

Research on the Cultivation of Intercultural Communication Competence Based on the Background of International Common Language

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Keywords: International lingua franca, Cross-cultural communication skills, Training

Abstract: The development of global economic integration has increased the requirements for the university to cultivate the universities ecological and cultural communication ability, especially the impact of cultural diversity, which makes the college students' learning and growth process at this stage face more pressure. At this stage, cultivating talents with international communication skills has become one of the most urgent issues in the process of higher education. This paper mainly analyzes the cultivation methods of college students' cultural communication competence under the background of internationalization, and puts forward corresponding suggestions.

1. Research background

With the rapid development of information technology and the development of global economic integration, more and more teaching and research personnel are aware of the importance of improving the intercultural communication ability of college students, and it is required to effectively improve students' informatization ability and technical level. The scope of knowledge enables students to communicate effectively on a global scale. At this stage, the cross-regional mobility of talents and cross-border movements have become the inevitable situation of economic globalization at this stage. Therefore, the author believes that it is especially necessary to analyze and explore the issues related to the cultivation of intercultural communication competence of college students.

2. Education internationalization has become the main situation of global economic development

At this stage, the emergence of information technology has promoted the development of cultural transportation. The production and life of the people have expanded the scope of application of multimedia and the Internet. Such development has accelerated the process of global economic development. In this development context, it is necessary to cultivate talents with international communication skills and international perspectives in a targeted manner. This has become an urgent problem to be solved.

2.1 Internationalization of higher education is the only way for historical development

The experience of China's historical development has made us deeply aware that we are going to be beaten by backwardness. The backward system will bring many obstacles to China's economic development and social development. It can be seen that the process of higher education should be internationalized. The principle is to take it as the only way in the development process, so that it can make the eyes look longer and cultivate high-quality talents.

2.2 Internationalization of higher education has become a product of economic integration

The internationalization of higher education is the inevitable situation of global economic integration. As the Chinese people should inherit and promote Chinese culture, at the same time, it is necessary to improve the quality of the Chinese nation and make Chinese culture recognized by the international community. The internationalization of higher education can highlight the talent

advantage and enable talents to achieve long-term development under the fierce market competition environment. Not only that, but also the comprehensive national strength of China will be improved, and then the international market will be effectively established.

2.3 The main trend of higher education development is internationalization

The development of higher education work emphasizes the accumulation of knowledge, and knowledge exchange has no national boundaries. Therefore, it is necessary to cultivate high-level professional talents, expand the horizon of talents, and make it more international, diversified, global vision and development Vision and so on.

3. The necessity of intercultural communication in the context of education internationalization

The implementation of international higher education work must effectively link the knowledge, economy, information and culture of different countries in the country, and then present a civilized scene of information sharing. The internationalization in the process of foreign language education in universities has become an inevitable situation. Due to the influence of economic globalization, one of the important manifestations of the internationalization of higher education is to the cultivation of intercultural communication.

3.1 Intercultural communication is a professional demand

In recent years, with the rapid development of the global economy, the number of cross-border trade cooperation has been increasing year by year. In this process, it is necessary to use foreign languages to complete business negotiations, and to grasp domestic and foreign enterprise information, and to use foreign languages to write letters and contracts. Many documents must provide international nutrition, enhance cross-cultural communication competence, expand the scope of international support, according to the internationalization awareness, in order to meet the development needs of enterprises, but also the hard needs of the profession.

3.2 Intercultural communication talents have become an inevitable situation of social development

In recent years, China's social economy has developed rapidly, and the pace of social and economic development has also accelerated year by year. The frequency of trade exchanges between countries in the process of economic development is increasing. The world has become an international village. In the process of economic exchanges and the development of a global economy, the transnational company puts more emphasis on the effective integration of management and production, and finally forms a strong synergy, forming a unified system in the world, and the company's development as the focus of the globalization strategy, making the activities tend to be global. It is worth mentioning that foreign language education also needs to keep pace with the development of the times, and take international development as the ultimate goal, and then promote the international development of foreign language education.

4. Cultivating strategies for intercultural communication competence of college students under the background of internationalization

Since China's accession to the WTO, the ability of international cooperation and trade has been continuously enhanced, which naturally increases the frequency of foreign exchanges and raises the demand for talents for intercultural communication skills. In view of this situation, it is necessary to summarize the training plan of college students' cross-cultural communication ability under the background of internationalization, and then develop a targeted training strategy. The author puts forward corresponding suggestions based on his own professional advantages.

4.1 Raising awareness of cultural communication and overcoming mother tongue barriers

Under the background of economic globalization, culture is also interacting with each other. Culture has become homogenized. Due to the influence of global economic development, people pay more attention to the application of cultural language. Language can be said to be an important component of culture, and cross-cultural communication. The process of step-by-step oral English needs to improve cultural adaptability. Taking English as a typical case, English culture has a great impact on the culture of each country, even beyond the expected range, and it also poses a certain threat to the inheritance and promotion of the national culture. As we all know, culture and language are mutually restrictive, mutually reinforcing and mutually infiltrated. In the process of language learning, we should learn and understand related information such as religion, history and geography. At the same time, we must also clarify the influence of language on intercultural communication. The ultimate goal of intercultural communication is to achieve more effective communication and promote self-development. Therefore, under the background of internationalization, the cultivation of intercultural communication competence of college students has become an inevitable trend. It is required to set different scenes for students in the process of practical teaching, and then apply the theoretical knowledge learned to practice and master more abundant knowledge points. Improve language application ability, making language learning more personalized and independent.

However, it should be noted that as a descendant of Chinese, in the process of learning a second language, it is easy to be restricted by the mother tongue, causing the mind to be disturbed, and thus the problem of mother tongue transfer, if there is a process of learning a second language. To suppress the situation, then it is necessary to effectively resolve the contradiction between the mother tongue and the second language. Through effective comparison, it is necessary to change the previous learning concepts, effectively make one's choice between them in the communication process, develop good communication habits, and thus achieve better learning results. [1-2].

4.2 Transforming educational concepts and improving teachers' cultural literacy

Under the background of the continuous reform of teaching reform, the faculty has become a key factor in advancing the process of educational reform. Teachers are required to have cultural guiding ability, cultural information display ability and cultural research ability. Therefore, teachers improve themselves in practice. Comprehensive quality and personal cultivation should start from the aspects of psychology, political science, religion and economics, and gain an in-depth understanding of everyday language, Western geography, literary works and customs, etc., and enhance the ability of cultural factors to explain.

In the process of teaching, teachers can combine students' characteristics and learning situation, set targeted teaching situations, create a good classroom environment, and give people a sense of impressiveness. In addition, teachers should also apply scientific teaching standards to ensure teachers' international communication skills based on academic background and cultural background, and by consolidating language skills, to greatly enhance intercultural communication skills, and improve cross-cultural communication awareness.

It is recommended that colleges and universities provide opportunities for intercultural communication-related teachers to guide them to participate in international conferences. Through academic exchanges and other means, it will help them to grasp the frontier academic dynamics and understand the knowledge structure of intercultural communication, making the knowledge mastery more in-depth and thorough. Further, it is desirable to build a team of teachers with high comprehensive quality and enhance the strength of teachers. Finally, how can teachers improve their teaching practice ability, set up dialogue under different contexts in teaching, urge students to express their opinions, and exercise cross-cultural communication level in specific scenes to truly improve students' qualitative intercultural communication competences.

4.3 Organizing the second classroom activities to enhance students' independent learning ability

In the current era of economic globalization, students' knowledge in the classroom is relatively limited, and it is difficult to meet the growth and development needs of students. Based on this, teachers need to use the second classroom teaching as an effective extension to make up for the shortcomings and loopholes in the first classroom teaching, guide students to make full use of their spare time, actively participate in various extracurricular activities, and improve their intercultural communication skills. In this process, teachers should play the role of direction guidance, and mobilize the students' enthusiasm for learning, stimulate students' learning motivation, change the passive learning state, and develop a good habit of active learning. In this process, their initiatives will be truly paid. For students, they will greatly improve learning efficiency by exerting their own subjective initiative, and realize the importance and necessity of enhancing intercultural communicative competence [3-4].

4.4 Accelerating the process of teaching reform to meet the cross-cultural communication needs of different students

In the context of internationalization, if students fail to learn language knowledge in a specific cultural context, it will lead to a growing gap between language and cultural construction, which is extremely unfavorable for cross-cultural communication and may even cause misunderstandings and contradictions. Therefore, teachers' schools play their own subjective initiative, reflect their own professional advantages, lean toward culture, compare the differences between Chinese and Western cultures, effectively improve students' cross-cultural communication awareness, and cultivate their intercultural communication skills. Suggestions can be made from the following two aspects to expand the range of students' cross-cultural communication knowledge [5].

On the one hand, teachers should improve their self-cultivation and emphasize cultural accomplishment. Qualified intercultural communication teachers should have solid foreign language basic skills, and need to fully grasp and flexibly apply foreign languages, integrate knowledge structure, and improve the practical application of knowledge. Besides, colleges and universities should also take the professional quality training of teachers as an important direction of development. On this basis, students' intercultural communication ability will be enhanced and students will develop in an all-round way.

On the other hand, teachers should elaborate relevant cultural knowledge in the process of practical teaching. In the process of teaching, teachers should not only help students integrate language knowledge structure, but also popularize cultural knowledge to help students establish correct cultural awareness. This process is gradual. Therefore, teachers need to explore the cultural connotation of teaching, making the teaching process more in-depth. Through effective guidance, students can realize the cultural differences between foreign languages and mother language. Based on that and consolidating the foundation of foreign languages, it thus improves intercultural communication skills and enhance learning motivation [6-9].

5. Conclusion

In summary, in the context of international lingua franca, the cultivation of intercultural communication competence has become an inevitable trend. It is required that colleges and universities in the process of cultivating students' foreign language communicative competence will improve students' intercultural communication competence as the main direction in the current global stage. The development trend of economic integration will promote the all-round development of students as the basic principle, clarify the necessity of intercultural communication in the context of internationalization, and then develop targeted intercultural communication skills, effectively improve the overall quality of students to enter the society in the future. It can also achieve long-term development and actively realize its life value and social value.

Acknowledgements

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