

Journal of Thai-Chinese Social Science (JTCSS)

Vol. 2. No. 1(2025): January–April

Aims and Scope

The Journal of Thai-Chinese Social Science (JTCSS) (Online ISSN: 3057-157X) is a multidisciplinary platform dedicated to fostering academic excellence. We spans a diverse array of fields within the social sciences, reflecting our commitment to publishing high-quality research papers in both Chinese and English. The aims and scope of this issue are as follows:

- Cultural Analysis and Identity Studies
- Education and Language Learning
- Digital Finance and Curriculum Reform
- Photography and Visual Arts
- Cross-Cultural Communication
- Cultural and Creative Designs
- Educational Technology
- Heritage Language Teaching
- International Chinese Education
- Policy Banks and Operational Risks
- Music Tourism Research
- Legal and Regulatory Studies
- Tourism and LDA Model
- Innovation and Entrepreneurship Education
- Bibliometric Analysis



The JTCSS aims to serve as a platform for scholarly discourse that transcends disciplinary boundaries, fostering a dynamic exchange of ideas that contribute to the advancement of global social sciences. We are committed to maintaining the highest standards of peer review, ensuring that each article meets stringent criteria for scholarly excellence, originality, and relevance. Through this inaugural issue, we set the stage for future contributions that will enrich the tapestry of knowledge in the social sciences.



Dr. Songyu Jiang

Preface

Dear Colleagues and Esteemed Readers,

We are pleased to present Volume 2, Issue 1 (January–April 2025) of the Journal of Thai-Chinese Social Science (JTCSS). This issue continues our commitment to interdisciplinary exploration at the intersection of education, culture, digitalization, and social development in the Thai-Chinese context.

This edition includes six original and insightful articles that examine a range of emerging topics—from rural cultural revitalization and digital teaching reform in arts education, to Chinese language acquisition among Thai learners, and the evolving personalization of Chinese education in the digital intelligence era. These works contribute to deepening our understanding of social science in both theoretical and practical dimensions, particularly as they apply to Thai-Chinese intercultural engagement.

We are especially proud to feature the article titled:

“Theoretical Model and Strategic Framework of Digital Communication of Chinese Civilization: An Empirical Analysis Based on Grounded Theory”

Authored by scholars from Hainan University, this study offers a grounded theory-based framework that explores how Southeast Asian Chinese communities engage in the digital dissemination of Chinese civilization. Through a six-dimensional model, it presents strategic directions for enhancing global cultural communication and stands out as this issue’s Featured Article.

The diverse academic contributions in this issue reflect the journal’s broader mission—to foster dialogue across disciplines, connect scholarship to cultural realities, and offer policy-relevant insights for education, communication, and development within Thai and Chinese societies.

We extend our sincere gratitude to the authors, reviewers, and readers who support JTCSS and help advance scholarly exchange in this growing field. We look forward to your continued engagement and contributions in future volumes.

Dr. Songyu Jiang, Editor-in-Chief

Journal of Thai-Chinese Social Science (JTCSS)

Email: jiang.song@rmutr.ac.th

Editorial Board

Journal Owner: Foundation for Globalization and Fairness

Journal Editor

Dr. Jiang Songyu

Foundation for Globalization and
Fairness

Editorial Team

Prof. Dr. Wu Mei

University of Macau

Prof. Dr. Duan Ninggui

Youjiang Medical University For Nationalities

Prof. Dr. Chen Changshu

Shandong Normal university

Prof. Dr. Wang Li

Changzhi University

Prof. Dr. Zhang Junjun

Hainan University

Assoc. Prof. Dr. Gao Jie

Dali University

Assoc. Prof. Dr. Zhang Jian

Sanming College

Assoc. Prof. Dr. Yao Qi

Chongqing Technology and Business University

Assoc. Prof. Dr. Kanokporn Numtong

Kasetsart University

Assoc. Prof. Dr. Chatuwit Keawsuwan

Kasetsart University

Dr. Ke Xiaojun

Guangzhou Institute of Science and Technology

Dr. Li Ming

Rajapark Institute

Dr. Thanyanant Chansongpol

Rajapark Institute

Dr. Nutteera Phakdeephiratt

Rajamangala University of Technology

Rattanakosin

Prof. Dr. Yao Qi

Chongqing Jiaotong University

Dr. Chai Ching Tan

National Institute of Development Administration

Asst.Prof.Dr.Nattapong Jantachalobon

Rajamangala University of Technology

Krungthep

Table of Contents

Preface

II

The Challenges and Practical Pathways of Empowering Rural Cultural Revitalization through Local Rural Culture

Author: Wenjing Zhou

Pages: 1–16

A Study on the Pedagogical Reform of Music and Dance Education in Chinese Universities under the Context of Digitalization

Authors: Liu Yang, Xi Yue*, Thitaree Compee

Pages: 17–43

Theoretical Model and Strategic Framework of Digital Communication of Chinese Civilization: An Empirical Analysis Based on Grounded Theory

Authors: Zhang Junjun, Liang Chen*, Wu Haibo, Xu Lu

Pages: 44–57

Chinese Language Learning Challenges and Instructional Adaptation Strategies Among Thai Learners: A Grounded Theory Approach

Authors: Ruiming Li, Valee Amatyakul*

Pages: 58–81

Research Hotspot and Trends of Personalized Chinese Education in the Era of Digital Intelligence: A Visual Analysis Based on CiteSpace

Authors: Peng Xueyuan, Fang Hui*, Valee Amatyakul

Pages: 82–97

Attributions to Success and Failure in Chinese Language Learning and Its Predictive Effect on Academic Performance among Thai Trilingual Undergraduate Students

Author: Lin Caijun

Pages: 98–121

Editorial Office

68 Soi Ramkhamhaeng 21 Intersection 10, Phlapphla Subdistrict, Wang Thong Lang
District Bangkok 10310

Foundation for Globalization and Fairness (FGF): 0639107763, 021197687

Coordinator: 0653961669, 0968319819, 0836653979

Email: journal.thaichinese@gmail.com