научная обоснованность и, что особенно важно, вовлечение местного населения, чтобы борьба с опустыниванием приносила реальный доход и улучшала качество жизни.

Как отметил директор Центра сотрудничества Фэн Чжаньвэнь, китайский опыт предотвращения и контроля опустынивания обладает универсальной ценностью, а миссия центра состоит в том, чтобы делиться этой мудростью и практикой со всем миром. И этот мир начинается здесь, в Центральной Азии, с нашего общего будущего, которое мы можем сделать зелёным.

Совместными усилиями, опираясь на проверенные технологии и добрососедские отношения, мы сможем защитить нашу землю от наступления песков и передать будущим поколениям не безжизненные пустыни, а цветущие оазисы.

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ГАНСУДАГЫ ЭЛ АРАЛЫК СТУДЕНТТЕРДИН АРАСЫНДА ГАНСУ ТИЛИНЕ КАБЫЛ АЛУУ ЖАНА "ГАНСУ ОБРАЗЫНЫН" ТҮЗҮЛҮШҮ. ЭРКИН СӨЗДӨРДҮН БИРИКТИРИЛИШИ ЖАНА КОРПУС АНАЛИЗИ ЫКМАСЫНА НЕГИЗДЕЛГЕН ИЗИЛДӨӨ

ВОСПРИЯТИЕ ГАНЬСУ СРЕДИ ИНОСТРАННЫХ СТУДЕНТОВ В ГАНЬСУ И ФОРМИРОВАНИЕ «ОБРАЗА ГАНЬСУ». ИССЛЕДОВАНИЕ, ОСНОВАННОЕ НА МЕТОДЕ СВОБОДНЫХ СЛОВЕСНЫХ АССОЦИАЦИЙ И КОРПУСНОМ АНАЛИЗЕ

PERCEPTIONS OF GANSU AMONG INTERNATIONAL STUDENTS IN GANSU AND THE CONSTRUCTION OF "GANSU'S IMAGE". A STUDY BASED ON FREE WORD ASSOCIATION AND CORPUS ANALYSIS

Аннотация: Будучи важнейшим узлом обмена между восточной и западной цивилизациями в рамках инициативы «Один пояс, один путь» (BRI), Ганьсу оказывает непосредственное влияние на формирование своего имиджа и международную коммуникацию, способствуя повышению региональной конкурентоспособности и привлекательности международного сотрудничества. Иностранные студенты, как непосредственные наблюдатели за имиджем Ганьсу и ключевые субъекты его зарубежной коммуникации, обладают достоверными и репрезентативными представлениями. В данном исследовании используется комбинированный метод экспериментов по свободным ассоциациям слов и корпусный анализ для изучения концептуального познания и эмоционального отношения к имиджу Ганьсу среди 155 иностранных студентов. Результаты показывают, что общее восприятие Ганьсу студентами положительное, с акцентом на «исторический и культурный образ», «образ природного ландшафта» и «образ культуры питания». Однако существуют и ограничения, такие как упрощенное региональное познание, слабое понимание современного развития и практические проблемы, связанные с климатом и ценами на сырьевые товары. На основе полученных результатов необходимо содействовать трехмерному формированию и эффективной международной коммуникации имиджа Ганьсу путем создания отличительной коммуникационной системы, продвижения локализации международного обучения китайскому языку, активизации коммуникационного потенциала личных медиа иностранных студентов, оптимизации услуг для студентов и создания механизма динамического мониторинга.

Abstract: As a crucial node for the exchange of Eastern and Western civilizations under the Belt and Road Initiative (BRI), Gansu’s image construction and international communication directly impact the enhancement of regional competitiveness and the attractiveness of international cooperation. International students, as direct perceivers of Gansu’s image and core subjects of its overseas communication, hold authentic and representative perceptions. This study adopts a combined method of free word association experiments and corpus analysis to investigate the conceptual cognition and emotional attitudes toward Gansu’s image among 155 international students. The results show that the students’ overall perceptions of Gansu are positive, with core focus on the "historical and cultural image," "natural landscape image," and "food culture image." However, there are also limitations, such as simplistic regional cognition, weak awareness of contemporary development, and practical troubles related to climate and commodity prices. Based on these findings, it is necessary to promote the three-dimensional construction and effective international communication of Gansu’s image by building a distinctive communication system, advancing the localization of international Chinese language education, activating the communication potential of international students’ self-media, optimizing living services, and establishing a dynamic monitoring mechanism.

Ключевые слова: имидж Ганьсу; иностранные студенты из Центральной Азии; свободные словесные ассоциации; международное обучение китайскому языку

Keywords：Gansu’s image; Central Asian international students; free word association; international Chinese language education

I. Introduction. The Belt and Road Initiative (BRI), as an important international cooperation plan, focuses not only on economic cooperation among countries but also on cultural exchange and integration, providing a broad platform for cultural interaction among participating countries and facilitating solidarity and emotional bonds between regional nations[1]. As the golden section of the ancient Silk Road, Gansu serves as a key node for the exchange of Eastern and Western civilizations in BRI construction. International students in Gansu, as direct perceivers and overseas narrators of Gansu’s image, their cognitive status is an important reference for the objective presentation of Gansu’s image. Through their cognition and attitudes toward Gansu, we can gradually improve the path for constructing Gansu’s image.

II. Central Asian International Students' Cognition of Gansu Image Based on Free Association

1. Free Association as an Effective Method to Obtain Gansu’s Image

Free association is a psychological technique: in a relaxed state, individuals express thoughts, words, images, and feelings that arise in their minds immediately and truthfully without censorship, modification, or restriction by social norms. After the analyst presents a target word, the participant responds with the first word that

comes to mind. The analyst records the response time and content, and abnormal reactions such as long delays, emotional excitement, or bizarre associations may indicate "complexes." Hu Yiming used this method to analyze the national images of Japan, the United States, and South Korea among Shanghai teenagers[2]; Ji Dongzhen applied it to study the cognitive development of address terms such as "aunt"[3] and "young lady"[4]; Mou Lei and Wu Yongyi conducted research on "Belt and Road" international students' perceptions of China's image[5]. As direct perceivers of Gansu's image, international students in Gansu can be studied through free word association experiments to explore their cognition of "Gansu's image."

The participants of the vocabulary test were international students in Gansu (Northwest Normal University), totaling 155. Their average age was 24 years old, with an average Chinese learning duration of 25 months and an average residence in Gansu of 20 months. The gender ratio was 1:1.08, and they came from 15 countries: Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Pakistan, Mongolia, Thailand, Vietnam, Russia, Moldova, Indonesia, Malaysia, the Philippines, Sudan, and Algeria.

Taking "Gansu" as the target word, students were required to write 10 associated words within 3 minutes without restrictions on language form. A total of 358 distinct words were collected, and 266 valid words were obtained after synonym merging. The method of "frequency statistics and response order weighting" was adopted to quantify the intensity of cognitive connection. The first word to appear indicates the strongest connection, scored 1 point, followed by 0.9, 0.8, 0.7, 0.6, 0.5, 0.4, 0.3, 0.2, and 0.1 points for subsequent words[6].

2. High-Frequency Word Associations from International Students' Free Association Tests

We listed the top 20 words with both high frequency and weighted scores. The details are shown in Table 1.

Table 1: Top 20 High-Frequency Words from Free Association Tests (Weighted Scores)

Mogao Grottoes 132 (108.6)	Desert 98 (79.3)	Silk Road 85 (67.2)	Beef Noodles 76 (58.5)
Danxia Landform 63 (49.8)	Yellow River 59 (45.1)	Jiayuguan 52 (38.6)	Dry 48 (36.4)
Warmth 43 (32.7)	Ancient 39 (29.5)	Great Wall 21 (12.8)	Buddhism 20 (11.5)
Grapes 19 (10.9)	Lanzhou 18 (10.3)	Simplicity 17 (9.7)	Sandstorm 16 (9.2)
School 15 (8.8)	Friends 14 (8.3)	Development 13 (7.9)	Safety 12 (7.5)

Note: The number outside the parentheses in the table indicates the total number of the 155 participants who thought of the word. The number inside the parentheses is the score calculated by the "response order weighting method," quantifying the intensity of the cognitive connection between the word and "Gansu." Weighted score calculation rule: Scores are assigned according to the order of association—1 point for the first word, 0.9 points for the second, decreasing by 0.1 points in sequence. The weighted score is the sum of the weights of the word from all respondents.

As shown in the table above: International students' core cognition of Gansu focuses on natural landscapes, historical culture, folk customs, and climatic characteristics. "Mogao Grottoes," "Desert," and "Silk Road" rank top three, serving as Gansu's most influential cultural and natural symbols.

3. International Students' Attitudes Toward "Gansu's Image"

We classified the collected associated words into three categories based on emotional tone: positive, neutral, and negative[7].

Table 2: Statistical Analysis of Emotional Attitudes Toward Gansu's Image (%)

Emotional Tone	Number of Distinct Words	Total Frequency (Ratio)	Top 10 Words (Frequency / Weighted Score)	Total Weighted Score
Positive	168	823 (39.6)	Mogao Grottoes 132 (108.6), Beef Noodles 76 (58.5), Warmth 43 (32.7), Danxia Landform 63 (49.8), Simplicity 17 (9.7), Safety 12 (7.5), Delicious 35 (24.3), Magnificent 28 (18.6), Friendliness 19 (11.2), Long History 25 (16.4)	386.7
Neutral	152	1105 (53.2)	Desert 98 (79.3), Silk Road 85 (67.2), Yellow River 59 (45.1), Jiayuguan 52 (38.6), Lanzhou 18 (10.3), Great Wall 21 (12.8), Buddhism 20 (11.5), Grapes 19 (10.9), School 15 (8.8), Culture 32 (21.7)	412.3
Negative	29	150 (7.2)	Dry 48 (36.4), Heavy Sandstorm 16 (9.2), Remote 8 (5.3), Cold 6 (3.8), Inconvenient Transportation 5 (3.1), High Commodity Prices 4 (2.7), Few Opportunities 3 (1.9)	62.4

As shown in the table: First, neutral words account for the highest proportion (53.2%), reflecting that international students' cognition of Gansu is based on objective reality, focusing on natural landscapes and historical and cultural symbols such as "Desert" and "Silk Road." Second, positive words account for 39.6% while negative words only account for 7.2%, indicating the students' positive emotions toward Gansu, recognizing its safe environment, hospitable people, rich cuisine, and magnificent landscapes, with an overall positive cognitive tendency.

4. "Gansu's Image" in International Students' Minds

We classified the associated words appearing more than 3 times by semantics, forming seven image dimensions (Table 3).

Table 3: Composition of Gansu's Image Dimensions in International Students' Cognition

Historical Culture	Mogao Grottoes, Silk Road, Jiayuguan, Great Wall, Buddhism, Long History, Cultural Relics, Historical Sites	28	678 (32.5)	489.6
Natural Landscape	Desert, Danxia Landform, Yellow River, Gobi, Snow Mountain, Oasis, Grassland	22	530 (25.3)	376.2
Food Culture	Beef Noodles, Grapes, Melons, Yogurt, Hand-Grasped Lamb, Special Snacks	18	397 (19)	268.5
Human Relations	Warmth, Friendliness, Simplicity, Friends, Teachers, Gansu People, Chinese People	15	182 (8.7)	112.4
Geographic Location	Lanzhou, Jiuquan, Zhangye, Wuwei, Northwest, Remote	14	142 (6.8)	85.7
Social Life	School, Dormitory, Study, Shopping, WeChat, Express Delivery, Transportation	19	109 (5.2)	63.8
Development Image	Development, Construction, Airport, High-Rise Buildings, Policies, Opportunities	12	53 (2.5)	32.1
Total	-	129	2091	1728.6

As shown in the table: The cognitive scenario tends to be "campus-oriented and daily life-oriented," with students lacking understanding of Gansu's urban functions and industrial ecology; geographic cognition is stereotyped, focusing on a few key cities and solidifying the impression of "deserts and Gobi" while ignoring diverse landforms; there is an imbalance between traditional and modern development cognition, with insufficient awareness of BRI-related development achievements; overall cognition is superficial and simplistic, with the three traditional dimensions accounting for 76.8%, failing to fully reflect Gansu's diverse values and modern vitality.

III. Conceptual Cognition of Gansu's Image Based on International Students' Corpus

A 100,000-character text was randomly selected from the corpus of Central Asian heritage Chinese learners. After word segmentation using Jieba software, keywords appearing more than 5 times were screened for cluster analysis to construct the conceptual image of Gansu.

Cluster analysis of the corpus data yielded six image dimensions (Table 4), ranked by frequency proportion from high to low. The total proportion of the three dimensions—human relations, school life, and historical culture—reached 83.5%, which is consistent with the results of the free association experiment, indicating that these three aspects are the core cognitive sources for international students to construct Gansu's image.

Table 4: Composition of Gansu's Conceptual Dimensions Based on International Students' Corpus

Image Dimension	High-Frequency Words (Frequency)	Total Frequency/Proportion
Human Relations	I (3562), We (628), Friends (245), Teachers (216), Chinese People (158), Gansu People (96), Family (83), Classmates (79), Friendliness (68), Warmth (57)	5863/42.1%
School Life	Chinese (489), School (235), Study (198), Dormitory (167), University (152), Chinese Language (128), Homework (96), Scholarship (85), Exam (73), Course (69)	2348/16.8%
Historical Culture	Culture (186), History (153), Mogao Grottoes (129), Silk Road (108), Tradition (87), Historical Sites (65), Art (58), Buddhism (52)	1896/13.6%
Natural Landscape	Scenery (102), Desert (95), Yellow River (88), Danxia (76), Gobi (63), Environment (59), Air (48)	1528/10.9%
China as a Whole	China (1125), Country (168), Beijing (56), Xi'an (43), Belt and Road (38), Great Wall (32), Chinese Cuisine (29)	1689/12.1%
Social Development	Life (136), City (98), Transportation (75), Development (62), Construction (53), Airport (41), Work (35)	633/4.5%

Both the free association experiment and corpus analysis show that historical culture, natural landscape, human relations, and school life occupy a core position in the cognition of Gansu's image. However, there are differences between the two:the free association experiment focuses more on Gansu's local characteristic symbols; while the corpus analysis involves more connections between Gansu and China as a whole, such as "China" and "Belt and Road."

IV. Core Findings on International Students' Cognition of Gansu's Image

1. Overall Positive Cognition, with Deep-Rooted Traditional Advantageous Image

International students' evaluations of Gansu are mainly positive. Historical and cultural symbols such as "Silk Road," natural landscapes such as "Danxia Landform," and food features such as "Beef Noodles" have become core cognitive labels. "Warmth," "simplicity," and "safety" are common evaluations of Gansu's

humanistic environment. This positive cognition has laid a good emotional foundation for the international communication of Gansu's image.

2. Simplistic Regional Cognition, Insufficient Understanding of Internal Diversity

International students' geographic cognition is concentrated in a few cities such as Lanzhou, Dunhuang, and Jiayuguan, with little knowledge of the characteristic resources in other regions like Zhangye and Wuwei. Moreover, they generally equate Gansu with "deserts" and "Gobi," ignoring the diverse landforms such as forests, grasslands, and ecological oases in southern Gansu. However, Gansu's 14th Five-Year Plan and the Long-Range Objectives Through the Year 2035 propose comprehensively strengthening ecological civilization construction[8]. The simplicity of regional cognition prevents students from fully understanding Gansu's diverse charm.

3. Weak Cognition of Contemporary Development, Low Awareness of Policy Information

In contrast to the high awareness of traditional resources, international students have a serious lack of understanding of BRI-related contemporary development achievements such as China-Europe Railway Express, Lanxin High-Speed Railway, and industrial parks. The frequency of related words only accounts for 2.5%-4.5%, failing to form a modern cognition of Gansu as an "opening-up frontier."

4. Diverse Life Perceptions, with Some Practical Troubles

WeChat Pay, express delivery, and other services provide convenience for students' daily lives. However, climatic characteristics such as "dryness" and "heavy sandstorms," as well as problems like inconvenient transportation, high commodity prices, and few employment opportunities in some areas, affect their willingness to stay long-term.

5. Deep Emotional Bonds, Strong Identification with "Second Hometown"

Most international students regard Gansu as their "second hometown" and are willing to recommend Gansu's resources to relatives and friends in their home countries. Interpersonal relationships serve as the core link of emotional connection, making them active communicators of Gansu's image and enabling more authentic and vivid overseas communication of Gansu's image.

V. Approaches to the International Construction of Gansu's Image

1. Build a Distinctive Public Discourse System, Strengthen the Communication of Policy and Development Image

Break through the single historical and cultural communication, and construct a trinity positioning of "historical culture, ecological tourism, and open development." Focus on China-Europe Railway Express to highlight the channel value of the BRI; create an ecological image of "green mountains and clear waters" to break the simplistic cognition; invite international students to participate in activities such as the Silk Road Youth Forum to share real experiences and enhance communication credibility.

2. Promote the Localization of International Chinese Language Education, Lay the Foundation for Cognitive Communication

Optimize enrollment policies and professional settings to meet the needs of Gansu's cultural heritage protection and characteristic industries, allowing students to participate in practical projects such as Mogao Grottoes mural restoration; develop localized Chinese textbooks integrating Gansu's diverse image content, and improve the comprehensiveness of cognition through teaching forms such as cultural experience and role-playing; encourage Chinese teachers to become "ambassadors of Gansu's image" to guide international students in deeply understanding Gansu.

3. Take Self-Media as the Communication Carrier, Activate International Students' Communication Potential

Support international students in creating short videos and Vlogs on themes such as travel experiences and cultural exploration, and publish them on self-media platforms such as TikTok and YouTube; organize activities such as the "Gansu in My Eyes" short video competition to encourage active communication; integrate international students' self-media accounts with official communication channels to form bottom-up communication and expand the scope of publicity.

4. Optimize International Students' Living Services, Enhance Willingness to Stay and Communicate

Address climate discomfort by equipping student dormitories with humidifiers and organizing health lectures; improve transportation conditions in some areas and regulate commodity price levels; build communication platforms and organize activities such as in-depth tours of Gansu and intangible cultural heritage experiences to allow students to go out of the campus and fully perceive Gansu's diverse charm.

5. Establish a Dynamic Monitoring Mechanism, Track the Effect of Image Communication

Expand the corpus sources to include social media texts and interview records, and establish a

semi-annual corpus update mechanism; regularly conduct keyword extraction and emotional tendency analysis, and evaluate the effectiveness of communication strategies and make timely adjustments by comparing the frequency changes of positive words such as "China-Europe Railway Express" and negative words such as "dry."

VI. Conclusion

International students in Gansu hold mainly positive perceptions of Gansu, with traditional advantageous resources as the core cognitive dimension. Their deep emotional bonds make them an important force in the international communication of Gansu's image. However, problems such as simplistic regional cognition and insufficient awareness of contemporary development still restrict the three-dimensional communication of the image. In the future, it is necessary to balance traditional advantages and contemporary development, integrate the efforts of the government, educational institutions, and international students, and through diverse communication paths and practical measures, promote the transformation of Gansu's image from a "traditional tourist destination" to a "new highland of open development," constructing a more three-dimensional and vivid international image.

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КЫРГЫЗ РЕСПУБЛИКАСЫНДАГЫ АЯЛДАРДЫН ИШКЕРДИГИ: АБАЛЫ ЖАНА ЭЛ АРАЛЫК ДОЛБООРЛОРДУН РОЛУ
ЖЕНСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО В КЫРГЫЗСКОЙ РЕСПУБЛИКЕ: СОСТОЯНИЕ И РОЛЬ МЕЖДУНАРОДНЫХ ПРОЕКТОВ