

## Chinese Culture Communication in College English Classroom

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**Abstract.** The "Chinese culture going out" and "telling Chinese stories well" reflect the new cultural strategy and new opportunities in the era of globalization and informatization. In this context, College English teaching should not only import Western cultural knowledge into the classroom, but also carry a certain task of disseminating Chinese culture. Therefore, students can learn to express our own culture in English. It is feasible to integrate our excellent traditional cultural knowledge into English classroom teaching and cultivate students' awareness of Chinese cultural communication. Paying attention to the import of western culture and the export of Chinese culture to students, and improving the cultural communication literacy of college students are conducive to overcome Chinese cultural aphasia, promoting the external dissemination of Chinese culture and achieving cross-cultural exchanges.

### 1. Introduction

At present, most colleges and universities in our country focus on the language knowledge system, pay attention to the cultivation of students' language competence. However, cultural input is less. And cultural input only focuses on the learning of foreign language and cultural knowledge, ignoring or emphasizing little knowledge related to Chinese culture. The result of students' long-term acceptance of western culture is their blind worship, imitation of western culture, and their lack of identification with Chinese culture. The College English Teaching Guidelines call for "cultivating students' English application ability, enhancing cross-cultural communication awareness and communicative competence". There must be communication between two cultures in intercultural communication. At present, college English teaching is mainly one-way input of foreign culture. The present situation of foreign language teaching is insufficient to enable students to have intercultural competence.

### 2. The current situation of college students' cultural communication

At present, there is a common phenomenon that many college students are lack of Chinese cultural knowledge and they are unable to express and introduce their own culture, whether in oral or written English. Many researchers have found that most of the respondents cannot properly express the Chinese culture involved in the English test. Both English majors and non-English majors lack the ability to express Chinese culture in English. College students' language ability and "Chinese cultural aphasia" seriously restrict the external dissemination of Chinese culture.

### 3. Necessity and Advantage of Teaching Chinese Culture in College Public English Classroom

The dissemination of Chinese culture should be the responsibility of every Chinese person. English is the most widely used language in the world. If every student can use English to introduce our culture to foreigners, it is a more effective way to spread Chinese culture. Therefore, under the strategic background of culture going out, the construction of Chinese culture communication based on College English classroom is also in line with the future development trend and requirements of College English teaching in China.

College English classes have the advantages of spreading Chinese culture. First of all, College English teachers can make full use of the advantages of language and make full use of English as a

medium for cultural communication. In addition, College English teachers are not only familiar with Chinese culture, but also with Western culture, which can guide students to compare and think about Chinese and Western culture critically. In addition, College Public English is the most widely covered and longest lasting course in Colleges and universities, and it is a good platform for cultural communication. English teachers can help students build up awareness of cultural communication and cross-cultural communication in class, guide students to correctly handle the relationship between language learning and cultural learning, and train students to compare and think about Chinese and Western cultures, so as to achieve the external dissemination of Chinese culture.

#### **4. Establishing College English Teaching System to Promote the Spread of Chinese Culture**

##### **4.1 Change the traditional compiling mode of textbooks and classroom teaching mode.**

In the compilation of textbooks, we should increase the content of Chinese traditional culture and find out the teaching mode. We should seek a fresh teaching mode of expression of traditional Chinese culture instead of a pure European frame, which aim at cultural output in content and form rather than at cultural output.

We should start from the teaching objectives, teaching contents and teaching activities in an all-round way. Firstly, clear and reasonable teaching objectives. According to the requirements of College English teaching formulated by the Ministry of Education, the specific teaching objectives suitable for their schools and students are formulated to achieve the goal of "cultivating students' English application ability, enhancing cross-cultural communication awareness and communicative competence, developing autonomous learning ability and improving comprehensive cultural literacy". In terms of teaching content, the elements of Chinese culture are integrated into classroom teaching to change the situation that only western culture is imported. Teachers should determine the cultural content suitable for students according to their level, increase English vocabulary and expression expressing Chinese traditional culture and Chinese characteristics in the process of training their listening, speaking, reading, writing and translating language skills, attach importance to the comparison of Chinese and foreign languages and cultures, so as to enable students to master correct linguistic knowledge and target culture, and at the same time improve their English expression ability of native language culture.

##### **4.2 Second Classroom.**

In order to cultivate students' awareness of cultural input and communication, teachers should make good use of the second classroom. After class, students are guided to carry out multi-channel cultural input and teaching practice. It is a good choice to arrange students to watch more English material about Chinese culture, such as the program of "Beautiful China" shot by the BBC and "Discovery of China". In addition, students can be guided to carry out various activities about Chinese culture and cultural contrast between China and the West, such as English speech contest, debate contest, lecture. For example, the theme of the 2015 FIR Cup National College English Speech Competition is the choice of "Xiaoyao Tour" by Chuang Tzu, which is a good attempt and fully reflects the importance attached by the Organizing Committee to Chinese traditional culture. The theme of the competition triggered students' thinking and digging for Chinese traditional culture. This theme encourages students to read a lot of Chinese traditional cultural materials, analyze them from various angles, sort out and extract the essence of Chinese culture, and then make brilliant interpretations in English. In addition, students need to do a lot of reading after class.

#### **5. Summary**

In a word, the dissemination of Chinese culture should be integrated into the whole university public English curriculum system to form a new way to promote the dissemination of Chinese culture to the outside world. By this way, we can help students establish a correct cultural outlook, cultivate students' awareness of cultural communication abroad and learn to express Chinese culture in English. In the end, all the students will become the messenger of Chinese culture, with Chinese feelings,

international vision and cross-cultural communication ability.

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