

On the Spread of Traditional Culture and the Construction of Identity in English Education

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Abstract: Language is an Important Carrier of Cultural Exchange. At This Stage, College English is an Important Subject of College Curriculum, But from the Perspective of Content Teaching, in Different Cultural Backgrounds, the Lack of Traditional Chinese Culture is the General Education Problem of College English. with the Full Implementation of China's "Globalization" Strategy, the Cross-Cultural Communication of Chinese Traditional Culture in College English Curriculum Has Gradually Been Brought into the Curriculum Reform Standard. Many University Education Systems Have Begun to Pay Attention to This Problem. by Embedding Traditional Chinese Culture into College English Curriculum, China Has Improved the Situation of International Aphasia. Although There Are Many General Problems, in General, College English Has Been Looking for New Ways to Promote the Inheritance and Development of Traditional Chinese Culture.

1. Introduction

With the Rapid Development of China's Economy and Culture, the International Status is Gradually Rising. as a Big Country, China Participates in the World Situation in Various Fields. This is the Manifestation of Social Progress, Just Like the Tolerance of the World and the Acceptance of Different Cultures. as the Spiritual Connotation of a Country, Culture Not Only Needs to Record, But Also Needs Oral Communication to Develop and Innovate Language[1]. Therefore, Cross-Cultural Communication in Different Contexts Has Become an Important Way of Cultural Communication.

2. The Significance of Chinese Traditional Culture Embedded in College English

The Development of Chinese Traditional Culture is Inseparable from the Popularization and Exchange of Language and the Research and Innovation of University Talents. in College English Education, How to Carry out Cultural Exchange and Communication in Different Contexts is an Important Direction and Goal of College Curriculum Reform[2].

2.1 To Promote and Spread Traditional Chinese Culture

Chinese traditional culture has developed through the cohesion and integration of thousands of years of civilization. It not only contains the spiritual connotation of Chinese people, but also carries the ideological value, moral emotion, folk custom and religious belief of China. The way of life and thinking has a long history and rich connotation. It has clear and unique characters at home and abroad. Due to the continuous improvement of China's international status, the world's attention to Chinese culture has gradually increased[3]. Many countries show a strong interest in the mysterious oriental culture, but because they do not know Chinese, many cultural backgrounds are not well understood. Not only for the establishment of College English, but also for Chinese college students to understand the western world, and provide a two-way channel for Chinese traditional culture to go out. Embedding traditional Chinese culture into College English curriculum has immeasurable social significance for promoting and disseminating cultural nomenclature.

2.2 It is Conducive to Enhancing the National Pride and Identity of Students

In the process of language learning between different cultures, College English courses pay more

attention to the students' language practice and communication in different cultural backgrounds[4]. In the process of learning, teachers concentrate on Teaching Western culture and language habits. In order to make students' English expression more close to the rules of using the source language, many university classrooms have introduced the European and American cultural background completely. This kind of education method can speed up the students' learning of different cultures and languages, but with the passage of time, many Western cultures dilute the students and the loss of their traditional culture. Many students should not only consider the cultural background of the western language, but also apply this culture to their study and life. Therefore, to strengthen the infiltration of traditional Chinese culture with college English can effectively improve students' sense of pride and identity. Let foreign students have a high understanding of Chinese culture while learning a foreign language. At the same time, it can stimulate students' national pride[5].

2.3 It is Conducive to Improving Students' Learning Interest and Communication Ability

With the development of internationalization, English education has existed for a long time in China. Students start learning languages in primary school and go to university all the time. However, from the perspective of success rate, many college graduates' English level is not optimistic, and aphasia appears in the process of communicating with foreigners. This is mainly because students are not interested in English itself. They pay more attention to the thematic results of the learning process than the language itself. Chinese students grow up under the influence of traditional Chinese culture. Embedding College English into Chinese culture can not only start from students' family environment, but also improve students' ability of using English[6]. For example, “not for a long time” in Chinese oracle communication has appeared in English. Students can not only improve their interest in learning, but also use Chinese in English, which is easy to remember. This kind of cross-cultural language communication can not only maintain their own culture, but also improve the communication and integration ability of students.

3. The Current Situation and Reasons of Chinese Traditional Culture in College English Education

With the continuous reform of the curriculum standard, College English teaching objectives are gradually covered, and students' comprehensive learning of listening, speaking, reading and writing is emphasized. The most important is their professional translation skills, their professional translation ability and cross-cultural communication ability[7]. Many universities and College English education and foreign teachers' oral correction have recruited teachers, but from the perspective of results, many students have no problems in daily communication, but they have deep cultural exchange and context. Dialogue, some students obviously can not do their work, it is difficult to complete the information exchange well.

Table 1 Smart Learning Platform

Name	Features	Platform
Rain classroom	Smart teaching software	WeChat public number
Nearpod	Innovative classroom tools	APP software
Micro-teaching	Classroom interactive platform	WeChat public number
Classroom	Classroom managementplatform	WeChat public number
Cladd Dojo	Classroom communication platform	APP software
Showbie	Paperless classroom	APP software
Blue ink cloud class	Mobile classroom	APP software
Superstar learning	Online learning platform	APP software

3.1 Imbalance between Chinese Culture and Western Culture in Textbooks

For a long time, the language habit and background of Chinese Western culture is still the mainstream, whether this is the oral English training or literacy training of College English. The Chinese appeared in the author's English textbook during his college life, which was the scene of research and life of the protagonist and British and American students during his study in England.

In many textbooks, there is little reference to traditional Chinese culture[8]. In College English education, it is necessary to pay attention to the expression ability of English itself. From a global point of view, such learning content, when students accept better absorption of western culture, can communicate with each other. It can be confirmed that the performance and output of Chinese traditional culture are almost unhelpful. Because students can not find the intersection of language and culture, they spend most of their time in the process of communication in the “listening” position. They cannot convey information or output information about their country's cultural traditions.

Table 2 Schedule

	Smartclassroom teaching activity organization	Theoretical guidance
Before class	Use mobile phone learning platform for academic analysis and strategy guidance	Cognitive strategies, establishing learning goals, and developing learning plans
	Learning platform uploading study case, micro-teaching instructional video, online placement task requirements	Input - noted input
	Mobile phone questionnaire voting, pre-heating before class	Interactive + Input
In class	Classroom lectures, practice discussions, online and offline mixed teaching	Understand input + absorption internalization language
	Group collaboration and mutual learning	Absorption internalization language + cooperation strategy
	Learn online online, upload recordings, videos	Processing + output
After class	Complete learning platform work, unit testing	Output + teaching effect detection
	Complete the mobile phone questionnaire and reflect after class	Cognitive strategy, assessing learning outcomes
	Organize online extracurricular activities to create a diverse locale	Intentional learning + companion learning

3.2 The Purpose of College English Test is to Ignore the Instinct of Language Communication, Which is Too Powerful.

College education gradually focuses on personal development, which emphasizes students' innovation ability. However, from the results, China's educational means are still under study. The students' learning of the subjects is mainly tested by comprehensive examination. In addition, it has led many students to pay more attention to examinations in College English courses than personal communication skills. In college, many students practice a lot of documents to strengthen their sense of language. It's easy to pass the CET-4 or CET-6 after you know yourself through the types of questions and the ways of answering them. As for the communication ability and method of language itself, most students have no time to care about it, and some students don't care about it at all[9]. As a communication tool between Chinese and Western cultures, English should mainly absorb and exchange different cultures. However, the examination oriented education of College English mainly avoids the students and deviates from the original intention of learning the language.

3.3 Teachers Neither Understand Their Own Culture, Nor Exaggerate the Negative Communication between Languages

Among modern university teachers, many schools pursue real education conditions. Many college English courses are offered by professional foreign teachers. Some teachers often study and teach. They are deeply influenced by Chinese traditional culture. In this process, the study of western culture has gradually deepened the understanding of national culture. This also leads to the lack of traditional Chinese culture in College English class. In the actual process of education, due to the lack of teachers' awareness in the popularization of regional culture, the infiltration of different languages is considered to have a negative effect of migration, so students are hardly quoted in the context of traditional Chinese culture. However, from the perspective of philosophy of language education, language in different cultural backgrounds has many positive communication effects. The infiltration of Chinese traditional culture can not only avoid the lack of students' mother

tongue culture, but also effectively carry out cultural transition and comparison. Through the understanding and compatibility of various cultures, the real role of College English can be reproduced more quickly and comprehensively. For example, in the translation of Chinese and Western literary works, the first more parts, College English classroom, are all traditional Chinese culture. It is necessary to integrate cultural factors, including the future university, so that a more comprehensive individual can have a comprehensive quality.

4. Innovative Methods of Traditional Chinese Culture in College English Department

With the continuous reform of College English in China, more and more schools begin to embed traditional Chinese cultural background knowledge in College English. This strategic innovation has greatly promoted the spread of Chinese traditional culture around the world and better proved the Chinese human civilization. However, in the actual operation processing, there are shortcomings that need to be further improved, and accordingly, it is also necessary to adjust the classroom with poor teaching effect.

4.1 Reform the Content of Textbooks and Balance the Proportion of Chinese and Western Cultures

The study content of College English is centered on the textbook itself. The reform of the textbook directly determines the absorption and understanding of Chinese traditional culture in the learning process. For a long time, the contents of English textbooks tend to refer to the habits and history of western countries. It broadens the vision of students. On the stage of University, we need to initiate the identification of national culture, establish correct values and world outlook, and establish correct values and self-esteem. The world outlook can be spread based on the understanding of national culture. Therefore, improving the content of traditional Chinese College English culture is the main condition for students to make good use of their culture in the future. For compatibility and cultural output, please be proud of your people in cross-cultural exchanges.

5. Conclusion

College English, as an important law of Cultivating College Students' social ability, not only undertakes the task of knowledge imparting and skill training, but also undertakes the sacred mission of “going out” of traditional Chinese culture. While learning English, college students should strengthen their understanding of Chinese culture, understand the real meaning of language communication from the perspective of equality and tolerance, and promote the promotion of soft power of Chinese culture.

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