

**標題：海外文化推廣實作分享—中西節慶比較與活動設計**

## **Introducing Chinese Culture in a Foreign Environment**

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**摘要：**早期多數海外僑校，多附於華人協會中，華人協會存在之目的：為求能在海外延續母國文化，並於僑居地推廣母國文化。事實上，文化傳承與語文教學之間的關係是密不可分的。設計一個完備的文化課程，必須先了解兩國文化之間的差異，從二者之間的相同或相似點進行文化比較，進而帶入母國文化。僑校的文化課程不應只是做手工藝的勞作課，那麼，所謂的文化課程又應該如何進行呢？

近十餘年筆者於僑校、主流學校及與本地博物館合作，舉辦活動，推廣母國文化，多年來的經驗，歸納出適合各種規模的文化活動流程。本次筆者將以「僑校文化推廣之設計與實作」做為分享重點。

Most overseas Chinese schools include the promotion of Chinese culture, in addition to Chinese language teaching, as part of their mission. In fact, the two activities supplement each other in maximizing the effectiveness for all.

This paper is focused mainly on the design and implementation of Chinese culture-related promotional activities. The author believes her own experiences in organizing Chinese Holiday celebrations in collaboration with overseas Chinese schools, mainstream schools, and local museums of Southern California will be helpful to readers who are interested in conducting similar events.

**關鍵字：**僑校、文化課、活動設計、文化傳承、語文教學