

Research of Cross-Cultural Communication under Cultural Identity

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Keywords: Cultural identify, Cross-cultural communication, Western cultural

Abstract: Cross-cultural communication mainly refers to the communication activities between language users of different nationalities, covering the fields of culture, politics, economics, and natural sciences. In the teaching activities of English courses in colleges and universities, teachers need to combine the cultural customs, psychological behaviors and historical traditions of the target language country. By infiltrating the national culture of the target language country, they can effectively enhance the students' ability to comprehend language and culture and master the rules of language use. Then gain the skills to use language knowledge in different cultural atmospheres. In the context of economic globalization, economic, cultural, and political exchanges between my country and Western countries have become more frequent. It is not enough to only cultivate students' knowledge of English. It is necessary for colleges and universities to integrate social development and cross-cultural communication, and gradually pay attention to it. The cross-cultural education of English teaching aims to cultivate high-quality and high-level applied talents who can use English proficiently. In this process, the teaching methods of intercultural communication have played an important role.

1. Introduction

With the increasing maturity of the era of globalization, cross-cultural communication has become a ubiquitous phenomenon. In the process of development, human beings have created civilization and formed culture. Cross-cultural communication is multidisciplinary. In order to achieve the success of cross-cultural communication, we must first understand the other party's culture and the importance of cultural identity in the process of cross-cultural communication; the success of cross-cultural communication depends on the degree of cultural identity. Collier and Thomas believe that intercultural communication refers to the communication between communicators who identify with different cultures. Moreover, the identity between communicators is the main indicator of cross-cultural communication. If communicators who identify with their respective cultures communicate in the role of their respective cultural spokespersons, then the communication between them is cross-cultural communication. ²⁴ It should be pointed out that the strength of the cultural identity and the content of the cultural identity affect cross-cultural communication. Therefore, in cross-cultural communication, when we consider the content of cultural identity, we cannot ignore the strength of cultural identity. The process of constructing cultural identity is the process of contradictions, conflicts, mutual reconciliation, and even integration of mutual identities in the process of individual cross-cultural communication in a nation, an ethnic group, and a society. Cultural identity is mainly an internal choice, rather than an external force that can be imposed. Of course, external influences will inevitably play an objective role. As far as individual cultural identity is concerned, it is their inner choice, each individual's individual cultural feelings, and the corresponding individual's cross-cultural communication activities. When they are concentrated, they become collective cultural identities, which will affect the mainstream cultural values of a country. Once they rise to the national cultural identity, they become the collective cultural identity of the mainstream people.

2. Cultural Identity in Cross-Cultural Communication

With the development of Internet technology, the development trend of convenience, simplification, and efficiency has been shown in the communication and exchange of citizens. The realization of cultural identity under cross-cultural communication has gradually become a goal that every country, every nation and every person should strive to achieve. In the context of economic globalization, the culture of each country is under the impact of foreign cultures, and multiple languages such as homogeneity, localization, differentiation, tradition and modernity, popular culture and elites have appeared. On this basis, Cultural identity has become the focus of people's attention. The construction of cultural identity helps prevent cultural conflicts between different cultural identities due to cultural deviations and characteristics of change. In the context of the new era, talents must not only have sufficient foreign language expression skills, but also not lose their own local culture under the foreign culture. Therefore, in the context of cross-cultural communication, we must focus on solving two problems, one is to understand the local culture and foreign language and culture, and the other is to master the ability of foreign language expression on the basis of foreign language and culture. Therefore, language learners are required to not only learn to express themselves, but also to learn from others. On the basis of mastering foreign language ability, keep their own culture free from interference from foreign cultures, and realize the purpose of promoting their own culture in cross-cultural communication. At this stage, many learners believe that as long as they can express Chinese things in foreign languages, they have the ability to communicate across languages. But in fact, intercultural communication is a comprehensive ability that integrates communicative competence, cultural identity, language competence and reflective competence. Language is the carrier of culture. Many excellent traditional cultures are carried and embodied by language. Therefore, the learning of language knowledge and skills should not just stop at the level of language learning. It is necessary to have an in-depth understanding of language and culture, and understand and learn what is reflected in the language. Cultural values. At present, there are a large number of English learners in my country. These learners are seriously affected by foreign cultures in the process of learning English. It is difficult to effectively increase the importance of local culture, which restricts the traditional culture of my country in cross-cultural communication activities. The inheritance and promotion of Chinese culture has led to the frequent occurrence of cultural aphasia in the process of cross-cultural communication in our country, which affects the overall development of learners. However, cultural identity is the key to resolving cultural aphasia and the key to cross-cultural education and English curriculum education in colleges and universities. It needs the general attention of experts and scholars in colleges and universities.

3. Cultural Identity and Construction

The basic attributes of culture determine that cultural globalization can neither be a pure homogenization and unification process, nor can it be just a heterogeneous and diversified process, but must be the dialectical unity of cultural convergence and cultural diversification. . Therefore, in the face of the challenge of cultural globalization, we should take the national interests and even the interests of mankind as the value scale, identify our own excellent cultural traditions, and at the same time use an open heart and a broad mind to combine the achievements of world civilization with our national excellent cultural heritage Together, with an objective and sober attitude, actively participate in cultural exchanges, rebuild our cultural identity on the basis of modernization, and promote the prosperity of national culture and the development of world culture. The path to construct cultural identity is to expand the original cultural identity, participate in the social life of other cultural members with an open attitude, and develop in coordination. The expansion of cultural identity makes cross-cultural communicators more diverse and tolerant internally, and more friendly and open to the outside world. Reduce the negative effects of cultural differences and lay the foundation for cross-cultural communication. Any culture has a certain degree of hybridity and diversity. Cross-cultural communication needs to cross its own cultural boundaries and seek collective consensus in the framework of pluralism. The construction of cultural identity should accommodate the characteristics of subcultural groups and social individuals, and fully consider the

regional, historical and social constructivities of culture. It cannot be separated from the social soil on which it depends for survival and development, nor can it arbitrarily cut off the historical roots of its culture. The study of cultural identity must be linked to a specific region and historical experience. Cultural identity is based on the concepts and behavior patterns of social individuals. After it is formed, it is independent of individual members. It allows individuals to have certain or greater differences. But it also requires them to have a certain degree of unity. Once cultural identity is completely individualized or generalized, culturalism is blurred, and there is no longer any sense of collective belonging. In today's globalized cultural interactions, Chinese culture should actively participate in the globalization of Western culture, we must eliminate its Western-centrism cultural prejudices, and to develop ourselves in cultural interactions, we must recognize the advantages and disadvantages of local culture. To promote strengths and avoid weaknesses, we must also recognize the strengths and weaknesses of the "otherness" culture, absorb its essence, and remove its dross. The intricate cultural pattern under the background of globalization has brought a certain impact on Chinese culture. Objectively, we need to carry out cultural integration, that is, to take Chinese national culture as the main body and socialist culture with Chinese characteristics as the standard. The ingredients are digested and absorbed to make them subordinate to oneself, thereby perfecting one's own culture. Facing the cultural identity in the process of globalization, China's cultural reality is that cultural traditions should be treated soberly.

We must cherish and respect our own national culture. Traditional culture is the cultural context and root of a nation. Many of these are still very precious ideological resources in the contemporary era. In the era of globalization, if we want to inherit Chinese traditional culture, we must reflect and treat our traditional culture with a global perspective in accordance with the requirements of the era of globalization. For the reasonable ingredients in traditional culture, not only must be inherited, but also must be innovated. Innovation is to adapt to the trend of globalization and consciously modernize the content and form of cultural elements inherited from traditional culture. Globalization has led to intensified cultural competition, making innovation awareness and innovation capabilities increasingly becoming a key factor in whether a country can seize the initiative in this competition. Whether China's national culture can be reborn and develop, the key lies in whether it can realize its own innovation, and the key to the construction of Chinese cultural identity lies in this.

4. English Language Learning under Cross-Cultural Communication

For English language learners, the teaching level of educators has a greater impact on their learning effects. At present, in my country, the main way for people to learn English knowledge is educational institutions, that is, schools, and educators are the main implementation of teaching activities. In addition, the various abilities of teachers will directly affect the overall level of students. Therefore, if you want to effectively improve the effect of English learning in cross-cultural communication, you first need to improve the teacher's cross-cultural communication ability. In this process, schools should play an important role, increase the importance of teachers' cross-cultural communication skills, and then adopt certain measures and encourage policies to cultivate teachers' cross-cultural communication skills. Schools can regularly organize teachers to conduct training to learn Eastern and Western cultures, and organize teachers to travel to Western countries to learn local cultures. Secondly, schools can also establish a communication and communication platform between teachers, in which teachers can learn from each other to improve their own cross-cultural communication skills. Communication and exchanges between different teachers can also comprehensively improve the cross-cultural communication skills of all English teachers. . Finally, the school improves the evaluation system of teaching results, focuses on the inspection of teachers' use of cross-cultural communicative competence in English teaching, gives teachers with good teaching effects certain encouragement policies, mobilizes teachers' enthusiasm for using cross-cultural communicative competence in English teaching, and promotes The improvement of learners' ability to use English. 3. Cultivate the correct cultural awareness. Because English language learners have different ideas and concepts, different students have different

attitudes towards Eastern and Western cultures. Some students have a repulsive mentality towards Western culture and have a sense of superiority in local culture. Circumstances often lead to inaccurate English vocabulary used by students when communicating with people from other countries, and often because they use a wrong word, the other party feels that their own culture is not respected, which will affect the effectiveness of students' communication and their future work activities. Medium, it will have a great adverse effect. Therefore, in the teaching of cross-cultural communication, teachers should pay attention to students' cultural awareness, use effective teaching methods to cultivate students' correct cultural awareness, and at the same time, teachers use certain practice methods to examine whether students have correct cultural awareness. For example, the teacher provides a case incident abroad, allowing students to put forward their views on the incident, and promptly detect students with incorrect cultural awareness, and comprehensively guarantee the improvement of all students' English language skills.

5. Conclusion

With the advent of the era of globalization, cross-cultural communication activities have become increasingly frequent, and the awakening of local culture and its appeal for external communication have highlighted the increasingly important role of the construction of Chinese traditional cultural value identity in the field of English education. To make full use of the cultural dissemination position in the field of English education and expand the external influence of the core values of traditional Chinese culture, we must focus on the construction of cultural identity, better promote traditional Chinese cultural values worldwide, and reflect my country's cultural soft power.

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