Linguistics, Pedagogy and Psychology.

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CHINESE-ENGLISH PUNS AND TRANSMISSION OF CULTURAL VALUES IN CROSS-CULTURAL COMMUNICATION

Abstract: *This paper investigates how Chinese and English puns convey cultural values in cross-cultural communication. The paper first examines the features of puns and explores how Chinese and English puns reflect cultural values and beliefs related to family and daily life. Additionally, this paper analyzes how cultural differences in humor, language use, and communication styles can affect the interpretation and reception of Chinese and English puns by individuals from different cultural backgrounds. While Chinese and English puns can convey cultural values in a unique and nuanced way, their interpretation and reception can be influenced by cultural differences. Therefore, it is crucial to be aware of these differences to promote effective communication across cultures. In summary, this paper contributes to the understanding of how Chinese and English puns can be utilized to convey cultural values in cross-cultural communication, and provides insights into the importance of cultural context in interpreting and using these puns effectively.*

Keywords: *pun; cross-cultural communication; cultural values; cultural differences*

1. Introduction

In today's era of globalization, intercultural communication is becoming

increasingly important and common. With the acceleration of globalization, contacts and exchanges between different countries and cultures have become increasingly frequent, which has made cross-cultural communication an important part of people's daily life. In this context, language, as a central tool for communication, acts as a bridge connecting people from different cultures. As two representative languages, Chinese and English carry rich cultural connotations and values. In cross-cultural communication, Chinese and English puns have attracted widespread attention as a special linguistic phenomenon. A pun refers to a form of linguistic expression with multiple meanings that conveys a wealth of information and humor through the clever use of linguistic ambiguity and polysemy. It is used and expressed differently in Chinese and English, reflecting ideas, beliefs and social habits in different cultural contexts. Many scholars have studied puns. Xue Bing and Li Yuee studied puns in advertising starting from pragmatic principles and basic aesthetic theories [1, P. 35-36]. Wang Jinbo and Wang Yan studied the pun translations of place names and personal names in the two English complete translations of "Dream of Red Mansions", and pointed out that the translation method of pun fully reflects the translation ideas and strategies of translators [2, P. 53-57]. Qian Shaochang discussed the translation of puns that often appear in film and television films, and based on the author's practical experience in translating Chinese and foreign film and television films, he believed that puns are actually untranslatable [3, P. 17-20]. From a rhetorical point of view, Zhang Bing compares the translation of puns in the two versions by taking the two English translations of Journey to the West as an example [4, P.01-08].

However, there are still many gaps in the study of puns in the field of intercultural communication, and this paper aims to explore the transmission of cultural values between Chinese and English in intercultural communication with the purpose of better transcending language and cultural barriers and promoting mutual understanding and respect between different cultures.

2. Concepts and Characteristics of Chinese-English Puns

As a linguistic phenomenon, puns have unique characteristics and charms, and can convey multiple meanings and trigger a sense of humor through clever use of

language. As two representative languages, Chinese and English have rich cultural connotations and expressions. Therefore, Chinese and English puns play an important role in cross-cultural communication.

2.1 Definition and Basic Features of Puns

A pun, as a special rhetorical device, refers to a form of linguistic expression with multiple meanings and ambiguities. “Puns are the clever and conscious use of homonyms or polysemy in language to give certain words or sentences a double meaning in a particular context” [2, P. 53]. It skillfully uses the ambiguity of language, the homophony of speech and the combination of words to achieve the purpose of provoking the listener to think and produce humorous effects. Puns can give words and language richer connotations and expressions. The basic characteristics of Chinese and English puns are as follows:

Polysemy: Some of the components of a pun often contain multiple meanings, resulting in different interpretations and understandings through different contexts and perspectives of understanding. This polysemy makes puns richer in language. With the polysemy of puns, people can express different meanings in the same language. In terms of this characteristic, English puns usually achieve a sense of humor, while Chinese puns focus more on the expression of meaning.

Ambiguity: Pun ambiguity refers to the ambiguity or uncertainty of a linguistic form when expressed. The listener needs to understand and interpret the true meaning of the pun according to context, background, and cultural environment. This feature of puns usually requires people to have some knowledge of the speaker’s cultural background, otherwise it is difficult for them to realize the speaker’s underlying intent.

Homophonic effect: Puns often take advantage of phonetic homophonic effects, such as similar but different pronunciations are used to create humor or produce multiple meanings. This homophonic effect makes the pun more engaging and interesting. Homophony is one of the most striking features of puns. Even without enough knowledge of the speaker’s cultural background, it is often easy to get the potential meaning of homophonic puns.

Through polysemy, ambiguity and phonetic homophony, Chinese and English

puns convey multiple meanings and evoke a sense of humor through clever use of language, which can make language more interesting and humorous, enhancing the effectiveness and experience of communication.

2.2 The Differences in Polysemy and Ambiguity of Chinese-English Puns

There are some differences in polysemy and ambiguity between Chinese and English puns. First, in terms of linguistic structure and expressions, Chinese puns often create rich polysemy through the combination, splitting and transformation of words, creating humorous effects with similar glyphs and phonology. While English puns, on the other hand, pay more attention to the homophonic effect of speech and the polysemy of words. For example, “Time flies like an arrow; fruit flies like a banana”. This pun makes use of the multiple meanings of the word “fly”, the former indicating the rapid passage of time, and the latter referring to an insect. Fruit flies do like to stare at fruits like bananas.

In addition, the difference in cultural backgrounds between Chinese and English also affects the polysemy and ambiguity of Chinese and English puns. On the one hand, English puns pay more attention to the humor and wit of language, often expressed through puns, humorous metaphors and irony. Chinese puns, on the other hand, are often closely related to the philosophical thoughts, idioms, two-part allegorical sayings, and historical allusions of Chinese culture, conveying profound cultural connotations and values, covering a wealth of cultural knowledge and symbolism. Traditional Chinese New Year paintings also often use puns to please a good omen, such as 年年有余（鱼）、岁岁（碎碎）平安.

Thus, in Chinese and English, there are differences in the polysemy and ambiguity of puns, reflecting the perceptions and values of different cultural backgrounds. Knowing and understanding the characteristics of Chinese and English puns is important for cross-cultural communication and cultural exchange, and helps to enhance understanding and interaction between different cultures.

3. Chinese-English Puns and Cultural Values

As a form of language, puns not only reflect the linguistic characteristics of a particular culture, but also convey the values, attitudes and beliefs of that culture. As

two representative languages, Chinese and English contain different cultural backgrounds and values. Understanding the relationship between Chinese and English puns and cultural values helps to gain a deeper understanding of the mindset and social concepts of different cultures.

3.1 The Values of Family Reflected in Chinese and English puns

Family is an important environment for cultural inheritance and value formation. In Chinese culture, the family is seen as the nucleus and the relationship between the family is very close. Chinese and English puns, as a unique form of language expression, not only play an important role in daily communication, but also reflect cultural values in the family. Chinese and English puns are frequently used in the family, and behind it is the emphasis on intimacy, or to express emotions in a humorous and witty way, strengthening the emotional bond between family members. Many puns can be found in some of the more famous advertising words. “Advertisers tend to use homophonic puns because they have a funny, humorous, playful, and funny language style that enhances the persuasiveness and appeal of the ad” [5, P. 49]. A Chinese advertising pun is “××核桃粉，代代传真情”，The audience or listener will naturally understand that by purchasing this walnut powder, you can pass on the beautiful and sincere feelings to the next generation, so that this beautiful relationship can be passed on from generation to generation. Second, viewers and listeners may also understand “generations” as “packages”. Then their understanding of this advertising slogan becomes “bags of walnut powder will convey the manufacturer’s good wishes to the majority of consumers and other sincere feelings.” The English and Chinese puns also reflect the importance attached to the idea of family collectivity. In Chinese culture, “family” and “emotions between family members” are often mentioned topics. Puns are often used to express concern for the family. For example, “××电梯，上上下下”. On the surface, this sentence describes the up and down operation of the elevator, but in Chinese culture, up and down can also refer to the whole family, reflecting the importance of the concept of community in the family in China. Such puns are widely used in families, emphasizing both the importance of family and the solidity of family relationships.

Chinese and English puns also reflect the attitudes of family members in their social roles. The social roles and responsibilities of family members vary from culture to culture. There is an interesting pun dialogue in English. “Son: Dad, what does gay mean? Dad: It means being happy. Son: So are you gay, Dad? Dad: No, son. I have a wife.” This pun creates an atmosphere that is completely different from Chinese puns. Gay has many meanings, one is the meaning of “happy” mentioned by Dad in the dialogue, but more often, we also interpret the word as “a couple of lovers who are both men”. Dad’s answer both indicated that he was not gay and implied that he was not happy. But it can be seen that the father wants to protect the child’s innocence.

In short, Chinese and English puns reflect cultural values in the family, involving attitudes such as intimacy, filial piety, and social roles. Through humor and wit, puns strengthen the emotional bond between family members, emphasize respect and care for elders, and convey an emphasis on family roles and responsibilities. The use of puns in the family helps maintain family harmony and imparts and reinforces cultural values.

3.2 The Values of Life Reflected in Chinese and English Puns

Many puns contain a philosophy of life. Chinese puns containing the philosophy of life often come from the wisdom of ancient people. For example, “授人以鱼不如授人以渔”. This is a famous saying from ancient Chinese Taoism, emphasizing the importance of cultivating self-directed learning and creativity, reflecting the wisdom of Chinese culture that focuses on education. English puns also convey philosophy of life in Western culture. When watching English movies or American dramas, if we pay attention to their lines, we will find many puns, either for humorous effects or to convey life philosophy. There is a saying in Kung Fu Panda: “Yesterday is history, tomorrow is a mystery, but today is a gift. That is why it’s called the present.” The two meanings of “present” are used here to teach us to cherish the present. European and American countries often use polysemy like this to create puns. There may be such traffic warning signs on U.S. highways, which read “Better late than the late”. The “late” means both “tardy” and “deceased”. By combining the word polysemy with the speed of driving and life, the importance of traffic safety and life safety is emphasized. Another famous

and humorous example, “An apple a day keeps the doctor away”. This sentence can be explained as: eating an apple a day will keep the doctor away from you. But with the development of the times, people have gradually discovered another meaning: playing the Apple mobile phone every day will make you farther and farther away from the doctorate. That is to say, playing mobile phones often will make people waste time. This pun is also often used by today’s young people to tease each other. From this point of view, both Chinese and English puns can play a role in conveying the values of life. The life values conveyed through puns are often thought-provoking, easy to resonate with people, and leave them a deep impression.

4. Cultural Differences and Pun Interpretations

The interpretation and understanding of Chinese and English puns are also influenced by the cultural background and knowledge of the language user. The same pun may be interpreted and understood differently by people of different cultures. This section will explore cultural differences in humor, language use, and communication styles, as well as their impact on the interpretation and acceptance of Chinese and English puns.

4.1. Differences in Cross-cultural Humor with Pun Understanding

Cross-cultural humor refers to differences in humorous expression and understanding in different cultural contexts. “Puns are the main vector of humor, and many humorous languages are based on such puns” [6, P.52]. Due to cultural diversity, there are differences in the understanding and expression of humor among cultures, which has an impact on the interpretation and acceptance of puns. Humor is often associated with a specific socio-cultural context. Social customs, historical events, cultural symbols, etc. in different cultures can affect the theme and meaning of humor. Therefore, humorous expressions may be accepted and understood differently in different cultures. Moreover, different languages and cultures have different grammars, vocabulary, and expressions. Humor often relies on the flexible use of language, puns and figurative devices such as metaphors. Different cultures may have different understandings and uses of these rhetorical devices, leading to misunderstandings or failures in humorous expression. English puns often use sarcasm and humor to elicit

laughter. For example, “Your brain has two parts, your left brain has nothing right, your right brain has nothing left.” This pun is seen in English culture as an expression of humor and sarcasm. However, in other cultures, especially those who are not native English speakers, it may not be possible to understand the puns and humor, leading to the ineffectiveness of humor. Chinese puns also have their own unique way of expressing humor. For example: “腊月里的萝卜——冻(动)了心”. This is equivalent to the popular cheesy pick-up lines now. However, in other cultures, the hidden meaning and humor may not be understood due to the lack of understanding of the Chinese cultural background and Chinese, resulting in the interpretation of the pun and the humorous effect not being conveyed. To sum up, in intercultural communication, it is very important to develop sensitivity to different cultures. Understanding the history, social customs, values, and humorous expressions of the target culture can help to better understand and interpret the pun. Secondly, the understanding of puns should be interpreted from multiple angles. Consider different cultures’ contexts, language practices, and rhetorical styles to gain a fuller understanding. Above all, in intercultural communication, timely communication and explanation are very important. If the other party is confused or misunderstood about the humorous effect of the pun, the pun and humor can be explained in a timely manner to promote mutual understanding and acceptance.

4.2. The Impact of Language Use and Communication Style on Pun Acceptance

Language use and communication styles have an important impact on the acceptance of puns as they relate to aspects such as the way speech is expressed, tone, speed of speech, and non-verbal communication. The impact of language use can be explained in terms of language expression, tone and intonation. Different languages have different expressions and rhetorical devices. Some languages may prefer to use puns and metaphors, while others prefer direct expressions. This difference in language expression can affect the acceptance and understanding of puns. For example, in English, “You’re pulling my leg” is a common pun meaning “you’re kidding,” where “pulling my leg” is a metaphorical expression here. However, in some other languages, there may not be a similar pun expression, so understanding this sentence can be

difficult. Tone and intonation play a key role in the communication of puns. They can convey additional meaning through changes in voice, speed of speech, and emphasis on intonation. There may be differences in the use of tone and intonation in different languages and cultures, affecting the acceptance and understanding of puns. In some languages, the use of a specific tone and intonation can indicate humor, sarcasm, or ridicule. However, if the same sentence is expressed in a different tone and intonation, the recipient may not understand the pun and humorous meaning.

People from different cultures often have different communication styles, which can also have an impact on pun acceptance. “The personal intent of the pun user is achieved through bizarre syntactic structures” [7, P.28]. People in Anglo-American countries are usually more inclined to communicate face-to-face, speaking more bluntly and boldly. Europeans and Americans usually do not deliberately hide their emotions and intentions when talking, and the puns used are usually closely related to the context and personality of the speaker at that time, making it easier for people to understand. However Chinese due to the influence of traditional Chinese culture, their thinking is more restrained and reserved, and the use of puns is mostly due to reasons why they dare not express their hearts too much, and the recipient needs to consider many aspects when understanding, such as the speaker’s personality, preferences and daily habits. And, in addition to language, non-verbal communication also has an impact on the acceptance of puns. Nonverbal signals such as body language, facial expressions, and eyes can convey additional information and emotion. Non-verbal communication styles and habits in different cultures can also affect the acceptance and understanding of puns, which requires a deep understanding of the cultural background and customs of the target country before intercultural communication.

5. Conclusion

As a special form of linguistic expression, Chinese and English puns are characterized by multiple meanings and cultural nuances. It conveys humor and provokes thought through the double interpretation of words or hints of meaning. At the same time, Chinese and English puns also reflect values in different cultural backgrounds, such as family concepts and life philosophies. Second, cultural

differences in humor, language use, and communication styles have an important impact on the interpretation and acceptance of Chinese and English puns. Different cultures have different understandings and preferences for humor, depending on the culture's values, history, and social context. Differences in how language is used can also affect the interpretation and understanding of puns. Differences in communication styles can affect how puns are accepted and interpreted. In intercultural communication, understanding and respecting these differences is key to ensuring that puns are effectively communicated and correctly interpreted.

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跨文化交际中中英文双关语对文化价值观的传达

摘要: 本文从跨文化交际的角度探讨了中英文双关语对文化价值观的传达。本文首先分析了双关语的概念、中英文双关语普遍存在的特性以及对家庭和人生价值观的传达。此外, 本文还分析了幽默、语言使用和沟通方式等方面的文化差异如何影响来自不同文化背景的人们对中英双关语的理解和接受。虽然中文和英文双关语可以以独特而微妙的方式传达文化价值观, 但对双关语的理解可能会受到文化差异的影响。因此, 了解这些差异以促进跨文化的有效沟通至关重要。总之, 本文有助于理解如何在跨文化交际中利用中文和英文双关语来传达文化价值观, 并深入了解文化背景在有效解释和使用这些双关语方面的重要性。

关键词: 双关语; 跨文化交际; 价值观; 文化差异

微叙事话语灵活使用文字、语音、视频、音乐、图片、动画、等手段，或几种手段整合使用，用学生身边耳熟能详、生动鲜活的案例和实实在在的数据将道理和思想形象化、直观化，从而增加课堂育人的情绪价值、吸引力和感染力。

微叙事媒介开放化扩展课程思政育人的覆盖度。微叙事是伴随新媒体产生而形成的一种话语叙事体系。现有的各种媒介为微叙事提供了良好的交流和互动平台，使得微叙事无处不在。比如，充分整合融媒体的力量，借助 VR、AR、AI 等可视化技术，借助移动通讯媒介比如短视频平台等，构建场景式互动平台，将原本抽象的价值理念或成长成才道理形象生动地展现出来，让学生沉浸其中去体验和认知，从而增强外语课程思政育人效果。

微叙事时空即时化提升课程思政的实感度。信息化时代，微叙事无时不在。在外语课程思政教学中，可以通过及时推送和现场直播等手段，解决学生们因生活节奏快带来的“时间短缺”问题，做到见缝插针育人，也解决学生们因空间阻隔带来的“不在场”问题，让学生了解国际国内重大活动、重大政策、重要事件如身临其境，增强真实性和感染力。

微叙事情境随机化及互动亲民化提升课程思政的灵活度。微叙事在课程思政教学中的作用并不亚于正面灌输的宏叙事，因为微叙事所具有适时性、简约性与便捷性等能产生巨大的亲和力。微叙事可以穿插在课堂上，也可以提前放在课前预习中，还可以留置在课后作业和扩展阅读内，自由联接第一课堂和第二课堂。微叙事还可以发挥其对学生的碎片时间的消解与整合功能，突破课堂教学时空的限制，让学生随时随地、自由自在阅读，让育人工作课上课下、全天候进行。

当然，微叙事的上述特征可能导致叙事话语过度娱乐化、媚俗化、肤浅化和碎片化的倾向。因此，在高校外语课程思政内容的实施过程中，要高举育人责任，自觉思政意识，注意防止和避免微叙事蜕变为形式化、庸俗化的宣传口号和纯粹性的图文修饰，更不能丧失其政治性、理论性与思想性。

三、微叙事赋能高校外语课程思政的基本路径

从当前的实践来看，微宣讲、微视频、微党课、微信、微博、公众号等微叙事手段已经得到广泛的应用，但如何在高校外语课程思政教学中有效融入微叙