

# *Research on the strategies of integrating Chinese excellent traditional culture into college English teaching*

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**Abstract:** Chinese college English teaching should not only accommodate Western culture, but also integrate into Chinese excellent traditional culture. The integration of excellent traditional Chinese culture into college English teaching emphasizes a gradual approach to let the world understand China. Based on the development of Chinese excellent traditional culture in college English teaching, this paper expounds the significance of integrating Chinese excellent traditional culture into college English teaching, and puts forward the ways and means of integrating it.

Language is an important carrier of culture, and culture is the spiritual core of language. The close relationship between the two makes college English teaching carry multiple characteristics, which is not only language teaching but also cultural teaching, and at the same time, it also embodies the artistry of translation connection. In the process of college English teaching, attaching importance to the excellent traditional Chinese culture is of great significance and far-reaching influence. The integration of Chinese excellent traditional culture into college English teaching plays a positive role in improving college students' English language application ability, cross-cultural communication ability, cultural accomplishment and moral sentiment. [1]

## **1. The effect of integrating excellent traditional Chinese culture into college English teaching**

General Secretary pointed out that the fine traditional Chinese culture is the spiritual lifeblood of the Chinese nation, an important source of cultivating core socialist values, and a solid foundation for us to stand firm in the world cultural shock. With the deepening of China's opening level to the outside world, it is incumbent on college students to carry forward excellent traditional Chinese culture to the world's national rejuvenation and national development strategy. Integrating excellent traditional Chinese culture into college English teaching is beneficial to China in the world

It is of positive and far-reaching significance to carry forward the excellent traditional Chinese culture in the course of development.

### **1.1. Chinese culture needs to go to the world**

Culture "going out" as an important way shows the national image, which is directly related to the country's right to speak in international exchanges and the construction of national ideology. From the

perspective of college English teaching functions, integrating excellent traditional Chinese culture into college English teaching can not only enhance students' interest in learning English, but also improve students' cultural accomplishment and cross-cultural communication ability. As a language subject, English teachers generally require too much language memory ability in the teaching process, and the learning process is relatively boring. If the rich traditional Chinese culture is integrated into English teaching, the enthusiasm of students can be aroused to a certain extent. In the process of learning English, if students only use daily language as the purpose of learning, it will inevitably lead to limited topics for students to communicate, and their communication level will stay at the level of daily expression. Combining excellent traditional Chinese culture with English teaching, on the one hand, can enrich students' choice of topics; On the other hand, it can promote students to communicate with others in English from a higher cultural dimension and effectively improve the quality of interaction. [2]

According to the Speech act theory founded by the British analytical philosopher John Langshaw Austin, language is a specific way of human behavior, and people will inevitably use speech acts such as "speaking" and "writing" to achieve communication. It can be seen that the level of people's speech determines the quality of their communication to a certain extent, and the amount of "cultural" elements and content used in the process of dialogue communication will inevitably affect their "speaking" level. In this regard, students' integration into the excellent traditional Chinese culture in the process of learning English will improve their communication quality. According to the relevance theory of French scholar Dan Sperber and British scholar Deirdre Wilson, the process of people's use of discourse is a dynamic process of constant development and change, and the information added later will have an impact on people's cognition and understanding, that is, the more "high-end" the information people use in the process of dialogue and communication. The connotation of its exchange flow and the improvement of the quality of information obtained by both sides of the exchange are more obvious. It can be seen that for those students who have acquired excellent traditional Chinese culture in the process of English learning, their dialogue and communication will become more profound and connotation because of the integration of excellent traditional Chinese culture elements.

The "going global" of Chinese culture can promote the exchange and collision between fine traditional Chinese culture and the cultures of other countries, enhance the world's understanding of fine traditional Chinese culture, and help to seek common ground while shelving differences and enhance consensus. [3] From the value-oriented dimension of cultural education, college students are in a critical period of establishing values, especially English majors, whose understanding and learning of Western culture has a strong impact on their world outlook, outlook on life and values. This kind of influence has both positive and negative, especially the negative influence can not be ignored. Integrating excellent traditional Chinese culture into college English teaching can strengthen the guidance of values, so that college students can consciously choose the essence and discard the dross of Western culture in the process of learning Western culture, and establish correct values.

## **1.2. The needs of Chinese fine traditional culture to promote cultural exchanges and inheritance and development**

Integrating excellent traditional Chinese culture into college English teaching is of great theoretical and practical significance to inherit, innovate and develop culture.

First, promote cultural exchanges between China and the world. Cultural exchange is an important part of international collaboration. As the largest developing country in the world, China is actively participating in international cooperation, especially international economic and trade activities. Integrating excellent traditional Chinese culture into English teaching and enhancing the local

cultural reserve of English talents is an effective means to better participate in international exchanges and cooperation. In addition, the long history of Chinese culture has not only made the Chinese people proud and proud, but also attracted the attention of the world. But cultural communication needs language as a tool, language is the intermediary of emotional communication, if the language is not good, cultural communication will lose the foundation.

Second, we will inherit China's fine traditional culture. Good culture not only needs to be passed on, but also needs to be promoted worldwide. The fine traditional Chinese culture and the fine traditional virtues of the Chinese nation, after thousands of years of continuation and development, have formed a national spirit that can represent the unique spiritual world of the Chinese people. The value concept and spiritual realm of the fine traditional Chinese culture demonstrate the confidence and responsibility of the Chinese culture. [4] The fine traditional Chinese culture is of great inheritance value. To inherit and promote it worldwide, we need to use language as a carrier to let more people get close to it and understand it. From this perspective, the integration of excellent traditional Chinese culture into college English teaching broadens the space for its inheritance and development. As a category of pedagogy, English education is closely related to culture. Integrating Chinese excellent traditional cultural elements into college English teaching can not only meet the basic requirements of education, but also realize the inheritance and development of culture.

### **1.3. Promoting the development of other Chinese cultures**

Cultural productive forces A value system that integrates spirit, a material symbol system, and an institutional system of behavior is a comprehensive embodiment of hard and soft power. The combination of excellent traditional Chinese culture and college English teaching can not only improve the quality of students' daily communication and contribute to the inheritance of excellent traditional Chinese culture, but also promote the development of related industries and fields.

First, we will promote the interconnected development of the regional tourism industry. Tourism is an important part of the tertiary industry, and the sound development of tourism can promote the economic development of our country effectively. At present, China is actively building a new development pattern, and constantly moving towards a higher level of opening up, creating good opportunities for the development of tourism. The healthy development of the industry is inseparable from the good quality of the relevant practitioners, including the cultural literacy of the practitioners, especially the excellent traditional Chinese cultural literacy. Practitioners with the above qualities can not only provide higher quality services for foreign tourists, promote the better and faster development of the regional tourism industry, but also contribute to the international exchange of excellent traditional Chinese culture. Second, to serve the Belt and Road Initiative and promote people-to-people ties. The Belt and Road Initiative has injected strong impetus into China's regional economic development. Its core is to develop economic and trade cooperation between China and relevant countries on the basis of existing bilateral mechanisms, multilateral mechanisms and cooperation platforms, so as to achieve prosperity and development under the background of shared interests, destiny and responsibilities. In the process of the development and construction of the Belt and Road Initiative, economic solidarity and cooperation between countries are needed, and such cooperation should be based on mutual trust between China and other countries on the basis of cultural understanding and communication. [5] Therefore, the combination of excellent traditional Chinese culture and English teaching is of far-reaching significance for promoting the construction of the "Belt and Road" and people-to-people exchanges.

## **2. The development of excellent traditional Chinese culture in college English teaching and the root cause of neglect**

At the present stage of college English teaching, the utilitarian motivation of English learning, the emphasis on Western culture in teaching content, and the neglect of the proper integration of excellent traditional Chinese culture all hinder the effective conduct of cross-cultural communication. Therefore, it is necessary to explore how to combine the excellent traditional Chinese culture with college English teaching so as to improve the quality of English teaching and enhance the image of China. [6]

### **2.1. The development of excellent traditional Chinese culture in college English teaching**

In current college English teaching, the integration of excellent traditional Chinese culture has not been fully valued. The curriculum of English teaching is based on Western culture, and the influence of Western cultural centralism has intensified the phenomena of "Chinese discourse aphasia syndrome" and "Chinese cultural aphasia". To some extent, there is a misunderstanding of cross-cultural communication in college English teaching in China, that is, it only pays attention to the teaching of the cultural content of English-speaking countries, and ignores the learning of the Chinese spirit and the excellent traditional Chinese culture as the main body of communication. In contrast, the ability to tell Chinese history, Chinese stories and Chinese spirit in English needs to be improved.

### **2.2. The reasons why the excellent traditional Chinese culture is not valued in college English teaching**

There are many reasons for the phenomenon of "Chinese cultural aphasia" in college English teaching, such as the lack of excellent traditional Chinese culture content in textbooks and the lack of teachers' teaching ability. The author mainly analyzes the reasons for learning motivation, cultural emphasis in teaching and insufficient integration of excellent traditional Chinese cultural elements into language learning.

#### **2.2.1. English learning is too purposeful**

An important reason for the lack of excellent traditional Chinese culture in college English teaching is the utilitarian motivation of English learning, which exists not only in learners but also in English teachers. At present, most students learn English for the purpose of achieving a specific score or ranking, and pay more attention to "effectiveness" in English learning, which leads to the lack of the existence of excellent traditional Chinese cultural elements in college English teaching.

#### **2.2.2. The content of college English teaching has been influenced by Western culture**

China's college English teaching pays more attention to the introduction of Western culture, but too much emphasis on Western culture in the teaching process will reduce the existence of excellent traditional Chinese cultural elements. According to Maslow's hierarchy of needs theory, the main reason why Chinese college English teaching focuses too much on Western culture is that the development of our country lags behind that of western countries in the past, resulting in a lack of national self-confidence and pride.

### **2.2.3. Teachers neglect traditional Chinese culture**

College English teachers in our country often do not pay enough attention to the integration of excellent traditional Chinese cultural elements into language learning activities. As mentioned above, English is usually regarded as a language tool, while the close relationship between English and culture is ignored. As a result, English teachers regard cultural elements as dispensable roles when arranging English teaching activities and contents, and it is difficult to ensure the full integration of cultural elements in teaching. Socio-cultural theory emphasizes the relationship between thinking activities and cultural elements, which play an important role in language activities, and emphasizes the importance of culture to the development of language ability. However, in the actual English teaching process, teachers usually ignore this point, let alone talk about the feasibility of exploring the appropriate integration of excellent traditional Chinese cultural elements in English teaching.

## **3. The methods of integrating excellent traditional Chinese culture into college English teaching**

In the face of the global economic integration and the trend of China's opening up to the outside world, it is necessary to strengthen the foundation of the excellent traditional Chinese culture in college English teaching, strengthen cultural confidence, and inherit and carry forward the excellent traditional Chinese culture. It is necessary to integrate Chinese and foreign cultures in the overall sense, to form a cultural position that loves local culture and appreciates the culture of the target country by comparing and learning from other civilizations and cultures in the world, and to maintain integrity and innovation. In college English teaching, we should consciously explore the path of deep integration of English teaching and excellent traditional Chinese culture education from the aspects of ideology, curriculum, textbook content, teacher team, assessment and evaluation, and promote the integration of excellent Chinese culture elements into college English classes, so as to enhance college students' confidence and consciousness in spreading excellent traditional Chinese culture. Strengthen the dominance and discourse power of Chinese culture in cross-cultural communication, and enhance the visibility and influence of Chinese culture in international communication.

### **3.1. Changing the old concepts**

From the perspective of teaching objectives and syllabi, it is necessary to improve the status of excellent traditional Chinese culture in college English teaching and guide college teachers to establish correct teaching concepts. In college English teaching, the fundamental goal is to improve students' comprehensive language operation ability and cultivate their cross-cultural communication ability. In the traditional college English teaching concept, the excellent traditional Chinese culture teaching has not received enough attention. In the process of cross-cultural communication, it is not only necessary to listen to the other party's point of view, but also to realize the effective dissemination of one's own point of view. Therefore, it is imperative to integrate Chinese culture, especially Chinese excellent traditional culture, into college English teaching.

### **3.2. Selecting appropriate teaching materials**

The teaching material is the basis of teaching and the key line of teaching. The teaching proportion and learning weight of Chinese excellent traditional culture should be reflected in the teaching syllabus. At present, college English teaching is mainly based on classroom teaching, which is based on textbook content. Optimizing the content structure of teaching materials, increasing the proportion of excellent traditional Chinese culture, and increasing the content of excellent traditional Chinese

culture, including historical stories, philosophical thoughts, classics, festival customs, martial arts, architecture, traditional Chinese medicine, diet, tea ceremony, etc., will help enrich students' cultural knowledge, enhance cultural confidence and national pride. This also puts forward higher requirements for the compilation of college English textbooks, which should be expressed in plain language as far as possible to reduce the difficulty of learning and improve students' interest in learning.

### **3.3. Enriching teaching methods and improve the effectiveness of teaching activities**

In college English classroom teaching, it is necessary to define the teaching orientation and make the teaching process from simple to complex within a limited time. The overall design of teaching activities should follow the principle of combining knowledge with fun. In the traditional college English classroom teaching mode, the combination of study group discussion and role play can cultivate students' autonomous learning ability and improve the efficiency of teaching activity. The above teaching methods can be gradually integrated into college English teaching. On the basis of teaching cultural knowledge according to the teaching content, different classroom teaching tasks are set according to the different progress of social science and humanities research. Develop students' communication skills by setting up roles in study groups, creating communication situations, testing learning outcomes, and building a sense of communication and identity as a "cultural communicator".

### **3.4. The traditional Chinese culture is reflected in the course content**

In current college English teaching, classroom teaching based on textbook content is the main teaching mode. Only by adhering to the foundation of the excellent traditional Chinese culture in the classroom can we truly realize the integration of Chinese and Western cultures. On the basis of Chinese culture teaching, to integrate Chinese excellent traditional culture into college English teaching, it is necessary to further enrich the teaching methods according to the characteristics of cultural learning, and scientifically apply the cultural contrast method and the cultural display method in English classroom teaching. The method of cultural contrast refers to the teaching of comparison between the excellent traditional Chinese culture and the western culture, which emphasizes on guiding students to establish correct cultural values in the multicultural context. For example, college English teachers can set up courses such as the comparison of Chinese and Western marriage customs and the comparison of Chinese and Western drinking and eating cultures. By setting topics close to daily life, students can better learn Chinese and Western cultural knowledge and experience cultural differences. The method of cultural display means to broaden students' cultural vision through the display of cultural objects.

Participants carried out tea art performances, recited classics, played traditional folk Musical Instruments and other courses to enliven the classroom atmosphere and stimulate students' sense of responsibility and mission in spreading excellent traditional Chinese culture.

To realize the organic combination of language and culture teaching and improve the effect of English teaching and learning, we should start from improving teachers' cultural literacy. University teaching emphasizes the main role of students, but teachers still play a leading role in teaching, and teachers' own cultural heritage will directly affect the teaching results. Therefore, teachers not only need to have a solid language foundation, but also have a good traditional Chinese cultural literacy. On the one hand, English teachers should learn and absorb the content of Chinese excellent traditional culture and incorporate it into English classroom teaching. On the other hand, English teachers should also have the ability to arrange the excellent traditional Chinese culture teaching content scientifically and reasonably in the English teaching design.

English teachers should consciously use the excellent traditional Chinese culture to consolidate

their own cultural foundation and improve their teaching ability. They should not be limited to the use of Chinese materials, but should combine Chinese and English materials to spread the values of the excellent traditional Chinese culture, such as "love, valuing the people, keeping good faith, respecting justice, harmony, and seeking great harmony". For example, Wang Rongpei's translation of "Regional Songs from The Book of Poetry" and other books are typical examples of the combination of Chinese and English.

Teachers are the leaders of teaching activities and one of the important factors that determine the quality of teaching. We should strengthen teacher training and give full play to the leading role of teachers in classroom teaching and learning practice. [7] Colleges and universities should provide more opportunities for college English teachers to receive continuing education and training, so that they can systematically master the excellent traditional Chinese culture, give full play to their professional advantages, constantly improve their ability to express Chinese culture in English, and promote the integration of language teaching and cultural teaching. While improving students' cultural accomplishment and imparting knowledge of excellent traditional Chinese culture, teachers should also guide students to develop a good habit of reading classic books of excellent traditional Chinese culture. Classical books of Chinese culture should be regarded as compulsory reading for college students after class, so that students can expand their knowledge and improve their knowledge level of excellent traditional Chinese culture through self-study in their spare time. In addition, students should be encouraged to study courses related to the excellent traditional Chinese culture.

The effective integration of excellent traditional Chinese cultural elements in college English teaching should not be divorced from the teaching content; otherwise, cultural teaching will be isolated, leading to disorganized teaching activities, failing to achieve established teaching effects, and affecting students' learning interest and enthusiasm. For example, when teaching the contents related to travel, college English teachers can integrate the forms and related contents of the travel of people of different strata in ancient China, such as the people's travel, the businessmen's travel, the scholars' travel, the Kings' travel, and so on. Irina Ilhan: A Study on the Integration of Excellent Traditional Chinese Culture into English Teaching

### **3.5. Appropriate integration into traditional Chinese culture according to students' learning interests**

One of the main reasons why the traditional English teaching results are not satisfactory is that students are not interested in what they learn. If we start from the aspects that students are interested in and combine the excellent traditional Chinese culture to carry out English teaching, we can not only effectively improve the level of English classroom teaching, but also improve the cultural literacy of students. For example, many students like to understand the principles and structures of some inventions, and they can incorporate relevant content represented by the four great inventions in ancient China into the teaching process around their interests. By exploring the scientific principles contained in each invention and the relevant historical background, students can not only learn scientific knowledge and understand the background of the emergence of excellent traditional Chinese culture, but also improve their English level and satisfy their desire for exploration and curiosity.

### **3.6. Reflecting the importance of traditional Chinese culture in the teaching evaluation process**

The fundamental purpose of integrating excellent traditional Chinese culture into college English teaching is to cultivate students' intercultural communication ability. Ability testing should be realized not only through daily learning, but also through the establishment of practical evaluation

links and scenario simulation to test students' cultural literacy and level, so as to build a scientific and reasonable teaching evaluation system, play a result-oriented role, and provide quality assurance for the excellent traditional Chinese culture education in college English teaching.

#### 4. The conclusion

As one of the four ancient civilizations, China has an unparalleled and splendid culture. This cultural treasure house has nurtured the Chinese national spirit and is our deepest cultural soft power. In order to let the excellent traditional Chinese culture play an important role in the multi-cultural communication and exchange under the background of economic globalization, language is needed as a tool. Therefore, college English teaching plays a very important role. Due to the fact that some college English teaching in China emphasizes Western culture and lacks the combination of excellent traditional Chinese culture with teaching, students lack excellent traditional Chinese cultural accomplishment and cannot accurately and vividly express themselves in cross-cultural communication. English educators should focus on integrating excellent traditional Chinese culture into teaching activities scientifically and effectively, and building a "smooth and silent" high-level English classroom with the organic combination of culture and language teaching, so that students can improve language skills through English learning.

Foreign language education has always served the great rejuvenation of the Chinese nation and people

The people's pursuit of a better life is in tandem with the strategic goal of building China into a great modern socialist country that is prosperous, strong, democratic, culturally advanced, harmonious and beautiful. Integrating excellent traditional Chinese culture into college English teaching plays a positive role in improving college students' English language application ability, cross-cultural communication ability, cultural accomplishment and moral sentiments, and is of great importance in training new people who can meet the important task of national rejuvenation, socialist builders and reliable successors. As China moves closer to the center of the world stage, the communication and mutual learning between Chinese and Western cultures and the communication and docking of Chinese culture and Western discourse need to highlight the ability of cross-cultural communication, improve the integration and transmission of excellent traditional Chinese culture in college English teaching, and play an increasingly important role in telling good Chinese stories and spreading good Chinese voices.

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