

# Research on the Strategies of Cultivate Students' Cultural Confidence in College English Teaching

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**Abstract:** College English teaching should give full play to its role in strengthening students' confidence in national culture, so that college students can pay attention to the excellent traditional Chinese culture and feel the charm of traditional culture while learning English knowledge and experiencing English culture. For "Chinese cultural aphasia" phenomenon in college English teaching, analyzes the significance of cultivating college students' cultural confidence, put forward the college English teaching to cultivate students' cultural confidence strategy: guide students to set up the correct values, emphasis on language and culture between Chinese and western culture, developing the second classroom activities to cultivate confidence is as important as the concept of college students' cultural confidence, promote the college English teachers' cultural confidence quality, and lead Chinese culture elements into the construction of teaching material.

## 1. Introduction

As a country's soft power, culture can not only show the image and connotation of the country, but also bring huge economic benefits. To go global, Chinese culture needs to be built on the basis of cultural confidence, which is to build on the Chinese cultural characteristics and unique values of the Chinese culture consciously adhere to. Only on the basis of this cultural confidence, Chinese culture can go out to show its unique charm. Cultural confidence is the most fundamental, profound and enduring force in the development of a country and a nation. Cultural confidence refers to certain cultural subjects' high recognition and consciousness of their own culture, affirmation of cultural values, adherence to cultural spirit, rational treatment of foreign cultures, and firm belief in their future development trend. Cultural confidence is the affirmation and recognition of the national cultural tradition, the rational treatment of foreign culture, and the necessary condition for the national culture to go out and exert its influence. Globalization and internationalization have penetrated into all fields. China is in a period of great changes and its international influence is greatly enhanced. To strengthen cultural confidence is a strategic issue concerning the national spirit and national independence.

"Teaching requirements for college English courses" clarifies the teaching nature of college English: "college English is a teaching system which is guided by foreign language teaching theories, with English language knowledge and application ability, cross-cultural communication and learning strategies as the main contents, and integrates a variety of teaching modes and means." Pointed out that college English teaching goal: "cultivate the students' English comprehensive application ability, especially listening and speaking skills, make them in the future study, work and social activities can communicate effectively in English, at the same time to improve their ability of autonomous learning, improve the comprehensive cultural quality, adapt to the need of social development and international exchange in China." This not only requires students to learn and use English and understand the western culture reflected by the English language, but also requires students to strengthen the "four self-confidence" in the process of college English teaching, so as to keep the correct direction of college English teaching and help students to improve their "cultural confidence".

Western culture with the vast amounts of the English language in the classroom, students will

inevitably be attached to its predominantly Anglo-American culture of western culture edify, become affecting students cultural view, values and outlook on life can not be ignored, causing some students blind worship of western culture, the lack of confidence for the Chinese traditional culture. As a course with strong humanistic nature, college English should give full play to its role in strengthening students' confidence in national culture, so that college students can pay attention to the excellent traditional Chinese culture and feel the charm of traditional culture while learning English knowledge and experiencing English culture. In the new era, college English teaching should establish an international perspective, enhance the awareness of national strategy of teaching service, make full use of information technology, guide students to pay attention to cultural connotation, encourage students to spread Chinese culture, and enhance students' national cultural pride and cultural confidence.

## **2. "Chinese Culture Aphasia" in College English Teaching**

Many young Chinese scholars have a high level of English, but when communicating with westerners, they are unable to express China's extensive and profound outstanding culture and long-standing human history in English, and the lack of cultural restraint in daily Chinese communication is the phenomenon of "Chinese cultural aphasia". The reasons for the emergence of "Chinese cultural aphasia" in college English teaching are as follows:

(1) Teaching process does not involve Chinese culture extensively. With the reform of college English teaching, the emphasis on culture has been widely accepted. However, it is still dominated by western culture and rarely involves Chinese culture. In order to help students improve their language ability, the extracurricular reading materials recommended by teachers are mainly English cultural materials. Take festivals for example. On valentine's day, Halloween and Christmas in the west, many students can clearly introduce the name, origin and customs of the festivals in correct English. For Chinese traditional festivals such as Spring Festival, Lantern Festival and Dragon Boat Festival, many students can translate the names of the festivals, and it is difficult to express the customs in English.

(2) Dominant effect of English culture forms the dominant culture of the target language. On the surface, "globalization" is a more consistent goal of the whole world, but in essence, it is the globalization of western civilization. It is in the context of globalization that the dominant position of western civilization is increasingly prominent and it tries to become the mainstream culture dominating the development of the world. Western culture, especially Anglo-American culture, exerts a subtle influence on the ideology of college students with the English teaching practice, and even causes some college students to worship the western culture blindly. They can talk about the Anglo-American culture in English, but they are unable to express the Chinese culture.

(3) Social environment has affected the export of Chinese culture. A review of China's modern history shows that since the opium war, China has pursued a policy of isolation. At present, compared with western developed countries, China's economic and technological strength is still relatively backward, facing multiple economic, political and cultural attacks, and lacks confidence in language and culture in international exchanges. China is weak in discourse setting in the international context, while western countries, backed by their strong communication ability, can strongly promote western cultural values. In addition, the ability of relevant personnel to express Chinese culture in English is relatively weak, so the export of Chinese culture is still affected.

(4) English learning process lacks the motivation to learn Chinese culture. Influenced by the traditional exam-oriented education, the "utilitarianism" and "pragmatism" of English learning are serious, resulting in the lack of intrinsic motivation for students to learn Chinese culture. Except for CET4 and CET6, which have clear requirements on Chinese culture, other exams are almost isolated from Chinese culture and cannot form the motive force to spend time and energy in learning Chinese culture. Lack of motivation in learning leads to low enthusiasm for learning Chinese culture. Even if teachers put forward clear requirements for learning Chinese culture, many students still adopt the coping attitude.

(5) Lack of Chinese cultural content in college English textbooks. The current college English

teaching, the content most from foreign newspapers and magazines such as the original English books, mainly introduce British and American national culture, the essence of Chinese culture introduced less, Chinese culture and western culture proportion distribution imbalance, causes students to ignore the mother tongue culture, makes its own cultural identity fuzzy, is not conducive to foreign spread Chinese culture, is not conducive to the drawing of students to the world multicultural, unfavorable to in the future study, work and social intercourse the effective implementation of cross-cultural communication. As a result, they are only proficient in western culture and cannot build a bridge of cross-cultural communication.

### **3. Significances on Cultivate Students' Cultural Confidence**

Cultivating college students' cultural self-confidence, is to guide the young students scientific understanding and grasping the development law of socialist culture with Chinese characteristics, the socialist culture with Chinese characteristics to develop sincere emotion and firm faith, has to realize the great rejuvenation of the Chinese nation and historical responsibility in the construction of socialist culture power active bear, thus has important practical significance.

(1) Need for college students to practice socialist core values. The soul and core of cultural confidence are core values, and cultural confidence is confidence in core values in the final analysis. Under the influence of western cultural trends, some college students lack the understanding of Chinese culture, the recognition of socialist core value system, the alienation of mainstream culture and the lack of mission. Excellent traditional culture is the foundation and soul of socialist culture with Chinese characteristics and the source of socialist core values. The practice of core socialist values is conducive to the cultivation of cultural confidence, and the cultivation of cultural confidence is conducive to the practice of core socialist values.

(2) Need for improving the ideological and political education effect of college students. The ideological and political education in colleges and universities is the main channel and the main front of the cultivation of cultural confidence. Cultural confidence is rooted in excellent traditional culture, and only on this basis can it be called cultural confidence because it has a solid cultural foundation and cultural value recognition. The cultural confidence education of college students is an important content of ideological and political education. Under the influence of culture and following the pace of the time, the cultural thinking and cultural accomplishment of college students are gradually improved, and the ideological and political education effect is obviously enhanced, which can promote the overall development of college students.

(3) Need for achieving the objective requirements of comprehensive development of college students. Cultural confidence is an important principle to promote the all-round development of college students. In the process of all-round development of college students, there are contradictions and conflicts between individuals and the society. Strengthening cultural confidence is an important way to promote the all-round development of college students. Promote the all-round development of college students, on the basis of a certain material life, and improve the quality of their spiritual life, it is necessary to enrich their cultural life and make them consciously pursue a noble, civilized, rational and healthy cultural lifestyle.

(4) Need for promoting the building of a strong socialist cultural country. The Chinese civilization has a long history of development and profound cultural deposits. With the progress of the time, culture is also changing. In particular, the pace of globalization is accelerating and culture is becoming more diversified. Cultural soft power has become an important part of the overall strength competition among countries. It is of great practical significance to cultivate the cultural confidence of college students, cultivate the cultural and quality talents, strengthen the sense of identity and pride of college students in the socialist culture with Chinese characteristics, enhance the international influence of China, and enhance the cultural soft power of China, so as to achieve the strategic goal of building a strong socialist culture.

(5) Need for promoting the college students to enhance their ability of cultural innovation. The essence of cultural development lies in cultural innovation, which is the inevitable requirement of the development of social practice and the internal driving force of the development of culture itself.

From the historical perspective, Chinese excellent traditional culture is itself with the development of times and social progress and development, constantly enrich to carry forward Chinese excellent traditional culture, can make college students not only understand the thoughts of Chinese excellent traditional culture essence and value pursuit, but also can enhance the ability of college students' cultural innovation and ability, in order to promote the creative transformation of Chinese excellent traditional culture and innovative development lay a solid foundation.

#### **4. Strategies on Cultivate Students' Cultural Confidence in College English Teaching**

As the backbone of national development, it is particularly important for college students to enhance their cultural self-confidence and set up the concept of cultural confidence. It is a difficult task to cultivate students' cultural confidence in college English teaching, which needs the joint efforts of education management departments, educational institutions, teachers and students. Referring to relevant literature, this paper proposes the following strategies for cultivating students' cultural confidence in college English teaching:

(1) Guide students to set up correct Chinese and western cultural values. In the information age, foreign culture enables students to have a better understanding of major events in the world, which broadens their horizon and broadens their thinking. However, the negative influence of foreign culture cannot be ignored. Rational analysis of the western economic powers in the world's dominant position, recognize the merits of western culture, but also recognize some shortcomings, and also recognize the unique Chinese culture. We should always adhere to the confidence of road, theory, system and culture, cultivate the correct outlook on life, world view and values of college students, not blindly worship foreign western culture, take its advantages and discard its disadvantages.

(2) Emphasize language ability is as important as cultural confidence. Language skills include listening, speaking, reading and writing and the comprehensive application of these four skills, involving language knowledge, language awareness, language skills and communication strategies. As a kind of language, English is also a kind of culture, which needs to have a strong sense of cultural confidence while emphasizing language ability. In the process of English teaching, the cultivation of cultural confidence is an imperceptible process. In order to cultivate high quality cross-cultural communicative talents, both language ability and cultural confidence are indispensable.

(3) Develop second class activities to cultivate college students' cultural confidence. The second class refers to the teaching activities related to the first class and outside the first class. College English teaching should make full use of the platform of "second class" to improve college students' cultural literacy and cultivate their awareness of understanding and spreading Chinese culture. Specific ways include: reading China Daily and other extracurricular English materials, so that students can have a better understanding of Chinese culture; build a bilingual platform to spread Chinese culture and improve college students' cultural cognition; English knowledge competition and bilingual debate competition will be held to promote college students' awareness of and inheritance of traditional Chinese culture.

(4) Improve the cultural confidence of college English teachers. Teachers are the inheritors and disseminators of human cultural and scientific knowledge, the developers of students' intelligence, and they play a leading role in the process of education. Some college English teachers will be influenced by long-term exposure to western culture dominated by British and American culture and unconsciously show excessive worship and pursuit of these cultures. At the same time, it is not accurate to grasp the Chinese culture and cannot maintain a balance between the two cultures, resulting in the deviation of students' culture and values. Therefore, only by improving the cultural confidence of English teachers can we strengthen the cultivation of students' cultural confidence in teaching.

(5) Introduce Chinese cultural elements into textbook construction. Teaching materials play an important role in the teaching process and are the bridge between teaching and learning. High quality and suitable teaching materials can effectively improve the teaching level. The development

of college English teaching in a standardized, scientific and cultural way requires the construction of classical teaching materials. In the process of compiling college English textbooks, great importance is attached to the presentation and expression of Chinese cultural contents, and the contents that embody the long history and culture of China, reflect the essence of Chinese culture, inherit the spirit of the red revolution, and reflect the achievements of China's development and change are integrated into them, so as to have a deep understanding of Chinese history and culture while learning English.

## 5. Conclusion

With the improvement of overall national strength, China has more say on the international stage. To carry the way and to transform people. English is not only a tool to understand the world, but also a vehicle to promote Chinese culture. In the process of college English teaching, we should not only teach English knowledge, explain the western culture, but also subtly impart the Chinese culture, guide students in understanding, familiar with and compare Chinese and western culture, on the basis of using this kind of communication tool, English spread Chinese culture to the world, China's story, Chinese voice, help students to enhance confidence culture to promote college students' comprehensive development, construct the power of socialist culture with Chinese characteristics.

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