

Analysis on the Importance of Intercultural Communication in College English Education

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Abstract: Today is a pluralistic society, but anything related to literature or language will inevitably involve the important value of cross-cultural communication. In the new situation, college should carry out targeted and in-depth reform from top to bottom in the process of college English education and teaching, which also puts forward more stringent requirements for college English professional educators. Colleges and universities are places to cultivate talents and experience personalities. Nowadays, with the rapid development of science and technology, it is inevitable for colleges and universities to carry out cross-cultural communication in English education. This paper first analyzes the necessity of intercultural communication in the current process of English education in colleges and universities and combines the current situation of intercultural education. Later, it gives relevant favorable strategies for intercultural communication in colleges and universities English education.

Keywords: College English education; College English education; situation analysis

1. Introduction

With the development of Chinese society to this day, the government has never paid less attention to education. The reform of China's education system is gradually improving. In particular, the cultivation and education mode of talents in Chinese colleges and universities have undergone earth-shaking changes. As is known to all, colleges and universities are places where talents are cultivated and impetus is provided for social development. Therefore, the direction of college education and teaching is to cultivate outstanding application-oriented professionals. English education in colleges and universities occupies very important role in the whole colleges and universities education system. English is an international discipline language. Learning English well is important to one's career development. The most important thing about college English teaching is how to use it flexibly in practice. However, due to the shortcomings of the English education model in some colleges and universities in China, they are not competent in English education and teaching. The spread of language is also the spread of culture, and the two are relatively independent and interdependent. Therefore, in the process of developing English education and teaching in Chinese colleges and universities, we should pay attention to the important advantages of cross-cultural communication in English education. In the new period, especially under the strategic layout of the Belt and Road, economic and cultural exchanges between countries around the world are increa-

singly frequent. For college English education and teaching in China, increasing the acceptance of foreign excellent culture is a shortcut to improve college English teaching.

2. Analysis on the Necessity of Intercultural Communication in College English Education

Since the beginning of the 21st century, the qualities of people's life and China's overall national strength have been growing, and China has gained more and more prestige and influence in the world. Communicating with international community must strengthen the relevant language teaching, and especially the cross-cultural education in colleges and universities mainly based on English language is the need of China's development. In other words, it is also an inevitable requirement of the international community for China's current status. The use of language is the core of a nation's life and a mirror of its own culture. It is a powerful carrier of cultural inheritance. Therefore, it can be concluded that the main purpose of college English teaching is to cultivate high-quality professionals with cross-cultural working ability. Only by unswervingly strengthening cross-cultural communication in college English teaching in China can we truly understand and learn English well.

Although international sinicization is a major trend in social development today, there is no doubt that English is still the world's largest general language and an official international language. It has a pivotal core position in international political, cultural and economic exchange.

Doing a good job in college English teaching is also in line with the trend of social development. English has been introduced into China very early, but its popularity has gradually increased since the reform and opening up, and it has clearly become China's main foreign language for learning. Due to the relative lack of English talents in China and the factors of the education system, China's English education has always relied on simple reading and writing, and the teaching content lacks certain flexibility and adaptability, and it also lacks the corresponding perception problems of western culture [1]. Therefore, to strengthen the cross-cultural communication of English education and teaching in China's colleges and universities is to break the inherent shortcomings of English teaching in nature, which is also the inevitable requirement and necessary condition to completely change the status quo of English education in China's colleges and universities.

3. The Present Situation of Intercultural Communication in College English Education

Although Chinese colleges and universities have carried out a series of top-down teaching task reforms in the field of English education and teaching, the traditional teaching mode in the past is still deeply entrenched in the ideology of some educators and it is difficult to be replaced in a short time. Throughout the course of English teaching in Chinese colleges and universities, it is not difficult to find that teachers always focus on the explanation of knowledge, while the background of culture that should be emphasized is rarely seen, completely ignoring the essential nature of English as a linguistics course. Seen from the current examination system, the way of teaching by college teachers is beyond criticism, it has an immediate effect on the improvement of student performance. However, if we study deeply for a long time, we can observe that students' lack of relevant foreign cultural background knowledge will seriously affect their interpretation and in-depth understanding of relevant knowledge. English teaching in China's colleges and universities lacks the strength to involve foreign cultures, and the daily English teaching only limits to textbook and some video and network courses, so we cannot fully understand the language and culture contained in the English language. The reform of English teaching in China's colleges and universities seldom takes increasing cross-cultural communication as the main task, and lacking the recognition of cross-cultural communication will hinder the English teaching to a large extent, and the improvement of the present situation is also the core problem of English education reform in Chinese colleges and universities.

While learning English, students are not only confined to knowledge, but more importantly, they should learn the

historical and cultural background, lifestyle and customs values expressed by art and others of the English-speaking countries, which are closely related to the English language itself. In English culture, the lack of knowledge in this field will make learning English empty and boring. Therefore, when learning English, we must not only master their vocabulary and grammar, but also devote more energy to deeply understand their rich background culture, and then we can realize the unique charm of English culture and language from their life background. As mentioned above, English is the best form for spreading the culture of the country in which it is used. For English education and teaching in Chinese colleges and universities, strengthening students' understanding of foreign cultures is an effective shortcut to learn and master English well. Therefore, colleges and universities should pay more attention to the strength of cross-cultural education in the process of English teaching [2]. However, at present, most of the teachers in colleges and universities in China cannot make a good improvement in a short period of time, because they have a long teaching period and are bound by the previous traditional education mode. In addition, some English teachers in China's colleges and universities fail to understand the relevant cultural content designed in the curriculum, and this is due to the lack of knowledge of foreign cultures, severely restricting students' cognition and understanding of their culture. In response to this phenomenon, relevant departments of education and teaching in China have more detailed requirements for college English teaching work, and increased the intensity of cross-cultural communication in English teaching work in order to improve the quality of college English teaching. Furthermore, some textbooks used are still those before the education and teaching reform, therefore, college English teaching should also focus on the selection of teaching materials, the old teaching materials without systematic design of English cultural background will seriously hinder the normal teaching work.

4. The Strategies and Importance of Strengthening Intercultural Communication in College English Education

Intercultural communication plays an important role in English teaching in Chinese colleges and universities. The world is made up of different races and nationalities, which is influenced by different regional environments. Therefore, every country and nation has its own national culture, which is different from others. So the world consists of a variety of different cultural atmospheres. In college English teaching, we should actively recognize and understand the differences brought by foreign cultures. While introducing and applying these cultures, we should also respect the differences brought by these cultures. At the same time, we should also understand that it

is the different cultural behaviors of different countries in the world that make us treat these cultures more equally and objectively. When college English teaching involving cross-regional and cross-ethnic issues, it requires college English educators to understand and analyze it carefully and patiently, so that students can more easily adapt to cultural differences. Meanwhile, cultural differences in English teaching also requires teachers to cultivate and improve students' cultural sensitivity and cognitive ability in English teaching tasks by cultural differences contained in English article.

The main influence of intercultural communication on college English teaching in China lies in students' cognition of their culture. The problems brought by intercultural communication to college English teaching exist in the whole process of college English teaching, therefore, students should be actively guided to experience the intercultural changes brought by English [3]. For the majority of college students, in order to improve English ability and knowledge of English culture, English teachers are required to provide detailed guidance and planning. Therefore, for the problems caused by cross-cultural communication, college English teaching should teach the integration of different cultures, aiming at improving students' treatment of the disadvantages of foreign cultural differences in English learning. In the process of intercultural communication in college English teaching, it is necessary to understand the value system and ideas of people in English-speaking countries in detail. All human behaviors are complementary to their behavioral values and ideological values, and therefore, colleges and universities letting students know the different values embodied in different cultural backgrounds of English-speaking countries is extremely effective for deepening intercultural communication. The Chinese characters belong to graphic fonts, under this Chinese cultural environment, if we cannot experience foreign culture, the ideological cognition of English culture will stay in the external. In view of this situation, under the background of cross-cultural communication, college English teachers should actively create English teaching environments, and also allow students to actively create English learning environments, so that they can better understand and appreciate to English culture.

For college English teaching under the influence of intercultural communication, hiring foreign teachers is a very effective teaching approach and education model. Hiring foreign teachers in college English teaching can create an atmosphere of living in an English cultural environment for students and can greatly enrich the English learning environment, and also let students feel the difference between different cultures under English intercultural

communication [4]. The foreign teachers hired are generally foreigners with different skin colors and lifestyles. They have different teaching methods from other teachers in colleges and universities. Their unique English teaching model can well highlight the value reflected in cross-cultural communication. This will also allow students to better understand foreign cultures and different ways of learning English. Intercultural communication can make students truly feel the value and inner spirit brought by intercultural communication in English teaching, and it has great influence on the future career and life development of college students.

5. Conclusions

Therefore, in the process of English teaching in Chinese colleges and universities, intercultural communication is of great significance to the reform of English teaching. Colleges and universities should actively strengthen foreign exchanges and cooperation, introduce high-quality educational talents and hire professional English teachers, which are important ways to promote the reform of college English teaching in China. Intercultural communication is very important for college English teaching, and the ultimate purpose of college English teaching is to train high-quality professional English talents. Therefore, major universities in China should carry out cross-cultural education reforms and attach great importance to it. At present, the mode of English teaching in China's colleges and universities is worrying. With the development of quality-oriented education reform in China, the reform of college English teaching has been significantly improved. As for college English teaching in China, we improve the teaching level of English teachers and actively expand the channels of cultural exchange between foreign universities and colleges, in order to increase students' pursuit of English cultural literacy, aim to cultivate high-quality English professionals in line with international development.

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