

The Cultivation of British and American Cultural Awareness and Cross-Cultural Awareness in College English Teaching

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Abstract: with the Deepening of the Reform of the Education System and the Proposal of the Core Quality Cultivation Idea, the Education and Teaching in Our Country Are Constantly Innovating and Changing from the Teaching Method to the Teaching Mode to the Teaching Idea. in Order to Improve the Core Quality of Students and the Development of English Language, We Need to Consider the Cultural Background Behind the Language, So as to Deepen the Students' Understanding of English Language and Language Logic. the Improvement of Students' Cultural Awareness and Cross-Cultural Awareness Can Enrich Their Experience and Broaden Their Horizons, Stimulate Their Clear Understanding of Cultural Awareness, and Then Realize the Quality of College English Teaching and Improve Their Learning Effect.

1. Introduction

English is the key education subject in our country's education and teaching. It is also a language subject as a second language teaching for students. From primary school to junior high school to senior high school and then to university, it is a compulsory course for students and an important way to cultivate specialized talents. But in the actual teaching process, it is also very easy to be affected by some factors and make students lose the courage, interest and enthusiasm to learn English. Many students only hold the idea that they can achieve CET-4. There are many reasons, such as students' learning attitude, teachers' teaching attitude, students' lack of learning methods, teachers' teaching mode tradition, students' incomplete understanding of the background of Chinese cultural awareness and so on. Among them, learning attitude, learning method and teaching mode are constantly changing and innovating, but the cultural connotation behind the language is rarely involved. Language is an essential expression element and communication carrier in human life. To master a nation's language, we must first learn to understand its culture. Therefore, College English teaching must pay attention to the cultivation of students' cross-cultural awareness.

2. An Analysis of the Role of College English in Cultivating Students' Cultural Awareness and Cross-Cultural Awareness

2.1 Broaden the New Thinking of College Students' Language Thinking and Enrich Their Knowledge

For thousands of years, the confrontation and integration of Chinese and Western cultures have never stopped. British and American culture has a long history as well as Chinese culture. The cultural connotation and rich thoughts are its main cultural contents, especially the cultural thoughts and language thinking contained in some British and American literary works, art dramas and classic film and television works are extremely rich, which is of great help to college students to improve their English expression ability and understanding ability. In the English and American literature class, students can read, watch and learn some classic English drama, literature works or film and television works through the introduction of teachers and their own network platform, and experience their language application skills and some vocabulary application thinking with the help of the most primitive English language, which can not only standardize students to a certain extent English pronunciation can also enrich students' English vocabulary, increase reading volume and

improve students' reading comprehension ability. In addition, many literary works and film and television works also have a strong cultural background or main line [1].

Every country's language implies the influence of its own cultural environment and cultural background. Therefore, in order to improve college students' English learning and deepen their understanding of British and American cultural ideology, students must be brought into the English context and cultural background, so that students can naturally understand the flexible use of words and the suitability of different contexts. The use of voice can speed up students' mastery of English language.

2.2 It is Beneficial to the Dual Cultivation of Teachers and Students and Improves the Teaching Effect

In the process of cultivating students' cultural awareness and cross-cultural awareness, teachers must first realize the deep understanding of British and American cultural awareness and the establishment of cross-cultural awareness. Teachers can constantly strengthen their awareness and cultural quality of English and American culture by means of representative cultural monographs or current events in British and American countries, so as to give students the best help and cultivate their awareness of English and American culture. Second, cross-cultural awareness is to achieve a complete understanding of different cultural ideas and the ability to clearly distinguish between different cultural ideas. Learners should not only be able to grasp the differences between different cultures, but also be able to clearly understand how to correctly view different cultural awareness. Only in this way can we have a deeper understanding of English, and improve the atmosphere of classroom teaching, so that students really like learning English, and master the core of English expression. With the development of economic globalization, the demand for cross-cultural awareness and high-level bilingual talents in China's economic market is also increasing. Nowadays, the number of students taking TOEFL and IELTS exams is increasing, and these English exams are becoming more and more strict, as shown in the figure:

Table 1 Toefl Score Matching Chinese English Proficiency Scale

| TOEFL score Scale level level | 4 | 5 | 6 | 7 | 8 |
|----------------------------------|----|----|----|----|-----|
| Read (0-30) | 7 | 13 | 17 | 21 | 25 |
| hearing (0-30) | 4 | 10 | 16 | 20 | 23 |
| Oral language (0-30) | 13 | 17 | 20 | 23 | 26 |
| Writing (0-30) | 13 | 17 | 21 | 23 | 27 |
| Total score (0-120) | 37 | 57 | 74 | 87 | 101 |

Therefore, as the cradle of the cultivation of knowledge talents, colleges and universities must strengthen the cultivation of students' cultural awareness and cross-cultural awareness, so as to improve students' English level and cultural literacy.

2.3 Strengthen the Communication and Expression of Students' English Language and Improve the Learning Quality

English is a subject that attaches great importance to language thinking. Its form of expression is very different from that of Chinese. For Chinese students, English is the second language. To build a second language from the aspect of thinking, students need to be able to clearly distinguish Chinese thinking and English thinking. Therefore, in the actual learning process, students need to be able to see the training of thinking mode correctly. To cultivate and exercise, we should try to think and use language from the perspective of British and American cultural consciousness [2]. For example, the native culture, life style, food ideas, ideas and so on in Britain and the United States, and gradually establish the English language thinking, so as to lay the thinking foundation for English learning, and then realize the improvement of learning efficiency.

3. Some Suggestions on How to Improve Students' Cultural Awareness and Cross-Cultural Awareness

3.1 Opening Up British and American Culture Courses and Teaching Columns in Colleges and Universities

In order to cultivate the students' cultural awareness and cross-cultural awareness, we must pay attention to the promotion and training of the students' ideological awareness. We can train the students' cultural awareness by setting up special courses or knowledge lectures and teaching columns of cultural awareness. Colleges and universities have always been the main institutions of English education and teaching, which is also the base for students' training with practice as the purpose and means. On this basis, colleges and universities must also set up reasonable courses of British and American culture teaching in Colleges and universities, and carefully design the content of teaching materials and constantly optimize and improve [3]. With the effective teaching methods of teachers to guide students to learn British and American culture, so that they can have and master the ideology of British and American culture.

3.2 On the Infiltration of Teachers' Awareness of British and American Culture and Cross-Cultural Culture in College Classroom Teaching

The formation of any kind of cultural consciousness is established through long-term accumulation and summary, which can not be cultivated and established through several courses. It needs to be penetrated and accumulated all the time. Therefore, in the process of College English teaching, teachers should also pay attention to the cultivation of students' cultural awareness and cross-cultural awareness [4]. Consciously carry on the transmission of some British and American cultural consciousness and the narration of actual experience. At the same time, let the students know their application energy level, as shown in the table:

Table 2 Chinese English Language Proficiency Level

| Capacity development stage | Ability level |
|--|---------------|
| Proficient stage (advanced learners and users) | 9 |
| | 8 |
| | 7 |
| Upgrading stage (intermediate learners and users) | 6 |
| | 5 |
| | 4 |
| Basic stage (primary learners and users) | 3 |
| | 2 |
| | 1 |

Only by recognizing their own level can we gradually improve students' enthusiasm for learning, and constantly enrich students' awareness of British and American culture [5].

3.3 Make Full Use of Multi-Cultural Channels to Cultivate Students' Understanding of British and American Culture

British and American literature and classic film and television works will contain different people's different understanding of British and American culture. The British and American culture contained in these works is an important part of them, and film and television works and literary works can show the British and American culture in the form that students prefer [6]. In addition, students' Cultivation of British and American cultural awareness and cross-cultural awareness is not only dependent on classroom learning, but also needs to be permeated in life. Through the film and television works, students can feel the connotation of British and American culture more intuitively, so as to improve the training effect of camp culture consciousness.

For example, the film and television work "rescued ginger", which is an action film in the western part of the United States, its main cultural background lies in the western cowboy culture

style film with strong slave owner manor and bounty hunter in the civil war period of the United States, and at the same time, it permeates the fight against racism. As shown in the picture:



Fig.1 The Rescued Jiangge Film and Television Posters

Through the appreciation of this film and television works, we can understand and experience the usage and pronunciation of different sentences from the two different ways and expressions of communication between the dialogue person and the black people. At the same time, we can also feel the differences between Chinese and Western cultures, and make students have some systematic cognitive and ideological analysis of British and American culture, so as to deepen students' understanding of British and American culture.

4. Conclusion

It is of great significance and function for College English teaching to strengthen the cultivation of British and American cultural awareness and cross-cultural awareness of college students. It can not only enable students to master the thinking and cultural connotation of English language discipline, but also improve their English learning ability, as well as the quality and effect of College English teaching. And then it realizes the whole promotion and development of College English teaching. Therefore, College English teachers should pay more attention to students' learning level and their understanding of the background and connotation of British and American culture, so as to carry out the course teaching of British and American culture according to the actual situation of students, and cultivate students' awareness of British and American culture through multiple channels such as reading a large number of British and American literature works, real-time British and American newspaper information and many British and American film and television works.

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