

## **A Study on the Two-Way Culture Introduction Strategy and Chinese Culture Communication in College English Class**

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**Abstract:** with the Reform of the New Curriculum Standard and the Development of the National Economy, the Society Puts Forward New Requirements for College English Teaching. Students Need to Improve Their Ability of Using Language to Express and Spread Culture While Mastering Language Knowledge. Based on the Current Situation of College English Teaching, This Paper Puts Forward That Two-Way Culture Introduction Strategy Should Be Introduced into the Teaching Process, and Analyzes the Principles of the Strategy in Detail. It Puts Forward Suggestions from Three Aspects of Teachers, Teaching Materials and Assessment, So as to Provide Guidance for College English Teaching.

### **1. Introduction**

#### **1.1 Literature Review**

Song Yanyan pointed out that culture and language are inseparable, culture is the sublimation of language, and language is the carrier of culture. In order to achieve the ideal teaching effect in College English teaching, culture and language teaching must be organically combined (song, 2014). Gao Nan believes that in English translation, translators must have a solid cultural foundation and cultural awareness in order to get an ideal translation (Gao, 2015). Du Wei pointed out that language is the basic carrier of culture, and any language contains the infiltration and introduction of culture. With the reform of the new curriculum standard, culture has been gradually introduced into senior high school English teaching, which is conducive to the two-way promotion of teaching and learning between teachers and students (Du, 2016). Zhou Ling believes that the internal law of language depends on culture, so in English teaching, teachers should adopt a scientific and reasonable way to introduce western culture, realize the integration of language teaching and culture, and comprehensively improve students' language application ability (Zhou, 2016)

#### **1.2 Research Purpose**

Culture is the sum of a series of material and spiritual results produced by the interaction between human and environment, including values, lifestyle, etc. Language is not only the carrier of culture, but also an important part of culture. It is restricted and influenced by culture in the process of human development and production. Language and culture are intertwined. Only when language is rooted in culture can it continue. At the same time, language induces culture. Therefore, culture plays an important role in national development, which is not only reflected in the means and methods of national diplomacy, but also in the national foreign strategy. Therefore, culture and education are imperative. The country should not only consolidate and improve its hard power, but also consolidate its soft power. National cultural influence and cohesion are the embodiment of comprehensive national strength. Therefore, China should pay attention to cultural education and strengthening while constantly improving its economic strength, so as to truly realize the rise of national culture. College English teaching is an important way to spread Chinese culture, so it is very important to strengthen the spread of national culture in College English teaching. In the process of College English teaching, the two-way cultural introduction strategy is an effective way to promote the cultural base of students and realize the excellent cultural communication.

## **2. The Significance of Two-Way Culture Introduction Strategy in College English Teaching to the Spread of Chinese Culture**

University education is the focus of China's national education and an important way to achieve educational development and educational goals. At the same time, colleges and universities are responsible for personnel training, knowledge transfer, cultural innovation and cultural communication. Whether it is to introduce foreign advanced and excellent culture, or inherit and spread national excellent traditional culture, college education plays an important role (Song, 2016). At present, there is a lack of introduction and introduction of traditional Chinese culture in College English teaching. First, most colleges and universities still focus on language teaching when they carry out English teaching, and pay little attention to the cultural connotation it carries. Secondly, although some colleges and universities set up some cultural courses in the process of exploring the reform and education, they still lack the communication of Chinese national culture. College English teaching still focuses solely on the injection of foreign culture, neglecting or even not carrying out the infiltration of domestic culture. This leads to the fact that students, as communicative subjects, have a relatively solid language ability and a certain understanding of British and American culture, but cannot express their own culture and stories in English (Wang, 2016). This phenomenon is called "Chinese Cultural Aphasia". Therefore, in College English teaching, teachers must use the two-way introduction of Chinese and Western culture to improve students' cultural ability; in cultural education, it should not be limited to western culture, but should penetrate the excellent national culture while understanding western culture; through the study and exploration of Chinese culture, let students have the ability and opportunity to express their own culture in a foreign language. The blending and complementation of Chinese and Western cultures can guide students to think rationally and judge calmly in the face of cultural collision between the two sides. This is the only way for the rise of Chinese culture to go to the world.

## **3. Principles of Two-Way Cultural Introduction in College English Teaching**

### **3.1 Principle of Equality**

The first principle of the two-way culture introduction strategy is the principle of equality. The so-called equality does not mean the consistency of cultural status or quantity between China and the west, but the application of two-way cultural introduction strategy based on the identity of the equality of domestic culture and foreign culture in College English teaching. Specifically including the treatment of cultural differences between China and the west, both teachers and students should face them with an objective and fair attitude, and put an end to prejudice and self-criticism. Students should have a deep and thorough understanding of foreign culture. Once there is cultural inequality, students will put their own prejudice into foreign culture, resulting in perception bias. In order to adopt the strategy of two-way cultural introduction in College English teaching, cultural exchange must be carried out with an equal attitude based on the equality of the two cultures. This is the basis and important premise of two-way cultural introduction.

### **3.2 Two Way Principle**

In the strategy of two-way culture introduction, the key is two-way principle. This principle includes two aspects. The first is the two-way teaching content. At present, most colleges and universities focus on the teaching and dissemination of Western knowledge because of their different teaching priorities. The two-way principle requires teachers not only to help students understand British and American culture, but also to make students have a deep and thorough understanding and understanding of their own culture, so as to have a solid grasp. The second is the two-way ability training. Teachers should not only input cultural knowledge and language to students, but also cultivate their ability to output cultural information. On the basis of students' understanding of different cultures, students' communicative ability should be strengthened so that they can spread and express the excellent culture of their nation flexibly and accurately through English.

### **3.3 Progressive Principle**

The formation process of any nation and country is long and long, which contains rich humanistic characteristics and spiritual connotation. Students can not have an in-depth understanding and mastery of different cultures in a short time. Therefore, when carrying out cultural education, College English teaching must be guided step by step according to students' actual receptive ability to help students gradually master foreign knowledge. In addition, teachers should set up cultural courses systematically and reasonably, and pay attention to teaching content. In order to cultivate students' interest in learning and improve their understanding and expression of foreign culture. Adhering to the progressive principle helps students keep up with the teaching progress, learn and understand knowledge more easily and freely, improve the quality of College English teaching, and optimize the learning effect of students.

## **4. The Specific Path of Two-Way Culture Introduction in College English Teaching**

### **4.1 Improve Teachers' Professional Quality**

Teachers are the leaders of teaching activities. Whether teachers have good professional quality determines whether the two-way cultural introduction can achieve the desired effect. Therefore, teachers should actively improve their professional quality, improve their language ability and teaching ability, constantly improve their cultural ability, provide strong guarantee for future teaching, and cultivate more excellent talents for the country. In order to achieve the teaching objectives, teachers must strengthen learning and constantly update teaching methods. If teachers want to conduct two-way cultural orientation, they must have a detailed and in-depth understanding of the local culture, and master the traditional culture in an all-round way. On this basis, they can use English to introduce the national history and culture fluently and accurately. In addition, teachers in the new era should innovate education and teaching mode based on the actual situation of students, so that students can understand Chinese culture in the process of learning English with great interest. The improvement of teachers' quality will greatly promote the steady development of College English teaching, and provide a strong guarantee for students to master the solid cultural foundation while learning the language.

### **4.2 Improve the Teaching Materials of Chinese Culture**

At present, the form of College English teaching materials is relatively single, and the content is mainly foreign culture, with little or no domestic cultural knowledge involved. English textbooks mainly introduce western culture, and few English textbooks specially introduce domestic culture. Even if there are textbooks that introduce Chinese culture, because they are translated from Chinese, they cannot accurately convey the connotation of culture, and students cannot have a detailed understanding of their own knowledge through textbooks. To some extent, this hinders the development and spread of national culture. For example, there is no uniform translation of proper terms in many works. As an excellent Chinese novel, romance of the Three Kingdoms bears precious historical culture. However, although there are many English versions, there is no appropriate final version, which is obviously not conducive to the dissemination of cultural ideas. Therefore, in the actual teaching process of English, colleges and universities should constantly update the teaching materials, organize authoritative experts in English Linguistics and culture to hold forums, and jointly develop teaching materials that meet the current situation of English teaching and students' individual characteristics. Based on this, it can provide effective support for the two-way culture introduction strategy, ensure its smooth development, provide students with self-learning channels, and promote the good dissemination of Chinese culture.

### **4.3 Pay Attention to the Examination of Students' Comprehensive Ability**

For a long time, whether teachers or students are learning English, the focus of English training is mainly on listening, speaking, reading and writing, and the form of examination is also dominated by written answers. In the long run, focusing too much on language ability will make

students misunderstand the purpose of English learning. Students narrowly believe that the purpose of English learning is to accumulate vocabulary, learn grammar, and cultivate the ability of listening, speaking, reading and writing, while ignoring the important feature that English is a cultural carrier, so they do not pay enough attention to the cultivation of English expression ability. In this case, College English teaching must highlight the importance of the content and change the direction in time. In addition to basic listening, speaking, reading and writing abilities, it is also necessary to combine Chinese and Western culture in teaching activities. In addition to improving students' language ability, it is also necessary to cultivate their ability to use language to express and spread culture. In the form of examination, we should pay more attention to the combination of students' comprehensive ability and language ability, and the degree of students' understanding and mastery of culture. Therefore, the paper should reduce the proportion of traditional single choice and filling in the blank, and increase the subjective questions, such as speeches, book reviews, papers and other forms, so as to test students' English learning ability from multiple perspectives and all-round.

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