

# On Innovating College English Curriculum and Promoting Chinese Culture to the World

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**ABSTRACT.** English courses reflecting Chinese culture offered by Chinese universities lag far behind the requirements of the times. Traditional college English teaching tends to focus only on the input of western culture, ignoring the dissemination of Chinese culture. China English, as a regional variant of English, has been universally recognized in Chinese and foreign linguistic circles. It is the product of cultural exchange between East and West, and its existence and development play a very important role in the output of Chinese culture. Based on the author's own teaching experience, this paper discusses the integration of Chinese culture into English teaching. Firstly, the paper expounds the importance of integrating local culture into English teaching, and then puts forward my own opinions on how to promote the external communication of Chinese culture.

**KEYWORDS:** Chinese culture, External communication, College english

## 1. Introduction

With the rapid development of China's economy, China's international status has been greatly improved. However, as one of the four ancient civilizations in the world, the only country with continuous culture has always maintained a deficit in foreign cultural exchanges. Chinese culture emphasizes the concept of state, which is based on Chinese culture and fully integrates the cultures of various regions and nationalities, or the culture of the People's Republic of China [1]. Undoubtedly, it is not only important but also of historical significance to improve the international influence and appeal of a country's culture under the background of globalization, mainly because this work conforms to the fundamental law of world development under the trend of globalization [2]. In view of this, we believe that universities should build a new college English curriculum system based on the external communication of Chinese culture, and effectively solve the problem of "Chinese cultural aphasia" among Chinese college students.

## 2. Language and Cultural Output

Language itself is a part of culture. Through a nation's language, we can get a glimpse of its colorful cultural form. For Chinese English learners, cross-culture should include at least two parts: Chinese culture and English culture, and the mastery of English culture should be based on their own national culture. Therefore, many experts and scholars began to discuss the importance of introducing Chinese cultural English expression ability into college English teaching from the perspective of cross-cultural communication. And it also puts forward specific requirements for college students' cultural literacy, focusing on training students' ability to critically absorb the essence of world culture and inherit and carry forward China's excellent cultural traditions. The output of culture must be realized with the help of a certain language, and the reason why Chinese culture can achieve better results in external communication is mainly due to the cultural content displayed and told in the works. Cultural products are more abundant, the public cultural service system has been basically completed, the cultural industry has become the pillar industry of the national economy, and Chinese culture has made greater strides in going out [3].

In the current language teaching, most students only pay attention to the study of foreign cultures, while ignoring the understanding of local cultures. Chinese people have a great gap in learning Chinese traditional culture, and they also neglect the study and inheritance of their own culture. In cross-cultural communication, it is inevitable to use other countries' languages to express our own things in order to achieve cultural exchange. However, if the language used is improper, it will not achieve the purpose of cultural output, but cause cultural misreading. As we all know, it is difficult for cultural works from other countries to find broadcasting opportunities in media powers such as Britain and America. Therefore, the active introduction of Chinese culture in English teaching will not only help students to position their self-cultural identity, but also help students to establish correct cultural values, improve their national pride, promote students' awareness of national culture and help them better carry forward their own culture.

### **3. Importance of Local Culture Integration in English Teaching**

#### ***3.1 Improve Students' Cultural Cognition Level***

Language has always been an effective tool for political and cultural struggles, an important means for obtaining national and national economic interests, and an important content for maintaining and developing the common culture of the nation [4]. Through the comparison between native culture and foreign culture, it will help students better understand the characteristics of foreign culture, and then promote their understanding of native culture. The teaching of Chinese culture does not appear in the syllabus of college English, which naturally cannot attract the attention of teachers and students. Symbolic meaning and its position in Chinese culture, then these cultural and even some ideological misunderstandings can be solved easily and the far-reaching cultural value of Chinese dragon can also be exported. This requires teachers to explore the cultural connotation of vocabulary when explaining vocabulary, especially when words are interpreted differently in English and Chinese cultures, teachers should guide students to compare and understand the meanings in different cultures. Focusing on students' development, closely combining the training objectives and specific requirements of this major, and taking into account the rest based on one clue, they form the content structure of college internship courses together.

#### ***3.2 Improve Students' Cross-Cultural Ability***

It is the need of the great rejuvenation of the Chinese nation that Chinese culture moves towards the world. In the international communication of Chinese culture, efforts should be made to improve their expression ability and methods, and strive for the right to speak internationally. The premise of good cross-cultural communication is to have a certain understanding of national culture. Cross-cultural communication is one of the main features of English teaching, and the fundamental purpose of English teaching is to enable students to have good cross-cultural communication skills. Cross-cultural teaching has high requirements for teachers' quality, which requires a certain accumulation of Chinese culture, a certain understanding of western culture, a comparison and study of the two cultures, and sufficient English ability to express and teach [5]. Because of language contact, the collision between Chinese culture and English language has produced a variant of English, China English, which can not only represent Chinese culture, but also play a role in communication and communication in cross-cultural contact. Greatly improve students' interest and participation. Understanding the differences between Chinese and western ways of thinking and expression is helpful for students to consciously choose appropriate methods in cross-cultural communication.

#### ***3.3 Improve Students' Consciousness of National Culture***

Students should be familiar with both their own culture and western culture, so that they can compare Chinese and western cultures and reflect on their own culture. English is the language of the English-speaking nation, and any person other than the English-speaking nation should use English according to the customary usage of the English-speaking nation, but each country has its own special situation. As far as our country is concerned, whether it is new China or old China, there are some unique things that need to be expressed when speaking or writing English. The existence of this phenomenon is related to the fact that college English teaching aims over-emphasize the instrumental role of language, neglect its humanistic characteristics, and pay one-sided attention to improving language skills in English teaching. Chinese culture plays an important role in the world. Be able to introduce Chinese culture with a long history to foreigners deeply. Therefore, in recent years, college English teaching has increased the proportion of cultural teaching. It is the task of China's development, and it is also China's world responsibility and contribution to the world [6].

### **4. College English and Chinese Cultural Output**

#### ***4.1 Constructing a New College English Curriculum System to Promote the Spread of Chinese Culture***

The teaching goal of college English is to cultivate students' comprehensive English application ability, so that students can communicate orally and in writing effectively in future study, work and social communication, so as to meet the needs of China's social development and international communication. In the compilation of teaching materials, we should fully combine our own culture, create English teaching materials that meet the needs of national conditions, and at the same time strengthen the integrity and increment of teaching materials. Culture teaching should start from language teaching and keep pace with language teaching. Only the Chinese themselves can shoulder the heavy responsibility of exporting their own culture, and only the Chinese themselves can best interpret our own culture.

Language is the core of cultural export, and the export of Chinese culture also relies on certain languages. Developing micro-lesson resources to cultivate Chinese cultural output, adopting mixed teaching mode and creating multi-modal learning environment, etc., will help solve the problem of teaching plan and class hour limitation, and increase the learning input of English expression of Chinese cultural knowledge. Therefore, for college students, it is their duty and obligation to be able to spread and carry forward the essence of our excellent culture fluently in English.

Stimulate students' interest in introducing Chinese culture in English through various cultural teaching activities, enhance their self-confidence in communicating in English, and improve students' two-way communication ability. The goal of the new college English curriculum system is to strengthen the function of spreading Chinese culture to the outside world, and consciously set up a series of English courses about Chinese culture and civilization or integrate Chinese cultural elements into college English teaching. On the premise of fully considering the actual needs, we should selectively integrate cultural content and consciously let students express Chinese culture in English, so as to promote students' English learning initiative and improve teaching effect. Teachers should consciously combine the cultures of their own countries and other language countries to teach language, overcome the shortcomings of students' simple learning of language, vocabulary and grammar, and promote their language ability and cross-cultural communication ability to improve simultaneously [7].

#### ***4.2 Integrating Chinese Culture into College English Curriculum***

English teachers should improve their understanding and perception of Chinese and Western cultures and promote their cultural literacy through various channels, such as reading foreign language books and referring to relevant cultural education training classes; The new curriculum system should strengthen the local culture-oriented teaching philosophy, and constantly cultivate students' understanding of culture and language expression ability. Culture teaching and language teaching should be combined with each other, and they should not lose sight of each other. Language is the purpose of cross-cultural education, and cross-cultural education is the means of language education. It spreads the profound material civilization and spiritual civilization of the Chinese nation through the description of the essence of Chinese ancient and modern culture in China English, which not only achieves the purpose of spreading Chinese culture, but also enables people all over the world to share the fruits of human civilization. Open up the second classroom of English teaching, and encourage students to study and discuss after watching English-translated movies reflecting Chinese traditional culture; Arrange students to arrange various dramas in groups every semester; Invite foreign teachers and international students to participate in Chinese culture and folk introduction activities; Provide students with opportunities to show their learning achievements and promote students' English output of Chinese culture. In addition, students' performance in these links is regarded as the main basis of formative evaluation, which directly affects students' overall evaluation scores. Only with the corresponding evaluation methods, extracurricular learning will not become a mere formality.

Teaching students translation skills with Chinese cultural characteristics, such as transliteration, free translation, interpretation, fuzzy translation, etc., through intensive training, we can achieve the translation requirements of English idioms without losing Chinese traditional meaning. Generally, what is transmitted through the mass media is closely related to the times, such as the major policies of the country, economic situation, foreign policy, people's material and spiritual life, the development of the trend of the times, etc. The target groups are mainly the general public and can cover the broadest masses. Teachers should make students take more responsibilities, and make them discover their strengths and weaknesses in the learning process, so as to guide the development of their language ability. Of course, the elements of Chinese culture should not be limited to Chinese traditional culture, but should involve all aspects of "nature, tradition, civilization and development", such as customs, literature and art, religious concepts, education, diet, scientific and technological development and innovation, and the achievements of reform and opening up.

#### ***4.3 Enhance Chinese Cultural Awareness***

As the most basic unit of any language, vocabulary plays a decisive role in learning a language. Whether the vocabulary can be understood correctly determines whether the target language and its cultural connotation can be understood correctly. Therefore, vocabulary teaching has always been a very important part of college English teaching. Teachers systematically explain some translation skills during teaching, which helps students to adopt various translation methods, such as transliteration, free translation, explanation and fuzzy translation, to convey the charm of Chinese culture to the maximum extent when they encounter cultural things that they don't know how to express. At the same time, English teachers can also arrange some extracurricular activities related to traditional culture, so that students can participate in them personally, so as to stimulate students' learning enthusiasm and promote the improvement of their cultural consciousness. Mass media use Chinese English to pass sound. Images spread contemporary Chinese culture from all directions and perspectives, and compete for the international voice of Chinese affairs. To strengthen students' ability to express Chinese culture in English by means of special composition, and to

correct Chinglish mistakes which deviate from idiomatic English in students' expression under Chinese cultural background. We must go abroad and integrate into the mainstream English-speaking society in the West. As a tool of communication, English should serve China's political, economic and cultural needs. Constructing an English teaching system with Chinese characteristics will help Chinese culture go global.

## **5. Conclusion**

In a word, the spread of Chinese culture is integrated into the whole college English curriculum system, and a college English curriculum system is formed, which is based on comprehensive English courses to promote the spread of Chinese culture to the outside world, supported by elective courses of general education, and permeated with Chinese cultural elements. The key to traditional culture teaching in college English teaching is to cultivate cross-cultural intermediaries, who have multiple identities and can avoid ignoring non-native cultures because of their single identities, and will not only unilaterally absorb foreign cultures and form cultural inferiority. Globalization has shortened the distance between the world and accelerated cultural exchanges! China must accelerate the pace of cultural export under the new situation, and Chinese English will play an indispensable role in cultural export. With the promotion of English globalization and the acceleration of China's internationalization, it is of far-reaching significance to infiltrate Chinese culture into college English teaching.

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