

Problems and Countermeasures of Chinese Cultural Aphasia in College English Teaching

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Abstract. College English teaching has always ignored the infiltration of Chinese culture, resulting in Chinese cultural aphasia, which is not conducive to cross-cultural communication and the development of native culture. Based on the analysis of present situation, causes and effects of college students "Chinese cultural aphasia" in cross-cultural communication, this paper manages to find countermeasures and teaching methods to change the present situation of Chinese culture aphasia in college English teaching and enhance people's awareness and pride of our own culture. Chinese culture should be integrated into college English teaching to cultivate talents to meet the needs of cross-cultural development of the society and the country.

1. Introduction

The development of global economic integration has promoted economic and cultural exchanges among countries. English, as an international language, plays a more prominent role in international communication. With the accelerated pace of China's reform and opening up, Chinese people show great enthusiasm in English learning. However, many excellent traditional Chinese cultures have not yet formed mature English expressions, resulting in the lack of Chinese culture in international language expressions and the phenomenon of Chinese cultural aphasia. As for the reform of English teaching, the idea that foreign language teaching should not only include language teaching, but also include cultural teaching has gradually become the consensus of the foreign language circle in China. Increasing the cultural content of foreign language teaching has become an important aspect of China's foreign language teaching. Most of the foreign language teaching has changed from the traditional teaching system which focuses on inculcating grammar knowledge to the one that focuses on practical communicative competence. It has become an urgent matter for college English teaching to actively deal with this problem.

2. Current situation and influence of Chinese cultural aphasia in college English teaching

We can find that no matter non-English major college students, English major students, or even some young and middle-aged students, those who are good at English are usually familiar with western culture and the customs, traditions, festivals and taboos of western countries or ethnic groups. Know how to appreciate and comment on western art, history, literature and other cultures. However, if it comes to our own Chinese culture, both traditional festivals and customs, national culture, or Confucius and Confucianism, the traditional such as four major name, the tang poem song words, also is the now generation such as harmonic "and social" "sustainable development" concept, such as the English say to "better" people, if they don't know anything, as if did not live in Chinese culture. The one-way absorption of this culture, or the separation from its own culture, is a painful result of the neglect of the infiltration of Chinese culture in current English teaching, which is also what we should pay attention to.

3. The necessity of solving the problem of Chinese cultural aphasia

3.1 The need for cultural globalization

Cultural globalization refers to the flow of all cultures in the world in a variety of ways, under the influence of "integration" and "difference". Cultural globalization, like economic globalization, is a trend of world development. With the development of communication technology, it is easier for people to communicate with each other. In order to realize their own economic interests, people need to identify with their own culture. Over the past hundred years or so, China has learned to "take". In the 20th century, China translated more than 100,000 western works, while the west translated only a few hundred. This huge cultural deficit deserves our close attention. Because translation spreads not only the text, but also the language, culture and spirit of the country. On the one hand, we should pay attention to the import of western civilization; on the other hand, we should pay attention to the export of our excellent culture. Using English as a medium to spread Chinese civilization is an important means to promote cultural exchange.

3.2 The need for language teaching

The main goal of second language teaching is to cultivate students' intercultural communication ability. Intercultural communication competence refers to the communicative competence in the intercultural communication environment, that is, when people from different cultural backgrounds communicate with each other, they have a strong intercultural consciousness and are good at identifying cultural differences and eliminating cultural interference and successfully communicating. It is difficult for adults to learn a foreign language to reach the language level of native speakers of the target language, and it is also difficult for adults to communicate with native speakers of the target language. In fact, the goal of learning a foreign language is to become a "bridge" between the culture of the mother tongue and the culture of the foreign country, acting as a medium for people from different cultures to communicate with each other. The new era puts forward new requirements and opportunities for college English teaching in China.

4. The causes of Chinese cultural aphasia in college English teaching

4.1 Unscientific teaching methods — too much emphasis on language learning,

In the current English syllabus of colleges and universities, the teaching requirements and curriculum are relatively general, which restrict the spread of traditional Chinese culture. Although English teaching has been combined with the cultivation of students' social ability and cultural perception ability, there is still a lack of image contrast between different cultures in actual teaching, especially in the integration and expression of traditional Chinese culture. For a long time, English teaching has focused on the requirements of vocabulary, grammar, sentence pattern and other aspects, but neglected the integration of mother tongue and English and the integration of Chinese and western cultures, which has become the root of Chinese cultural aphasia.

4.2 The imbalance between positive and negative transfer of Chinese culture

In college English teaching, its positive transfer function is embodied in the integration of English and Chinese culture and the use of English to express native culture. For example, the Chinese idiom "kill two birds with one stone" means "kill two birds with one stone". The translation of these words with rich meanings is often ignored by teachers, which makes the negative transfer effect more obvious. In other words, students' learning behaviors have more negative influences on subsequent learning. Teachers place too much emphasis on the differences between English and Chinese. Although such intensive teaching can help students master more differences between English and Chinese cultures, it is easy to cause the lack of context, incoherence and other problems in teaching, and it is difficult to integrate and resonate. The neglect of the positive transfer of English teaching causes students to ignore the common cultural features among different nationalities, which aggravates the phenomenon of Chinese cultural aphasia.

4.3 The low proportion of native culture in college English textbooks

In the current college English teaching material, to introduce to the introduction of local culture, such as less resources, the reform and improve the English teaching materials and the content more rich, more novel teaching material design, but the content of teaching material in most is given priority to with western culture, the religion, folk customs, living, culture and so on is introduced, and the system of comparison between Chinese and western culture to introduce knowledge is relatively small, especially given priority to with Chinese culture in English teaching are much rarer. In current English teaching, western culture is still mainly spread, which virtually causes students' neglect of local culture and forms the gap between Chinese culture and English expression.

5. The countermeasures of Chinese cultural aphasia in college English teaching

5.1 Develop a reasonable syllabus and improve English teaching methods

In the formulation of college English syllabus, it is necessary to make clear the teaching tasks, scope of knowledge, teaching depth, curriculum structure and education model. In order to cope with "Chinese cultural aphasia", it is necessary to clarify the positive role and significance of Chinese cultural education in promoting English teaching. The ultimate goal of learning English is to improve the students' English communication, communication ability, and the expression of Chinese culture is also part of the multinational exchange content, which requires teachers in English teaching in Chinese cultural elements, train students' correct culture idea, the equality between Chinese and western culture, objective and rational treatment, in recognition of cultural diversity at the same time, to keep the respect for the culture of different ethnic groups. At the same time, it is necessary to further strengthen students' cultural foundation, guide students to master more vivid and vivid ways of cultural expression, and skillfully introduce Chinese culture in English communication, so as to eliminate the problem of Chinese cultural aphasia.

5.2 Cultivate students' correct values of Chinese and western culture

The cultivation of correct Chinese and western cultural values is conducive to the elimination of Chinese cultural aphasia. Teachers need to guide students to establish cultural identity, have an independent and perfect cultural personality, and realize the equality of culture. The establishment of Chinese and western cultural values for college students must be guided by teachers, adhere to the principles of understanding, equality and respect, reflect cultural inclusiveness in language communication. This requires both parties to understand each other, have a deep understanding of the connotation of language communication, and achieve smooth and in-depth communication on the basis of full understanding and respect. Therefore, as college English teachers, we need to highlight the neutrality of language in teaching, instead of overemphasizing the superiority of English. In addition, in English teaching, teachers also need to closely combine the cultivation of students' cultural values with quality education. Only by integrating language teaching and cultural education organically, can students achieve all-round development. To stimulate students' national pride and sense of mission in language learning is more conducive to the integration of local culture and English culture. Only in daily English expression can students actively explore the expression ways and means of Chinese culture, so as to overcome Chinese cultural aphasia.

5.3 Optimize teaching materials and improve teachers' English teaching level.

English textbook is an important carrier of English teaching, which covers many aspects such as listening, speaking, reading, writing and translating. It is the most effective starting point to optimize the teaching materials to deal with Chinese cultural aphasia. The optimization of English teaching materials is not only the responsibility of English teachers, but also the common responsibility of English education. The optimization of English teaching materials is not only reflected in classroom teaching, but also needs to be applied in students' review and preview. For example, in the arrangement of students' preview tasks, some culture-related knowledge can be arranged to stimulate students' initiative to understand Chinese and western culture. Students can do some cultural sharing,

investigation report and other activities according to the content of the textbook, so as to build a bridge between local cultural integration and English communication.

5.4 Offer culture courses to permeate Chinese culture to students

It has become an important part of the reform of college English extension courses to include Chinese culture, comparison of Chinese and western cultures, and traditional Chinese culture in the English extension course system. At the same time, by offering this kind of extension course, students can master Chinese cultural knowledge in a more systematic and comprehensive way, and their communication skills, critical thinking ability and cultural awareness will be improved. In this kind of teaching, if students want to accurately use English to express Chinese cultural content, they should pay attention to whether the Chinese expanded cultural teaching materials are suitable for students in English, so that students can speak English more accurately when expressing Chinese culture.

6. Summary

The exchange and integration of diverse cultures make international cultural activities more frequent. The extensive and profound Chinese culture needs to be expressed in English so as to realize the effective dissemination of excellent culture. Facing the current "Chinese culture aphasia" phenomenon in English teaching, English teachers need to actively deal with, and recognize the urgency and necessity of solving this problem, from the aspects such as teaching concept, teaching mode, teaching content was improved, in the teaching of introducing Chinese culture elements, raises the student is language and culture values, focus on training have good cultural literacy and language communication ability of English talents, in order to eliminate the problem of Chinese cultural aphasia.

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