

The Importance and Methods of Cultural Introduction in College English Teaching

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Abstract: College English Teaching is Related to the Long-Term Development of Students. Teachers Should Not Only Pay Attention to Students' English Achievements, But Also Improve Their Learning Quality and Efficiency, and Make Students Have the Ability of Independent Learning and Lifelong Learning. At Present, There Are Many Problems in College English Teaching. in Order to Improve the Teaching Effect of College English, Teachers Should Pay Attention to the Introduction of Culture, through Which Students' Interest and Enthusiasm in Learning English Can Be Enhanced. the Author Has Been Engaged in College English Teaching for Many Years, and Has a Certain Exploration on the Methods and Strategies of Cultural Introduction in College English Teaching.

1. Introduction

In the Current College English Teaching, Teachers Pay Too Much Attention to the Teaching of English Knowledge, Especially the Instillation of Basic Knowledge, Ignoring the Introduction of Culture, But Teachers Must Understand That the Language of English is Based on Culture. It is Not Right for Teachers to Only Pay Attention to the Teaching of Students' Listening, Speaking, Reading and Writing Ability. Teachers Should Also Pay Attention to Students' Understanding and Understanding of English Culture Mastering, in This Way, Can Help Students to Learn Knowledge Better, and Also Enhance Their English Communication Ability and English Acquisition Ability. for Example, Many Students Translate Blacktea into Black Tea. the Reason for This is That They Don't Know Enough about English Culture. So How to Introduce Culture into College English Teaching? I Will Talk about My Ideas and Opinions in the Following.

2. the Present Situation of College English Teaching

2.1 English Teaching Tends to Be Utilitarian

In the Current College English Teaching, Teachers' Teaching is Becoming More and More Utilitarian. Although It is No Longer the Teaching Mode of Exam Oriented Education, Because Students' Demand for English is Growing, Students Need to Test Various English Certificates, Such as Cet-4 and Cet-6, Etc. Teachers' Teaching is Not Really to Help Students to Establish an English Learning System, Nor is It True It is Arousing Students' Interest in Learning English[1]. Teachers Are More Likely to Teach Students More Test Skills and Test Predictions. in Order to Improve the Efficiency of College English Teaching, Teachers Need to Make Students Understand the Importance and Significance of Learning, and Do Not Let Students Use English as a Test Tool.

Table 1 General Knowledge And Culture of English Teachers in China

	Generalized Average Score of Cultural Knowledge	Average score of English expression of generalized cultural knowledge
English Majors	1233	897
Non-English Majors	897	1321
English teachers	537	555

2.2 College English Education Deviates from the Basic Requirements of Talent Training

Nowadays, College English teaching focuses on the function of English. Teachers teach students a lot of knowledge in the process of teaching[2]. Teachers ignore the transmission of culture to some extent. Teachers' teaching is superficial, and students do not really understand and digest knowledge. Good English teaching requires teachers to cultivate talents for the society in the process of teaching. English speaking countries also have very advanced culture, and their unique historical background, religious belief, geographical environment, etc. teachers should guide students' thinking correctly in the process of teaching, especially to let students understand foreign culture and Chinese culture correctly and avoid students' worship Foreign kitsch, but also to avoid students blindfold.

2.3 English Teachers' Neglect of English Cultural Knowledge

In College English teaching, teachers want to achieve the teaching effect and improve the pass rate of CET-4 and CET-6. Teachers pay more attention to the vocabulary teaching, teaching and grammar teaching of students and ignore the culture teaching of students. In this teaching mode, students are learning knowledge passively, and this teaching mode will make students feel that English learning is very boring It's boring and can't arouse students' enthusiasm and initiative in learning English, which is not helpful to improve students' learning efficiency[3]. Teachers should not neglect the teaching of English culture, supplement more background knowledge to students, and make students full of interest and enthusiasm in English learning.

3. The Importance of Culture Introduction in College English Teaching

3.1 The Introduction of Culture is Conducive to the Cultivation of Students' Comprehensive Quality

Cultural introduction in English teaching can improve students' English quality and cultivate their cultural awareness. In current English teaching, teachers do not pay attention to the cultivation of students' cultural awareness and cultural accomplishment[4]. This teaching method is not convenient for students' long-term development, is not conducive to the improvement of students' English cultural level, and can not let students distinguish English With the differences between their mother tongue, the body of English culture can help students to improve their interest in learning English, and also enable them to think about English knowledge from a cultural perspective, which can quickly help students improve their English communication ability and listening, speaking, reading and writing ability.

If the interaction between students is not consistent, there is no serious problem. However, with the increasing frequency of communication between China and the world, the communication barriers caused by cultural differences are also greatly increased. In order to avoid the inconsistency between international problems and international exchanges, it is necessary to strengthen the thorough study of English culture.

Table 2 the Mastery Of English Teachers'narrow Knowledge and Culture in China

	Average score of narrow sense knowledge culture	Average score of English expression of narrow sense knowledge culture
English Majors	3286	174652
Non-English Majors	5130	2016
English teachers	1374	1400

3.2 Cultural Introduction is Conducive to Improving the Quality of College English Teachers

The teaching level of English teachers is closely related to the learning level of students. For English teachers, they also need to constantly improve their own cultural literacy. In order to better introduce culture into College English teaching, teachers should constantly learn English and enhance their own cultural level, so that more diversified teaching can be adopted in the process of teaching Learning methods can infiltrate culture into teaching, so as to enhance students' interest in

learning English, enhance students' sense of participation and subject consciousness in the classroom, and set a good example for students through their own performance. The application of culture introduction in College English teaching and learning can create a better learning atmosphere for students and maintain a good one Teacher student relationship.

3.3 Cultural Introduction is Conducive to Meet the Needs of National Development

The purpose of College English teaching is to cultivate a group of high-quality talents for the society. In the current college English teaching, teachers' teaching limits students' thinking, is not conducive to the cultivation of students' cultural awareness of English literacy, and is not conducive to enhancing students' awareness of innovation and lifelong learning ability[5]. The application of culture introduction in College English teaching can help students develop their thinking, build their English learning system, and enhance their ability to learn English. This teaching mode is more suitable for the development of the times and society.

This is determined by the characteristics of language itself and the relationship between language and culture. Language learning and culture learning are different in content, but they are inseparable in overall learning[6]. It is found that the lack of a detailed understanding of the cultural background of a single language can lead to language distortion in the process of language communication. On the other hand, if you are interested in a culture, but you do not have the ability to read the language and language, then the learning of this culture will be superficial, and it is difficult to find the depth of culture. As a great master of Chinese studies, Professor geoyilin has been studying all his life. However, due to the limitation of age, his historical conditions and cultural background are all right, so his research has been greatly hindered. Therefore, to learn English well, it is very important to master English culture.

4. Methods and Strategies of Cultural Introduction

4.1 Set Up Correct Teaching Idea

Teachers need to establish a correct teaching concept, not to draw lessons from foreign culture and introduce teaching experience, but to teach according to the learning situation and cultural basis of domestic students. Teachers need to break the previous teaching concept and adopt more advanced teaching concept[7]. Teachers also need to strengthen their own learning of culture and enhance their cultural awareness, so as to better carry out the teaching Cultural introduction can also enhance students' language awareness.

4.2 Introduce the Rich Cultural Connotation of Words into Teaching

Vocabulary teaching is an important part of English teaching. When teaching vocabulary, teachers should introduce more culture to students. English vocabulary has different meanings in different contexts. If students don't understand English culture, they are easy to misunderstand its meaning. Therefore, teachers should introduce the rich cultural connotation of words into the teaching process. For example, egg in your beer is actually the meaning of "inch in your pocket" in English, but the students don't understand the culture, so they translate it according to the surface meaning. It's easy to translate it into adding eggs to your beer[8]. In fact, the word comes from World War II, when there were very few eggs and beer, and the soldiers wanted to get these two things very much. They were insatiable, so they could be understood as "taking an inch".

4.3 Guide English Culture Correctly

In the process of teaching, teachers should adopt a reasonable way to guide students to learn English culture[9]. They can combine culture with multimedia teaching and let students collect more information [10].

5. Conclusion

The application of culture introduction in College English teaching can not only enhance

students' interest in learning English, but also enhance their learning ability, and cultivate high-quality talents for the society.

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