

Under the Background of Thai Language Education in Colleges and Universities: The Design and Feasibility Analysis of the Learning and Communication Platform for College Students

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Abstract

Under the background of Internet + education, Thai education on domestic online education platform, and college students learning communication platform is under the background of information era of new interpersonal communication, learning and interactive station, through literature analysis and data analysis, the background status, the feasibility and the main function. To build a learning and communication platform for Thai language professional students, break the limitation of time and space, realize the sharing of information resources, and strengthen the independent learning ability of Thai language students.

Keywords

Internet Background; Thai Language Major; Learning and Communication.

1. Background Status

With the establishment of China-Asean free trade, Thailand as one of the most important countries, and our country are closely linked in politics, economy, culture, in order to meet the national demand for international compound talents and response to the call of college system reform, cultivate Thai talents, meet the demand for Thai talent, with the development of domestic online education platform, combined with the Internet + education teaching mode, is one of the main ways to realize Thai talent training. With the joint development of "Internet + learning", "Internet + learning" in education learning industry plays an important role, college students using network learning has gradually become a new learning trend, on this basis, the Thai learning with Internet + learning, help Thai professional students to professional knowledge, a higher level of learning. The advent of the era of network digital and mobile phones, computers, contemporary college students learning style also gradually change, no longer limited to books, online learning communication has gradually into every college students' study and life, because of its simple operation, easy to carry, meet the college students group of learning diversification, personalized and universal needs, broke the limitation of time and space, widely recognized by college students, has become one of the main ways of learning communication. According to the 52nd CNNIC release "Statistical report on Internet development in China" data presentation[1]. As of June 2023, the popularity rate of Chinese Internet users among professional middle school students is the most extensive and large. As a group with strong ability to accept and understand new things, college students should make use of the Internet to carry out online learning and communication. According to data survey and analysis[2]. College students have a high holding rate of smart devices, and most students use smart devices in their daily learning process. But analysis shows[3]. This kind of learning and communication platform does not have a functional platform specifically for the learning of Thai language, and there are few materials and information about Thai language, and there are also problems such as unclear positioning, low resource utilization, and weak learning

support services, which make the utilization rate of the platform low, and the relevant functions have not been improved according to the needs of Thai language students in the development process. Therefore, launching an online learning and communication platform for Thai language majors with clear content, novel functions and complete information is one of the necessary ways to meet the needs of contemporary Thai language majors for learning means and stimulate the vigorous development of Thai language majors.

Under the background of data era, this paper uses advanced information and communication basis and network interaction platform to closely combine the Internet with Thai language learning and communication, and create a new Thai language learning method and in-depth communication and integration of Thai majors. In response to and implementation of the national education policy, through the online learning exchange platform, the integration of resources to achieve sharing, to create a benign learning cycle of Thai language education.

2. Feasibility Analysis

Design and develop a learning and communication platform specifically for college students majoring in Thai, create a strong learning atmosphere, communicate with each other and exchange learning experience, share learning materials, imperceptibly stimulate the enthusiasm of students majoring in Thai for learning Thai, and improve the learning efficiency of college students to a certain extent. Based on the existing data, this paper analyzes the feasibility of the platform for learning and communication among college students.

2.1. Overview Analysis

With the continuous deepening of the "Belt and Road" and the establishment of the China-Asean Trade area, the promotion of Thai language teaching and the cultivation of Thai language professionals have been given high value in national policy documents, such as national diplomacy, Sino-Thai international education, cultural and social exchanges.[4] According to the Ministry of Education to "strengthen the general language talent training" reply, clear the guiding ideology, basic principles and objectives, and put forward the accelerate training countries need the common language talent 20 measures, deepen the reform of the common language undergraduate course education teaching, key support Yanbian university and other universities such as "basic Thai" and a batch of foreign language species national quality courses, promote the construction of multilingual class courses[5].

On the other hand, Thai language education developed relatively early in China, starting from the Siyi Hall in the Ming Dynasty [Chinese People's Daily Online "The first person sent by the government to teach in Thailand: Thai history teaching is a bilateral relations "(2013.5.15) [2024.5.8]. <http://edu.people.com.cn/n/2013/0515/c1053-21490256.html>], as of May 2024, According to the statistics of online education in China, there are 48 universities offering Thai language majors, which gives great support to the construction of Thai language majors. The cooperation between China and Thailand has penetrated into various aspects, for example, China and Thailand have close cooperation in infrastructure, and the completion of the China-Thailand high-speed rail project (Chinanews) shows that China and Thailand will cooperate in many fields in the future. With the increasingly close contact and cooperation between China and Thailand, the personnel proficient in the two languages play an important role on this basis, and the number of Chinese dispatched labor service cooperation in Thailand has increased year by year (See Figure1), According to the data in Figure 1, In 2014-2019, China to Thailand labor cooperation sent President on the rise, in 2019-2021, affected by the outbreak of the new China to Thailand labor cooperation sent fell sharply, after 2021, the global epidemic effective control, China to Thailand labor cooperation sent number gradually recovered, with the close cooperation between the two countries, Thai professionals demand, Thai the trend of The

Times of education development, combined with domestic online education, promote the development of Thai language, is one of the important way to cultivate Thai professional talents.

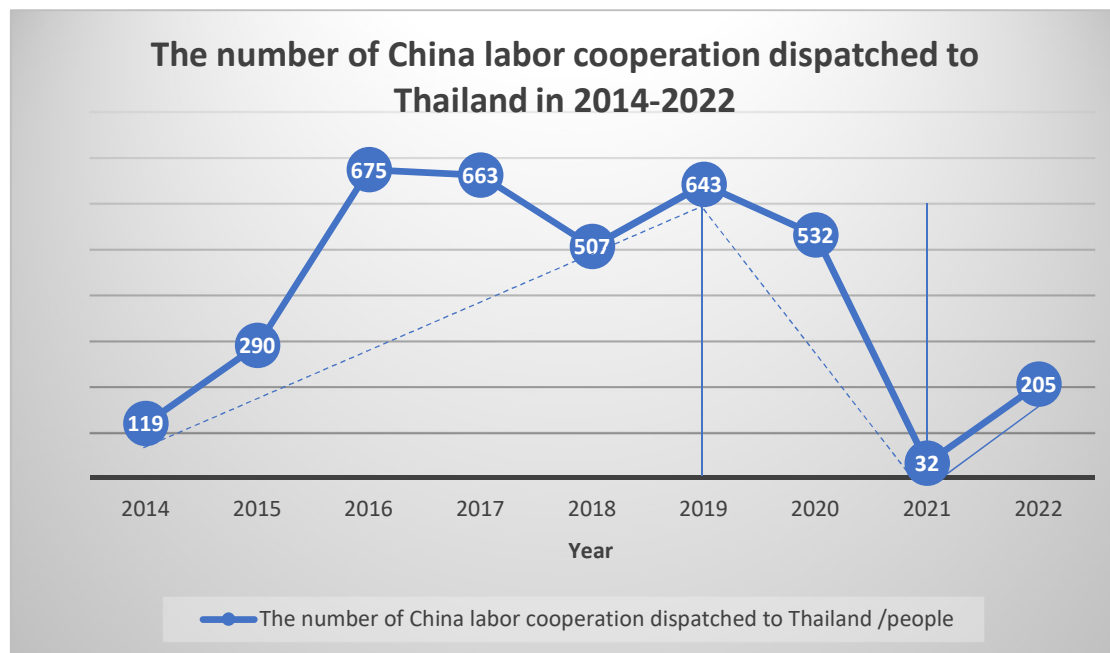


Figure 1. The number of China labor cooperation dispatched to Thailand in 2014-2022

(Source: National database <Number of China Labor Cooperation to Thailand>)

2.2. Feasibility Analysis of Market Demand

The user positioning market group is Thai language professional students, who generally receive higher education. Moreover, contemporary college students spend a long time online every day, so they are good at using the Internet to obtain information. Most students can deal with the relationship between the network and learning life, have a relatively mature and rational attitude towards network learning, have a flexible way of thinking and a good ability of problem solving. With the globalization of education and the generalization of education, Thai language professional students tend to receive diversified education. Most of the students receive Thai language teaching in China and the number of Thai language students is relatively small, so they are faced with time and space restrictions. The emergence of the learning communication platform breaks through the limitation of time and space, realizes the learning communication and sharing of "zero" time difference and "zero" distance difference, and meets the needs of Thai language students.

2.3. Feasibility Analysis of Technology Development

From the special period of Chinese university online education technology development thinking, since 2020, the largest ever "closed not suspended" emergency online education practice, online education and higher education depth fusion, online education development speed, wide range, momentum, big data intelligent technology and education, formed a set of relatively perfect online education system and digital teaching platform. The learning and communication platform, combined with the advanced data and intelligent development system, builds a digital learning and communication platform to meet the diversified needs of Thai language professional higher education.

2.4. Comparison of the Six Learning and Communication Platforms

With the popularization of intelligent network information progress, online learning communication platform, in order to ensure the normal development of all kinds of teaching

activities, institutions of the online education mode teaching, for the above situation, select six kinds of universities and students commonly used learning communication platform, analyze its advantages and disadvantages, See Table 1.

Table 1. List of advantages and disadvantages of online learning and communication platforms

Advantages and disadvantages of online learning and communication platforms		
Education platform	excellence	weakness
Tencent conference	Good video performance, with HD and smooth; Rich conference collaboration ability, efficient and convenient communication; Flexible designation of membership, interconnection, high efficiency, with a solid conference security guarantee; You can work online remotely, record meetings, and make simultaneous interpretation	Mobile phone and computer terminal can not log in at the same time, can not be viewed at the same time; Enter meetings one by one, not suitable for large courses; do not support the establishment of class, cumbersome operation; The recognition function of small languages is not perfect; the functional innovation of students' communication is insufficient
MOOCterrace	It covers Chinese open video course, resource sharing course, university MOOC, with rich learning resources; mainly promote teaching improvement through teaching and testing	It does not solve the problem of insufficient learning motivation; for most MOOC learners, it is difficult to persist; the communication function is lacking
ZOOM	Conference is easy to operate; video and audio features; screen, PPT and video	Easy card ton; low safety performance
Zhihu	The online question and answer exchange platform connects people from all walks of life and majors to share their professional knowledge and insights	Without lacking expertise, some opinions, without professional verification mechanism, cannot guarantee the authenticity of knowledge; unable to control emotional and contradictory statements
Microblog	Open and interactive discussion communication platform, convenient to exchange experience and discuss topics; simple operation, low operation cost; many users, wide coverage and high communication speed	Information fragmentation, repetitive and scattered content; more advertising and marketing, affect the experience; mainly about celebrities and media, without directly establishing effective contact with ordinary people; easy to breed rumors and poor network atmosphere
QQ, Wechat	The most commonly used communication platform in China can realize learning and communication through personal account or group building	Social links are complex and easily distracting

3. Social Links are Complex and Easily Distracting

3.1. Personal System

3.1.1. Register and Login

When registering an account, users need to fill in their personal information, or directly register directly through wechat, QQ, Alipay and other accounts that have been bound to their personal

information; The platform will regularly update the information of the Thai language schools in the database. Teachers and students registered on the platform shall authenticate their identity through the school, major and student number information to maintain the order of the platform; which can be used after successful registration. See Figure 2 for the specific procedures.

The login port is divided into three modes: student, teacher and management. The platform supports student certification and teacher certification. After users open the student certification and teacher certification, they will disclose their school, identity and other information, so as to distinguish the identity of teachers and students, so as to realize more efficient and accurate communication and interaction.

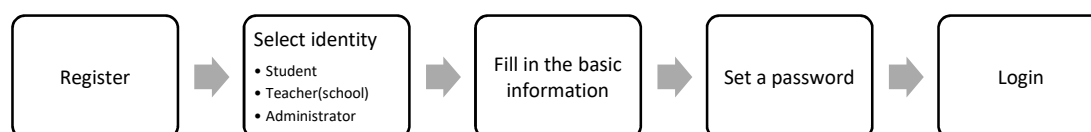


Figure 2. Flow chart

3.1.2. Personalized Settings

The platform is mainly aimed at college students majoring in Thai language, and it also attracts amateurs who love Thai language. Invite Thai authority teacher, write introduction Thai question bank, each the Thai professional users in the process of registration, through the bank randomly selected 15 introduction Thai test, each user has three times a day, through the test, can become the formal users of this platform, the practice also maintains the order of the platform and professional; In addition, considering that some users may not have the Thai input method installed on their devices, the platform has prepared a Thai input method installation package, which can automatically identify the Thai language as long as it is downloaded to the used device.

3.1.3. Authority Management

Users can use the permission given by the platform to save the useful information they see in the browsing process to the mobile phone album, or collect it to the personal favorites. When users release their learning experience, they need to edit the title information, brief the content or upload relevant pictures. When uploading, they can choose whether to allow others to download, download automatically with watermark, to ensure the originality of the published content; Or private release, only the publisher himself can view, the uploaded content must be heard by the administrator before the release, to ensure the green and orderly operation of the platform.

3.2. Learning Communication and Interaction

In order to stimulate users' interest in learning Thai, the platform will integrate contemporary contemporary elements. Such as Posting, liking, commenting, and recording video logs. Let users speak freely, mutual affirmation, mutual achievement, in daily life can gain experience and inspiration, forming a virtuous circle. College students can exchange and share their learning experiences with others through the platform. Users who have successfully registered and logged in the platform can view any public content of the platform and personal homepage; users who have not registered or logged in the platform can only view the public content pushed by the platform and cannot enter the personal home page. If the user is interested or helpful in the browsing process, they can like, follow and collect three times. If they find the content is wrong or have doubts about some opinions, they can click the comments to the publisher's mailbox of the publisher, and will push the reminder as soon as the publisher logs in the platform. According to the help of the content of the publisher, the number of likes, comments and collections can be exchanged for the corresponding amount of help value,

reaching a certain number of features of the free exchange platform with Chinese and Thai cultural elements, so as to stimulate the enthusiasm of users in learning. Students can also use this platform to conduct after-class discussion, which is an important part of the independent learning process, which can help students better understand the course content, solve learning problems, improve learning efficiency, and help cultivate cooperation ability.

3.3. Module Classification

3.3.1. Home Page

The home page is divided into five regions, namely: push area, subject classification area, question bank area, self-study area and student exchange forum area of each university.

Push area: The push area will realize personalized push according to personal interests and frequently searched content, and filter the content combined with big data.

Thai language level classification area: it is divided into three levels: entry Thai language, Basic Thai language and Advanced Thai language. Users can choose a suitable Thai language level based on their own learning situation.

Question bank area: click to enter the question bank area, which is mainly divided into four sections, namely, search keyword area, text input area, photo scanning area and answer answering area. Question bank area: click to enter the question bank area, which is mainly divided into four sections, namely, search keyword area, text input area, photo scanning area and answer answering area. The text input area needs to input the relevant topic information, such benefits are: Search element positioning is clear, can quickly find the required content information, save time, greatly improve the learning efficiency; Search element positioning is clear, can quickly find the required content information, save time, greatly improve the learning efficiency; The puzzle area is a place for all users to ask questions, answer questions and exchange experience. Users can ask questions or answer questions in the puzzle area. There will be four buttons below each user's post, respectively, collect, answer, reply and like, click to view the complete answer and collect into the problem set.

Self-study area: the self-study area is the area to supervise students' self-discipline. Study area in the form of countdown, users can set the study time, once set success, twenty minutes before the system automatically lock, may not convert page, at the same time also set overtime and reset function can be adjusted according to their own situation, you can also find self-study history, enhance their own satisfaction, improve the learning efficiency.

Student exchange forum area of each school: Thai language major can establish exclusive forum accounts, release the latest information of the major, schools can learn from each other and share experience; Entering the school forum, schools can be divided by grade and establish classes to manage students and help trace information source.

3.3.2. Video Area

Video area is the video interaction area. Video area is the video interaction area. Students from schools can also upload videos about their daily life, which helps students pay more attention to and cherish their time in school life. Students from schools can also upload videos about their daily life, which helps students pay more attention to and cherish their time in school life. The setting of the friend area is convenient to check the dynamics of friends; the attention area specifically displays the dynamics of the user; the recommendation area is the video area that may be helpful or interesting according to the user authentication.

3.3.3. The Message Area

Message area is mainly in addition to the user, the comments from others, thumb up and reply area, specially open up this plate is for the user to accept and reply information, is conducive to improve the efficiency of the Thai professional students in the process of learning common

"communication" problem, this platform for college students to build bridge learning communication, meet the needs of college students after class discussion, confusion.

3.3.4. Personal Home Page Area

Personal homepage area mainly shows the user avatar, IP address and user authentication information, will also contain the user notes and video, the content of the collection and browse these basic functions, in addition to this function supplement area, contains Settings and customer service, and other functions, in order to provide users with a mature and perfect learning communication platform.

3.4. Innovation Points

The learning and exchange platform summarizes subject materials and sets up subject forums, so that Thai language professional students can find like-minded "students" through the platform, so that the platform can develop into a learning and communication space with a sense of belonging. Enhance the granular sense of Thai language learning, and make positive contributions to the construction and development of Thai language specialty together. Make the Thai language professional development purpose clear, pay attention to the use of knowledge and the application of the context. In domestic Thai professional students relatively few, build a can provide professional language environment learning communication platform, jointly solve professional problems, at the same time break the limitation of time and region, gathered around the Thai professional students, with the platform as the carrier, exchange experience, sharing information, meet the students' internal and external needs of Thai professional.

4. Conclusion

This paper mainly discusses that "under the background of Thai language education in colleges and universities, Design and feasibility of the communication platform for college students", Combining the contemporary practical and popular elements, Design an online learning and communication platform to meet the needs of Thai language professional students, Realized to the user information, learning materials, platform private message, Management of forum posts, collections, comments, likes, The system describes the processes and methods of platform login and use, The platform operation is simple, Strong practicability, With rich learning resources, Timely and interactive communication, Clear video sharing, Perfect application function, It provides a convenient platform for Thai language professional user groups to communicate and learn, This will help to improve users' learning efficiency, expand their knowledge and enhance their employability, To contribute to the construction of the Thai language specialty in China, It has certain development and application and promotion value.

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