

On College English Teaching Mode of the Chinese Culture in the Context of Internet+

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Abstract: The Chinese nation has a long history and Chinese culture is extensive and profound. Strengthening the Chinese culture education of college students is conducive to strengthening the national self-confidence of contemporary college students and strengthening the national identity, which can promote the formation of students' correct world outlook, outlook on life and values. College students' English is a compulsory course in higher education, but it shows the phenomenon of attaching importance to western culture and despising Chinese culture in college students' English classroom. Along with the continuous development of Internet technology, college students' English classroom teaching is facing great challenges. How to improve the effectiveness of Chinese culture teaching in college students' English classroom under the background of Internet + has become a hot topic in the current research. Combining with many years of teaching experience, the author thinks and discusses the problems existing in college students' English classroom teaching and the Chinese culture teaching mode of college students' English classroom under the background of Internet, in order to provide the corresponding reference and basis for the vast number of first-line college English teaching.

1. Problems in English Classroom Teaching for College Students

Today's society is the society of economic globalization, and different cultures around the world collide, stir and merge. With the enhancement of China's economic strength and the development of comprehensive national strength, the broad and profound Chinese culture has attracted more and more attention from all over the world[1] Higher education is an important part of Chinese education and it is very necessary to set up English courses for college students under the social background of economic globalization. However, in the current English classroom teaching of college students, the phenomenon of "Chinese culture aphasia" is more serious, which makes the Chinese cultural identity encounter crisis and the ecological system of culture teaching is out of balance, so it is imperative for college students to integrate English classroom into Chinese culture teaching[2] Along with the continuous development of Internet + technology, college students are facing new challenges in integrating Chinese culture into English classroom.

1.1. The Phenomenon of "Aphasia of Chinese Culture" is Very Common

Influenced by the strategic decision of foreign language education in our country, Chinese culture and foreign culture show unequal phenomenon in the process of communication and communication, which makes English teachers and students have the phenomenon of "aphasia" in the English teaching of college students. In the survey of 200 college students, it was found that the students with strong English expression ability in Chinese culture accounted for only 5% of the total students, and the students with strong English expression ability in Chinese culture accounted for 60% of the total students, while the students with general English expression ability in Chinese culture accounted for 35% of the total students, as shown in Table 1. It can be seen from this that the phenomenon of "Chinese culture aphasia" is still very common in the current English teaching of college students, and students should enhance their English expression ability of Chinese culture.

Table 1 The English expression ability of college students in Chinese culture

English Expression Ability of Chinese Culture	Strong	Strong	General
Percentage of students (%)	5	60	35

1.2. The Identity of College Students to Chinese Culture is Not Strong

As a qualified Chinese citizen, we should have a strong sense of identity to the culture of our country. The identity of Chinese culture includes the identity of Chinese traditional culture, but also the identity of the cultural ontology with the sense of the times developed in the long history. With the implementation of China's reform and opening policy and the continuous development of economic globalization, Chinese cultural identity is facing a severe test. In a survey of 2000 college students, it was found that only 20% of the English expression of "Confucius" can speak and spell, 40% of the college students can only say, and 40% can neither speak nor spell, as shown in Table 2. This shows that the contemporary college students' identity with Chinese culture is not strong enough, and even there is a crisis of identity. College students are the successors of building a socialist new China in China, and a strong sense of national identity is the basic accomplishment of contemporary college students. In the era of multi-cultural coexistence, college students should establish strong national self-confidence and enhance their own national identity.

Table 2 Students' English representation of confucius

The English Expression of Confucius	Can write and say	Can say not write	Can't say no
Percentage of students (%)	20	40	40

1.3. Unbalance of Culture Teaching Ecological System

In the university campus, we often see this phenomenon, college students can express the content of western culture fluently in English, such as Christmas, Valentine's Day, Friends and so on, but they can not explain the relevant content in Chinese culture in detail, let alone in English, this is the current phenomenon of cultural imbalance in the process of college students' English teaching. In the survey of 2000 college students, it was found that only 30% of the students who could explain Chinese culture in English and 70% of the students who could not explain Chinese culture in English, as shown in Table 3. The imbalance of college students' English teaching culture is very unfavorable to the cultivation of students' cross-cultural consciousness, which seriously hinders the students' communicative ability and leads to the slow improvement of students' comprehensive ability.

Table 3 Questionnaire on Cultural Imbalance of College Students

Can you express Chinese culture in English	Can I	No
(%% of students)	30	70

2. Chinese Culture Teaching Model of College Students' English Classroom Internet Background

2.1. Update the Teaching Form of College Students' English Class

The traditional practice of infiltrating Chinese culture teaching in college students' English classroom teaching is that teachers interspersed Chinese culture in the process of explaining and let students learn sporadic Chinese cultural knowledge outside of learning English. The advantage of this is that Chinese culture can be integrated into teaching, and the disadvantage is that the teaching method is not flexible, and the students' absorption rate of Chinese cultural knowledge is low. Against the background + Internet, teachers should update the teaching methods of education and use the Internet to improve the efficiency of students' learning of Chinese culture. Internet +

teaching, can combine the sound, picture, text, video and other elements in the teaching content of college students' English course organically, display in front of students in vivid form, improve students' interest in learning, and improve the efficiency of Chinese culture teaching.

For example, when it comes to western festivals such as "Christmas ", " Thanksgiving" and "April Fool's Day" in college students' English classroom teaching, teachers can use the Internet to search for relevant materials about traditional Chinese festivals, and then use multimedia equipment to display them in front of students. Teachers can also use the Internet to play Chinese traditional four masterpieces, Wenfang Sibao and other related documentary video clips to stimulate students' interest in Chinese culture, but also improve students' learning effect and improve the effectiveness of Chinese culture teaching in college students' English classroom.

2.2. Infiltration of Chinese Culture Teaching by Terminal Method

With the development of science and technology, mobile devices have become an indispensable tool in our life. Applying mobile devices to education and teaching can break the limitation of time and space, strengthen communication and communication between students and teachers and students, and improve students' learning efficiency. In college students' English teaching, teachers should encourage students to use terminal equipment to study Chinese culture, improve their interest in learning and improve the effectiveness of teaching. Meanwhile, teachers should recommend several APP, of Chinese culture learning to students so that students can learn according to the learning path in the AAP and improve their learning effect.

For example, teachers can set up a WeChat group, invite all students in the class into the group, teachers release some Chinese culture teaching content and teaching arrangements on a regular basis, students can learn Chinese culture according to the teaching arrangements issued by teachers, and make reasonable planning and arrangement of their own time. Teachers can also recommend some public numbers and APP that they think are better and suitable for students to learn, so that students can learn Chinese culture in their spare time. At the same time, students can publish their ununderstood knowledge to WeChat group in WeChat communication group, ask teachers for help.

2.3. The practice law permeates Chinese culture teaching

The ultimate goal of students' learning knowledge is to solve the problems in practical life by applying knowledge to practical life. Teachers should encourage students to actively and actively participate in various activities and use English as a language tool to publicize Chinese culture to the outside world. By participating in the activities, students not only exercise their own English proficiency, but also push Chinese culture to the world, and enhance students' national pride, thus building up national self-confidence. Against the background + Internet, teachers should guide students to make use of the advantages of good Internet and communicate with foreigners through various network platforms, so as to spread Chinese culture to the world.

For example, college English teachers can demonstrate online communication to students in class. First, teachers should try various online communication platforms themselves, find out several trusted and reliable online communication platforms, and then communicate with students in class. Teachers guide students to introduce their national culture to foreigners in English, such as Chinese traditional quyi, Beijing Opera, Hebei Bangzi, Shandong Allegro, etc. Through the sharing and exchange of online communication platform, students introduce Chinese culture to foreigners, which increases the popularity of Chinese culture, is also conducive to the penetration of Chinese culture teaching in English classroom for college students, and is also conducive to the improvement of students' English level.

3. Conclusion

College students' English classroom infiltration of Chinese culture teaching is an important step towards the international development of Chinese culture. Under the background of Internet +, teachers should make use of the powerful advantages of the Internet, update the form of education and teaching, and adopt terminal method and practice method to improve the effectiveness of

Chinese culture teaching infiltration. At present, English is an international common language, its status can not be underestimated, but I believe that the status of language is not fixed, with the improvement of China's international status, the use of Chinese in the world will become more extensive.

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