

The Influence of Cultural Cognition on Japanese Language and Literature and the Countermeasures

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Abstract: The rapid development of social economy has increased the demand for talents in Japanese language and literature, and has played a positive role in promoting Japanese teaching reform. However, in Japanese language learning, we should not neglect the introduction of cultural cognition and deepen our understanding of Japanese culture, so as to achieve barrier-free intercultural communication, which will help China-Japan economic and trade exchanges and cultural exchanges. Culture is the collective name of the form of human life in the region. It is the material and spiritual wealth created by human social activities. Language is an important carrier for displaying culture, but it is bound by language in development. In this regard, to understand the Japanese language culture, we must not only observe the external knowledge of the language from the shallow level, but also understand the cultural connotation of its symbol. The culture gives the language life, and the language gives the cultural soul. The two complement each other and directly relate to the study of Japanese language culture.

1. The Impact of Cultural Cognition

Usually in the study of Japanese, the use of language and accessibility are more important, and the study of Japanese language and culture is relatively neglected, resulting in a one-sided understanding of language culture and the inability to achieve cross-cultural accessibility.

1.1 Addressing

Japanese salutation is different from the use of Chinese, especially the use of the second person pronoun of "you". It is different from the simple expression of Chinese, the use and expression of the Chinese dialect, and the culture of respect and respect is not even reflected. Even The expression is more blunt and awkward, such as the "あなたはどうですか" of normal Japanese communication, the "How are you" in Chinese, but the Chinese translation is "How about Dear", which is softer and more respectful than Chinese, no Chinese expression is aggressive. At the same time, "あなた" also has the meaning of "dear", which is a common name for husbands, and should be used rigorously. In fact, in the real exchanges, the Japanese rarely use "あなた", and more often use the form of "name + さん (sir, honor, after the name)". In particular, leaders and elders cannot even call "あなた", which is rude, and can be called a minister or a class leader.

1.2. Ambiguous culture

Japanese enterprises pay more attention to the talents who master the Chinese and Japanese language forms and cultural connotations. However, if they only understand language communication and do not understand language and culture, they will be labeled with hard and unaffected exchanges. Compared with the straightforward expression of Chinese, Japanese exchanges are relatively euphemistic; in this regard, the feelings of exchanges are deeper. The ambiguity of the Japanese language is reflected in many aspects. First, self-introduction language: usually meets for the first time. I am adding a "が" after the singer, which is related to the soft expression of the Japanese, and will leave a more intimate and easy-going. impression. More delicate and rich than Chinese language. The second is the euphemistic aspect: starting from the euphemistic rejection method, if the invitation is declined, the Chinese will directly convey the

meaning of not going to the appointment, and the Japanese will express regret and decline, and will convey the enthusiasm and embarrassment. The idea of the next appointment is easier to understand and accept than the rude behavior that is directly rejected, and it will not be placed in awkward situations, and the communication will be more harmonious and smooth. For example, in the persuasion expression, the phrase “to come together”, “ましよう” is subjective and will give people the impression of subjective consciousness and attitude and toughness and rudeness. And if you don't know if the other party will agree, the word “ませんか” will be used more and it will be seen as a sincere invitation. There are many factors influencing the characteristics of language ambiguity, including the root influence of the island country that does not understand the true intention of speaking, and the Confucianism of the concept of peaceful coexistence. It directly affects the behavior and behavior of the Japanese, and cannot express the inner feelings of anger. Calm side.

1.3. Accepting verbs and honorific words

There are differences in the way Japanese is used, and there are also differences in expressions, such as sayings, such as “じゃ、これで”, “じゃ、また”, “じゃ”, etc., bidding farewell to the elders or superiors, usually saying “forgive me for missing or いた”. Say goodbye at the same time, usually saying “I will take a step first.” When you leave home, you will say “wandering.” The intuitive use of “さようなら” will give people the feeling of parting or ending the relationship. On the contrary, the words “またね” and “また” are more sweet and look forward to meeting again. For other scenes, such as graduation ceremony, registration farewell, etc., it is more appropriate to use the term “さようなら”. The Japanese esteem hierarchy is rigorous, and the ranks of elders and leaders are more distinct. It is necessary to use honours in a strict manner, and on the basis of it, do squatting and other actions, using spoken language and body language to bid farewell. However, the use of honorific words for friends means alienation; for this, it is not necessary to use honorific words with family members or colleagues. From the analysis of the verbs, the Japanese have a strong sense of favor, and they need to choose or use the verbs according to the type of the other person. Such as teachers and students, respect for the relationship, grammar can not reflect the subordinates to the next level of grace, teachers and elders should be given to students or younger generations. The cultures of different countries are different, and the use of language grammar is also different. If you are not misunderstood, you can correctly express your own ideas and have a correct understanding of the national culture.

1.4. Communicative language

In order to reduce communication barriers, local culture, especially language and culture, should be fully understood. If you meet for the first time, or when you shake hands, you will say “first time you meet”, and please take more care of the words “どうぞよろしくおねがいます”, which is more formal and respectful. For example, when you are a guest, you will say “interfering with you” in front of the slippers. When you say goodbye, adding “Goodbye” after “I am very happy to see you” will be more polite, and you will need to express yourself a very happy time before expressing your gratitude. Regardless of the greeting or the everyday communication language, there will be different levels of body language, which is more sincere and cordial than the expression of only the language. In addition, the Japanese are more restrained of emotional expression. Unlike the Chinese who express their emotions and sorrows on their faces and limbs, the Japanese can always maintain a smile and polite language, which has become a symbol of Japanese rituals. At present, loud voices and other behaviors that affect public order and impoliteness are not advocated.

2. Cultural Cognition Import Content

In Japanese teaching, the introduction of (non-)language factors, the introduction of knowledge culture and language communication culture, and the enrichment of students' knowledge structure system can help students understand more sports language and cultural connotations and improve

cultural literacy and communication skills. Thereby achieving barrier-free communication.

2.1. Language factor import

In Japanese language culture, high-frequency application of passive sentences and automatic words to describe the state or result; in this regard, teachers should pay more attention to the application of language knowledge in this aspect, so that students can form a good expression of awareness and habits. On the basis of respecting Japanese culture and concepts, cross-cultural barrier-free communication is realized. In addition, it pays more attention to the objective description of the state and results, and relatively neglects the subjective behavior of the expressor. It is different from the Chinese language habit. For example, Japanese usually needs to listen to the complete sentence to understand the meaning, and is more conducive to the performance of the other party. Change your meaning at any time to cater to each other's attitude.

2.2. Non-language factor import

Language is an important carrier for people to communicate and convey information and express their thoughts and emotions. In addition, inner thoughts and emotions can also be expressed through other non-verbal forms to highlight their respect and polite behavior. The use and methods of non-verbal expressions are not unrelated to the national cultural background and the social promotion of cultural atmosphere. From the perspective of the national culture of the island nation, it has a great influence on non-linguistic factors, usually reflected in body language. The Japanese have a rich body language, which reflects the characteristics of cautious moderation and low posture, and observes the attitudes and emotional changes of the communication objects, and reduces the conflict between spoken language and body language, and caters to the social harmonious culture atmosphere. The Japanese pay more attention to the echoes in the communication, referring to the interjections in the conversation, such as "oh", "then", "as it is", "so", "definite" and other help words, low posture of body language. The characteristics are obvious, and even the performances such as nodding and waisting appear to create an easy-going and friendly atmosphere, which is more conducive to deep communication.

3. Cultural Cognition Introduction Countermeasures

In the Japanese language teaching, the active introduction of cultural cognition is of great significance. It can simulate the Japanese language communication environment and help students to distinguish between Chinese and Japanese language and culture differences, thus deepening the learning impression and actively investing in learning and communication practice. The traditional infusion teaching method, the Japanese language and culture that students learn, is one-sided, and the practicality is not strong, which is seriously inconsistent with the requirements for talent training. In order to meet the actual teaching needs and enable students to master more and more practical Japanese language culture, it is necessary to strengthen the reform of teaching mode, effectively introduce Japanese culture related knowledge in Japanese teaching, and improve the enthusiasm and effectiveness of students' participation in language learning activities. Sexuality makes the teaching effect more effective, thus improving the employment competitiveness of students [1].

3.1. Cultivate the concept of equality

Western culture gradually infiltrated, and students accepted the influence of nationalism and the indoctrination of egoism, which increased the difficulty of changing students' ideas. Especially in the teaching of Japanese language and literature, the basic theory and knowledge are not solid, it is easy to use the localized national cultural standards, subjective measurement and judgment of foreign cultures, resulting in unsatisfactory cross-cultural awareness training, which requires teachers to pay attention to of. Strengthen the introduction of annotation methods in teaching to ensure the effective introduction of Japanese culture and improve the quality of teaching. Teachers are required to explain the Japanese language and culture knowledge in a unified way in teaching. The unique language phenomenon needs to pay attention to show that the cultural characteristics are

introduced as examples, so that students can understand and understand. Multi-directional students pay attention to equality and ideas, learn more about Japanese cultural background, and realize the importance of the combination of culture and language to improve learning outcomes.

3.2. Language teaching and cultural import synchronization

Because the Japanese language and literature majors have poor Japanese foundations, teachers begin with primary education from basic voice training and sentence replacement practice. After the Japanese language knowledge system is perfected to a level, a formal Japanese culture class is offered. Japanese language teaching and cultural teaching are seriously out of touch, leading students to understand the language and culture one-sided and shallow, and use the national code of subjective thinking to change the code, resulting in the combination of language and cultural background can not be combined, language communication has grammatical errors, and even exchanges The occasion does not match. In this regard, Japanese language teaching and cultural cognition should be introduced simultaneously to improve the students' cultural cognition effectiveness and the comprehensive ability of theoretical practice.

3.3. Use the original textbook

Textbooks are an important vehicle for students to acquire knowledge and an important tool for students to learn elementary Japanese. The lag and one-sidedness of the content of the textbook directly affect the accumulation of students' knowledge and skills, and the limitations of the development of the vision; for this, it is of great significance to improve the content and accuracy of the textbook. It is recommended to use the original Japanese textbooks. The content of the textbooks is more comprehensive and meticulous in the Japanese society. It can positively promote students' knowledge of authentic Japanese language and improve their cultural cognition sensitivity. To a certain extent, they make up for the local Lack of instruction in the introduction of textbook culture and limitations in teachers' horizons.

3.4. Multimedia Network Teaching

The implementation of the multimedia network teaching method can realize the efficient use of the network rich teaching resources, and is an indispensable auxiliary teaching equipment for foreign language teaching. According to the needs of time teaching, the integration of online teaching resources, visual display in the form of audio-visual materials, allows students to feel the Japanese language and culture in multiple dimensions, and observe the changes in tone, tone and body language in more detail. In particular, the introduction of teaching themes such as Japanese anime and variety shows can improve students' interest in learning and close contact with Japanese culture, thus learning a more grounded Japanese language culture, which has practical significance for mastering language communication skills [2].

3.5. Focus on the combination of theory and practice

Create an intra-curricular diplomatic platform to provide students with the opportunity to fully demonstrate their ability to improve their theoretical and practical skills and improve their Japanese. Such as individual free speeches, conversational performances, debates, etc., to strengthen students' language and practical application ability, to achieve student learning and doing middle school. Teachers and students jointly evaluate, guide and correct, and promote the overall learning level of the class. In addition, organize or participate in cultural activities on and off campus, such as flower performances and cultural lectures, Japanese knowledge contests, etc., so that students can learn Japanese language culture consciously. Strengthen school-enterprise cooperation, make full use of Japanese and other educational resources, and let students systematically understand Japanese culture. Encourage students to organize club activities such as Japanese clubs, realize the efficient use of educational resources, use various forms of Japanese language and culture activities, create a good atmosphere of Japanese language communication and cultural experience, and make full use of various resources to let students understand Japanese culture and realize cultural knowledge. Import is fully integrated with Japanese language teaching.

3.6. Joint introduction of Chinese and Japanese cultural cognition

Insufficient understanding of Japanese culture will be reflected in communication barriers, especially in the form of Japanese communication, which will make Chinese people who speak directly feel confused. The catering and intimacy of Japanese language exchange is even stronger. Even if it is rejected, it will be euphemistically expressed. It will pay more attention and respect to the other party and will not increase the burden on the other party. This is due to the Japanese people's heart-to-heart culture and favor. The observation and inheritance of the hierarchy system of honor and esteem. The use of case-based teaching methods to compare Chinese and Japanese language and culture can enable students to better discover cultural differences, thus establishing a correct three-view and inheriting excellent traditional culture [3].

4. Conclusion

The introduction of cultural cognition provides an intuitive understanding of the Japanese cultural background and the combination of cultural aspects and Japanese language. It is more conducive to the improvement and development of Japanese language and literature students' learning ability, thus achieving barrier-free and cross-cultural communication. A qualified successor in social modernization.

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