Exploration of English-Chinese Cultural Conflicts and Teaching Methods in English Teaching Based on Communicative Needs

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Abstract: Language is the carrier of culture. In English teaching, students are not only exposed to English language knowledge, but also understand English culture from language. This paper aims to help students understand the differences and conflicts between English and Chinese cultures in the process of language learning, guide English teachers to realize the close correlation between language and culture, and drive students into the road of cultural integration. Due to the different traditions and customs between English and Chinese culture, there are great differences in people's way of life, way of thinking, values and language habits. Many daily behaviors also have obvious cultural differences in the communication activities between the two languages. In the cross-cultural communication between China and the west, cultural conflicts are common, which seriously affects the smooth progress of communication. Therefore, it is necessary for us to find out the deep-seated reasons and take certain measures to cultivate the ability of cross-cultural communication and avoid cultural conflicts. Through the exploration of cultural differences between English and Chinese vocabulary, this paper compares the differences in structure, connotation and emotional color between English and Chinese vocabulary under the background of two languages and cultures, and discusses how to integrate cultural knowledge into English vocabulary teaching, strengthen the understanding of vocabulary, improve the efficiency of vocabulary teaching and expand students' vocabulary.

1. Introduction

Language carries rich cultural connotation [1]. It is a mirror of the unique cultural traditions, thinking characteristics and aesthetic consciousness of different countries. Language is established by people in the long-term practice of social life [2]. Each language is produced and developed in a specific social and historical environment. Each language reflects the unique cultural phenomena of the country using the language in different periods. Each language is composed of words [3]. Culture is the effective integration of various ideologies, social phenomena and historical factors formed in people's daily life. It covers various value systems, traditional customs and values. It is a life mode formed by people invisibly [4]. The differences between English and Chinese thinking patterns will not only lead to different language structures, but also lead to different educational

models and educational ideas [5]. People's language ability is based on their thinking mode. The personality differences in language and thinking of people from different cultures will directly affect the quality of cultural exchange [6].

Cultural conflict is a problem formed under different cultural backgrounds. Due to the cultural impact generated in the process of contact, it is worth exploring how to face up to cultural conflict, correctly guide it and set up scientific and effective teaching methods in English Teaching [7]. In a broad sense, the concept of cultural conflict refers to a kind of pressure or conflict felt by two organizational cultures due to some conflict or opposition in the process of interaction [8]. When two cultures contact and communicate in the same environment, there will inevitably be cultural conflict [9]. Cultural integration refers to the process in which cultures with different characteristics absorb, penetrate and learn from each other through mutual contact and communication [10]. Therefore, when English and Chinese come into contact in the cultural sense, the blending of English culture and Chinese culture is inevitable. Improve the sensitivity of identifying cultural information, cultivate the awareness of cultural differences between China and the west, understand and adapt to these differences, gradually develop the habit of English thinking, and finally achieve the purpose of accurately, standardized and appropriate transmission of language information in English.

2. Concrete Manifestation of Cultural Conflict between English and Chinese

2.1 Conflict between Time and Language

In English speaking countries, they pay more attention to time. The concept that time is money is deeply rooted in people's hearts. Therefore, they take time as the yardstick and measure life and work on any occasion. Punctuality has also become a major advantage of Britain and America. But in contrast, Chinese people's attitude towards time is quite casual, and so is in communication. In English speaking countries, it is based on time as the working yardstick. It can be said that punctuality is the main advantage of British and American countries, but in Chinese concept, it has no strict concept of time, which can also be felt in language; Westerners' view of time and money are linked, so they cherish time very much. They often make careful arrangements and plans for time in life, and form the good habit of keeping appointments on time. In the west, if you want to visit someone, you must notify or agree in advance, and explain the purpose, time and place of the visit, which can only be carried out after negotiation. Once it is determined, it will act in strict accordance with the plan. China is a country with multi-directional time habits. It has great randomness in the use of time. Generally, it will not be carried out in strict accordance with the plan as Westerners do. Westerners often feel uncomfortable with it.

2.2 Conflict of Body Language

The differences of body language will bring conflicts in cultural exchanges. Chinese and British and American people use body language differently when expressing their attitudes and emotions. This is mainly reflected in body language. Body language behavior includes body movement, posture, head movement, eye expression, facial expression, sitting posture, volume and intonation of speech sound, etc. Because the semantics of body language are different in different cultural environments, which will inevitably lead to cultural conflict in communication. For example, Americans often extend a kiss to show their love for others, which is also a common way to say hello, but in the eyes of Chinese people, this is something that only couples can do. It can be seen that the semantics of the same body language behavior will vary from culture to culture. In real life, Chinese young people of the same sex hug each other's shoulders and waist as a sign of friendship,

which has no impure meaning, and the contact between the opposite sex is more cautious and implicit. On the contrary, in English-speaking countries, the contact between the opposite sex is relatively free, and there is no need to avoid others. The hooking up between the same sex and even hand in hand will be looked down upon by people, which is considered to be a suspicion of homosexuality. In China's cultural background, young people of the same gender have all kinds of intimate behaviors, such as holding shoulders and waist in the building, which is a way to express their cordial and friendly relationship, but it does not appear in the contact between the opposite sex. Most of their contact methods are relatively implicit, but in English speaking countries, the contact between the opposite sex is relatively open, There are few hooking up between the same sex, which is the difference of body language in different cultural backgrounds.

3. Effective Integration of English-Chinese Cultural Conflicts and Teaching Methods

3.1 Understanding the Differences between English and Chinese Languages and Cultures

The conflict of time concept between English and Chinese cultures is also a common problem in actual English teaching. For this, teachers can let students understand the differences of time concept in different environments according to the actual situation. The Western way of thinking is characterized by concretization, meticulous and logicalization, while the Oriental way of thinking is relatively abstract and general, and pays more attention to intuitive feeling. Cross cultural awareness is mainly the understanding and understanding of cultural differences, and perceives different cultures from the perspective of different culture holders. As shown in Figure 1, there is a comparison between English and Chinese languages and cultures:
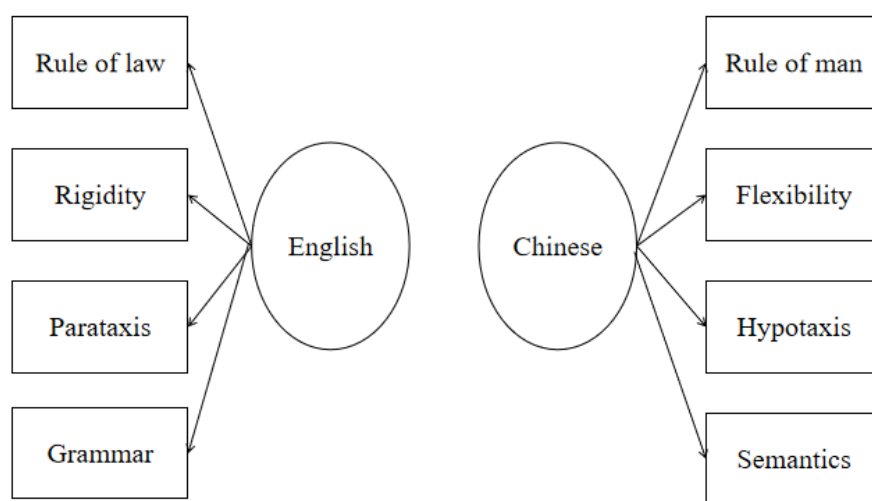

Fig.1 Comparison of English and Chinese Languages and Cultures

It is a kind of expression of "cultural integration", which is to observe and think about problems in each other's cultural background on the basis of fully understanding cultural differences. Through active, conscious and step-by-step "learning", through the understanding of the national culture, living customs and lifestyle, and through the comparison of Chinese and Western cultures, we can find the similarities and differences between the language structure and culture of our nation and the target language, so as to obtain a sensitivity of cross-cultural communication, Understand the cultural implication from language, and gradually seek the appropriate language expression with a correct way of thinking. Undoubtedly, language reflects the characteristics of a nation's culture. It not only contains the nation's historical and cultural background, lifestyle and way of thinking, but

also contains the nation's views on life. Language and culture influence and interact with each other. To acquire language, we must understand culture. College English teaching must cultivate students' thinking mode of acquiring language and improve their ability of thinking application and expression in English.

3.2 Create English Thinking Mode

Creating an English thinking mode, learning English and thinking in English are the realm that many English learners want to achieve, because it is the basis for the smooth expression of ideas in English. However, for a Chinese living in a non English environment, it is very difficult to think in English, but it is not out of reach. Understanding the differences between English and Chinese language structures is the basis for training English thinking. Language is not only a tool, but also a culture. When we are exposed to this culture, the way we observe and evaluate the world and life will also change subtly. As shown in Figure 2, it is a thinking map for learning English:
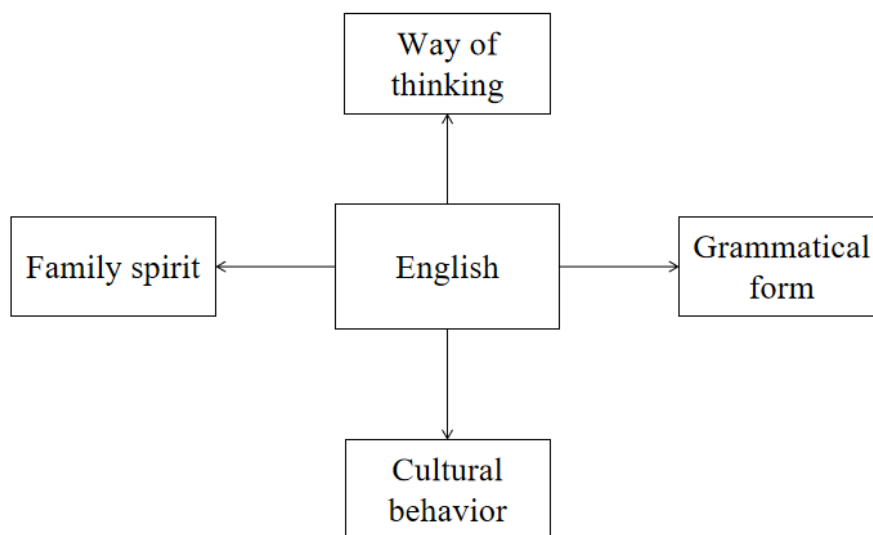

Fig.2 English Thinking Map

According to the observation of psychologists, people tend to accept what is consistent with their own thinking mode, and what is inconsistent with their own thinking mode is considered illogical. The biggest tendency of language learners is to try to transplant the thinking mode and language expression form of mother tongue culture into English learning, take the national language structure as the standard, subconsciously apply it to English sentences, and feel confused about some specific English sentence structures. Find out the structural differences between the two languages, tolerate and adapt to these differences, and gradually form the habit of thinking in English. Over time, they will express and communicate in English. Correctly use the learned language, let cultural knowledge penetrate into language teaching, and improve pragmatic competence while creating interest and fun in the language environment. Understand their culture, open up a new way to learn foreign languages through culture, and build an all English thinking mode.

4. Conclusions

When people from different cultural backgrounds communicate, they tend to judge the rationality of each other's behavior by their own social norms of behavior. Due to the differences of people's behavior norms in different cultural backgrounds, misunderstandings often occur in

communication. To ensure the smooth progress of cross-cultural communication, we must understand each other's code of conduct, especially what behavior is prohibited. The best way is to follow the principle of doing as the Romans do. Each culture has its own unique value system that can help people distinguish between beauty, ugliness, good and evil. But it cannot exist without specific culture. One culture thinks it's good, and another culture may think it's bad. We can see that the root cause of errors in cross-cultural communication is that both sides of communication do not obtain cultural identity. Cultural identity is the consensus and recognition of human tendency towards culture, the sublimation of human cognition of nature, and the ideological criterion and value orientation that dominate human behavior. The principle of cultural identity can be regarded as the pragmatic principle guiding cross-cultural communication. In more and more cross-cultural communication in the future, we must pay attention to the cultural convention of the politeness principle, deal with the relationship between the norms in the politeness principle and communication distance, and strive to achieve the recognition between different cultures. Only in this way can we maintain and maintain a certain communication distance to achieve the desired communication effect.

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