

Research on Innovative Approaches of College English Teaching from Different Cultural Perspectives

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Abstract: As the most commonly used language in the world, English is applied to language communication in various fields, second only to the number of times people use Chinese language worldwide. English has been paid attention to by different educational countries and fields. Moreover, owing to the formation of global economic integration and the continuous increase of interaction and communication among countries, English, as the main language communication tool, has become a language skill that every student must master at the stage of education. Especially in the university stage, it is the key stage to cultivate students' English skills, enhance practical application ability and promote development. Schools and teachers should focus more on the reform and innovation of English education and teaching methods. Therefore, starting from the current situation of English teaching in colleges and universities, this paper analyzes the significance of different cultural teaching factors in college English teaching, and makes an in-depth study on the effective reform ways to optimize college English teaching from different cultural perspectives.

1. Introduction

As the only circulating language for international communication in the world at this stage, English has its unique characteristics, which makes it occupy a vital position in the college education system. However, due to the single traditional college English teaching method and insufficient cognition of students' subjectivity, some students lack teaching participation, learning enthusiasm and initiative in English course, reducing the teaching effect and quality. A good educational method not only helps to enhance students' learning ability in relevant English and their mastery of knowledge points, but also helps to improve students' practical ability to use oral English in life, improve students' learning enthusiasm and initiative. Based on this, college English education and teaching needs the participation of different cultures to promote the reform and innovation of English curriculum teaching, pay attention to the improvement of college students' cultural literacy, and promote the achievement of English education and teaching objectives.

2. Significance of Integrating Different Cultures into College English Teaching

Integrating different cultures into college English teaching can help schools create a better

learning atmosphere, mobilize students' learning enthusiasm and initiative, and improve students' ability to use English flexibly.

2.1 Help Schools Create a Better Learning Atmosphere, Mobilize Students' Learning Enthusiasm and Initiative

The traditional “cramming” teaching mode can easily make students bored, reduce students' learning enthusiasm and hinder the improvement of students' comprehensive English application ability. Therefore, different cultural factors can be effectively applied to college English curriculum teaching to form different and diversified cultural teaching modes. This way has a good teaching effect for improving the effectiveness of English teaching, so as to not only stimulate students' learning interest and enthusiasm, but also achieve college English education and teaching objectives. In addition, different cultural teaching methods can also create a better learning environment and atmosphere for students, improving students' learning enthusiasm and initiative ^[3].

2.2 Enhance Students' Ability to Use English Flexibly

College English curriculum teaching from different cultural perspectives strengthens the innovation of English teaching mode and makes it develop towards diversified teaching methods. To make English curriculum teaching more interesting, it deepens the recognition of English curriculum teaching from the psychological level of students, and improves the interaction between teachers and students. From the perspective of teachers, teachers should focus more on cultivating and improving students' interest in English learning and practical application ability, so that students can master some practical application ability of oral English in daily life and improve the practicability of English through the study of English courses.

3. Analysis of the Current Situation of College English Teaching in Different Cultures

At present, people use the Internet and other virtual information transmission technologies to achieve efficient information transmission, and the cultures of various countries can be easily communicated and blended, forming a multicultural situation. The integration of different cultures in different countries is an inevitable phenomenon in the development of the world. Colleges and universities should train English students as “international” talents to meet the requirements of different cultures. In the context of different cultures, the author believes that the reform of college English teaching should be optimized from the following aspects. Specifically as follows: ^[1].

3.1 Fixed and Single Teaching Mode

At the present stage, most college students in China are exposed to English curriculum teaching that takes teacher as subject and students as passive learners in the learning stage of junior and senior high school. It is the common “cramming” teaching mode in the teaching process, not conducive to students' understanding and mastery of English knowledge. When the students leave high school teaching and officially enter the universities, the teaching mode still uses the traditional single teaching method, only adjusting the teachers and increasing the level of teaching knowledge. In the long run, students are easy to be bored with English course. Because English itself is a boring subject, if there is no reform and innovation in teaching methods, it is likely to reduce students' learning interest and enthusiasm, so as to reduce learning efficiency and quality. Therefore, at present, the common problem in college English teaching in China is that the teaching mode is too single, seriously affecting the teaching effect. For example, watching cultural films or

documentaries from different countries allows students to understand and learn more intuitively.

3.2 Old and Boring English Teaching Materials

English teaching in most colleges and universities in China still follows the contents of the previous traditional English syllabus. The teaching materials are not updated, and there is a serious gap with the teaching objectives of modern English education. It not only does not establish and improve the relevant English teaching knowledge system, but also does not pay attention to the stimulation of students' learning enthusiasm. Using boring and fixed teaching plans and teaching materials for a long time has seriously affected students' learning interest and teacher' teaching enthusiasm, thus limiting the improvement of daily English teaching quality and teaching level^[2]. For example, teachers create different forms of teaching according to the cultural background of different countries. Each country has its own unique culture. Teachers first learn about the different cultural characteristics of different countries. After students understand, they can better combine the cultural background of each country to better understand and use, and to better understand English. Training and improvement of spoken language.

3.3 Lack of Cultural Awareness

In the process of college English course teaching, due to the lack of cultural awareness of schools and teachers, it is difficult for teachers to pay attention to the differences between different cultures, so as to ignore the importance of different cultures for English course teaching and the significance of cultivating students' different cultural literacy. In the process of teaching, even if very few teachers recognize the importance of cultivating students' different cultural literacy and consciously introduce it into the English classroom teaching, due to the lack of cognition, they do not really meet the teaching requirements of different cultural teaching in college English teaching.

4. Effective Approaches to Optimize College English Teaching from Different Cultural Perspectives

In view of the above analysis, the author believes that the reform of college English teaching should be optimized from the following aspects. The details are as follows.

4.1 Improve the Interest of English Classroom Teaching Content, Mobilize Students' Learning Interest and Enthusiasm

With the development of the times and the advent of the Internet era, multimedia teaching has become a common teaching method in college English course teaching. Firstly, it carries out systematic and comprehensive teaching for students in the form of audio-visual, short videos and so on, provides more teaching resources and materials for English classroom teaching, and creates a better learning environment for students. In the past, college English classroom teaching mostly took teachers as the main body and took the content of the syllabus as the teaching objective. Without open teaching, it is difficult to achieve the expected teaching effect for students' oral English and listening training. Therefore, the reasonable application of multimedia teaching can intuitively show the oral English teaching and listening teaching to students, make it easier for students to understand and master the knowledge content, and present English knowledge they want to teach directly. Secondly, multimedia teaching adopts the form of short video or graphics, which can improve students' interest in learning during English teaching, enhance students' learning enthusiasm and participation rate, so as to effectively improve students' efficiency and learning

quality, and help students better understand and master the key and difficult points encountered in the teaching process. Finally, the use of multimedia teaching can vividly show the teaching contents involved in the teaching materials in the form of video playback, effectively enhance the teaching interest of English classroom, and help to promote students' understanding and mastery of teaching contents and knowledge difficulties^[4].

4.2 Create Situational Teaching Mode, Exercise Students' Oral English Ability

The specific implementation method of situational teaching mode is to take teachers as the leading role, concretize the problems often encountered in daily teaching by creating situations, and make it easier for students to understand and master the English knowledge points and relevant teaching contents contained in the problems in the process of guiding and organizing students to discuss the problem solutions, so as to effectively enhance students' practical oral communication ability. Meanwhile, in the situational mode, teachers should create in combination with students' actual living environment and their own characteristics, so that it is more convenient for students to master English grammar and practical application ability in class, apply it flexibly to actual life, improve their oral ability, and perfect their comprehensive application ability and learning efficiency of English.

4.3 Innovative English Teaching Methods

In the process of college English teaching, in order to comprehensively solve the problems existing in college English culture teaching, firstly, teachers can formulate feasible teaching rectification plans for students according to the syllabus, combined with the problems in the teaching process and the actual learning situation of students before college English teaching. They can also optimize and innovate the existing teaching modes and teaching strategies to meet the needs of modern college English education. In other words, in the process of integrating different cultures into college English teaching, teachers can change the traditional single teaching method into modern multimedia teaching method, change the teaching environment and create a good oral environment and teaching atmosphere for students, so as to attract students' attention and increase the teaching participation rate. Secondly, English teachers can give full play to their leading and guiding role, guide and induce students to actively participate in English curriculum teaching. Based on this, they can strengthen their different understanding of the content of college English curriculum teaching knowledge in different cultural environments. Finally, in some relevant English curriculum teaching activities of schools and teaching organizations, teachers can also add some practical teaching factors to fully show the teachers' leading role and students' subjectivity, and deepen students' understanding and mastery of English knowledge through personal experience, so as to promote the overall improvement of students' English teaching efficiency and quality.

5. Conclusion

To sum up, from the content of the above, it can be concluded that there are some differences in the practical teaching results of college English curriculum teaching under different cultural backgrounds. When innovating college English teaching mode, schools and teachers should first clarify the main position of students and leading role of teachers, then carry out targeted practical teaching, change the traditional single teaching mode, pay attention to the rational application of multimedia teaching methods, update teaching contents such as teaching ideas, teaching methods and teaching environment, and achieve the comprehensive unity of the above aspects, so as to provide a good learning environment and create a good learning atmosphere for college English

teaching, promote the overall improvement and development of students' English ability, help students train higher comprehensive English literacy, and lay a solid teaching foundation for the country to cultivate more compound talents.

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