

An Analytical Study on the Process of Designing Culture-Based Mandarin Textbooks for Northern Thailand Chinese Schools - From the Perspective of Ethnic Culture

Po-Wei Fu

This research focuses on incorporating ethnic cultural elements into the textbook to fit up students' cultural background. Purpose of this research are: exploring costumes and festival culture of Akha and Lisu, collecting and analyzing the contents of cultural textbook. Also, putting Akha and Lisu culture into the mandarin cultural textbook, evaluating the quality of the textbook to provide references for the design of overseas cultural teaching materials.

The research method used documental analysis, semi-structured interviews and focus group interviews. Throughout the research, the researcher finds out two conclusions which are cultural interviews and textbook designing. The conclusions of cultural interviews includes: Akha and Lisu have slightly cultural changes, Akha and Lisu have good cultural preservation. However, Akha and Lisu are both confronted with cultural discontinuity. The conclusion of textbook designing contain with: the textbook can be treat as local cultural materials, the words and expressions in the textbook had being adjusted according to local customs. Also, correctness of cultural knowledge must be assessed by locals. Most importantly, the textbook has highly applicability.

Finally, this research makes conclusions under recommendations for textbook users and follow-up research.

Keywords: Culture-Based textbooks, Process of textbook designing, Ethnic Culture