

# The Cultivation of Intercultural Communication Skills of College Students in the New Media Communication Environment

Leya Wu

Communication University of China, Nanjing, Nanjing 211172, Jiangsu, China

---

**Abstract:** Intercultural communication ability is a comprehensive and complex ability, which is an important part of the comprehensive quality of college students. In the new media communication environment, Chinese college teachers should adapt to the development of the times, enrich teaching content, optimize teaching methods, and strengthen cross-cultural communication teaching practice. From the perspective of cultural teaching, this paper discusses how to cultivate the cross-cultural communication ability of college students in the new media communication environment, and puts forward specific strategies such as improving teachers' cross-cultural communication ability, optimizing the curriculum system, fully exploring the content of cross-cultural communication, innovating and enriching teaching methods, and carrying out extracurricular practical activities in the classroom, in order to provide scientific reference opinions to relevant staff.

**Keywords:** New media communication; University student; Cross-cultural; Communicative skills; Cultivation strategies

---

## Introduction:

Intercultural communication ability refers to the ability of people to effectively understand and overcome obstacles in intercultural communication in intercultural communication, and achieve the expected communication goals through effective communication, including language ability, cultural awareness and social ability. Therefore, China's colleges and universities must pay attention to the ability training of college students in cross-cultural communication. In the new media communication environment, the practice of cross-cultural communication in university classrooms is conducive to cultivating students' good cross-cultural awareness, cross-cultural communication ability and awareness of cultural differences. Therefore, how university teachers can build a new classroom teaching mode and cultivate students' cross-cultural communication ability in the multimedia network environment has become an important issue in current teaching.

## 1. The impact of college students' intercultural communication ability cultivation in the new media communication environment

With the continuous development of network technology, new media has become an indispensable part of people's daily life. In the new media communication environment, students can obtain information through the Internet, mobile phones and other media, which improves students' ability to obtain information and accumulate knowledge<sup>[1]</sup>. At the same time, new media communication has the characteristics of interaction and immediacy, and students can timely feedback their learning situation and exchange learning experience in the process of using new media. Through the online teaching platform, students can also independently carry out cross-cultural communication learning activities under the guidance of teachers to improve learning efficiency. The cultivation of college students' cross-cultural communication ability in the new media communication environment can not only enable students to make full use of network resources and interactive platforms for independent learning and communication in the classroom, but also help teachers improve their own quality and teaching level. At the same time, the new media communication environment also puts forward new requirements for cross-cultural communication teaching, prompting teachers to change their teaching concepts and teaching methods.

## **2. The problems in the cultivation of college students' cross-cultural communication ability in the new media communication environment**

In the new media communication environment, the cultivation of intercultural communication ability of college students faces some problems: first, the factors of teachers. Teachers are the first people in students to contact intercultural communication, and if teachers do not have good intercultural communication skills, students cannot understand and absorb the knowledge learned in the classroom, and cannot effectively carry out cross-cultural communication. Secondly, the cultural atmosphere of the university campus is not strong. The construction of campus culture in some colleges and universities is still in its infancy, college students have little understanding of their own national culture, and some students do not even have the awareness and habits of taking the initiative to understand foreign culture, resulting in a lack of comprehensive and accurate understanding of cross-cultural communication. Again, the teaching content is out of touch with reality. Some teachers cannot adjust and supplement the teaching content according to the actual situation, resulting in students being unable to recognize the differences between cultures, etc.

## **3. The relevant strategies for the cultivation of college students' intercultural communication ability in the new media communication environment**

### **3.1 Introduce the micro-course teaching mode to cultivate students' cross-cultural communication skills**

With the continuous development of new media communication, the teaching mode of micro-lessons has gradually entered the classroom. In the Internet environment, students can watch and learn micro-lessons anytime, anywhere through mobile devices such as mobile phones and computers, without time and place restrictions. Micro-lessons refer to micro-courses that use video as the main carrier to record the whole process of wonderful teaching and learning activities carried out by teachers around a certain knowledge point or teaching link inside and outside the classroom. Therefore, in the teaching process, teachers can integrate Chinese and Western cultures and produce micro-lessons for students to watch. This way allows students to quickly and equally recognize the diversity of culture, feel the charm of culture in an all-round way, understand the unique connotation of Chinese culture, and further enable students to recognize the diverse cultures of the world from multiple perspectives, be able to keenly perceive the differences of cultures, take the initiative to learn this difference, and respect the difference of culture. The application of micro-lessons to cross-cultural communication teaching can not only improve students' interest in learning, but also help teachers complete cross-cultural communication teaching goals in limited classroom time, and further enhance students' understanding of the world's multiculturalism, which is conducive to cultivating college students' cross-cultural communication ability.

### **3.2 Optimize the curriculum system and tap cross-cultural resources**

In the new media communication environment, cross-cultural communication teaching can create a learning atmosphere of intercultural communication through various forms to help students learn and master the relevant knowledge of cross-cultural communication<sup>[2]</sup>. In China's higher curriculum education system, the curriculum structure system has a certain impact on students' cognition, when setting up the cross-cultural curriculum structure system, college teachers should focus on the curriculum teaching objectives, cross-cultural talent training requirements, as well as teaching materials and students' actual situation and other aspects to carry out research, the final teaching results are applied to teaching practice, and gradually change the traditional teaching concept of the school from all dimensions, optimize cultural courses, and integrate cross-culture and language. From an objective point of view, language is an important part of cross-culture, and there is a certain connection between language and culture, and the two complement each other. Therefore, university teachers should try their best to change the previous teaching concept of light culture and heavy language, fully integrate the two, and provide students with a good learning atmosphere for intercultural communication skills.

### **3.3 Transform teachers' own concepts and improve cross-cultural communication skills**

In the new media communication environment, the teaching content and methods of intercultural communication ability have also undergone major changes, and the traditional teacher concepts and teaching modes can no longer meet the current needs of cross-cultural communication teaching. This requires teachers to continuously improve their intercultural communication skills and to treat intercultural communication teaching with an open attitude. Teachers should continue to learn, update concepts, establish new views on curriculum, teaching, teachers and students, continuously improve their own quality, become the leader and promoter of cross-cultural communication teaching, and guide students to learn cross-cultural knowledge and understand the cultivation of cross-cultural communication skills.

### **3.4 Enrich curriculum teaching methods and enhance students' cross-cultural enthusiasm**

In the environment of new media communication, college teachers should make use of the advantages of new media, give full play to the functions of new media, and improve the cross-cultural communication ability of college students. Teachers can use Internet technology and mobile devices to provide students with cross-cultural learning resources and other teaching information, including intercultural communication teaching content, teaching cases, and extracurricular activities. Teachers can set up a special "Intercultural Communication Teaching" website, so that students can learn and practice cross-cultural communication anytime, anywhere. In addition, teachers can use the online platform to carry out cross-cultural communication activities, such as video or voice communication between students, so that students can be exposed to cross-cultural communication opportunities in the classroom and in their spare time, so as to improve the intercultural communication skills of university students.

### **3.5 Carry out cross-cultural communication training in combination with objectivity and specific circumstances**

In the new media environment, teachers can no longer focus on traditional cultural teaching, but should cultivate college students' cognitive ability of domestic and foreign cultural differences from multiple dimensions and all-round means on the basis of comprehensive cultural knowledge, and cultivate students' cross-cultural communication ability in the new media environment. In the process of cultivating intercultural communication skills, it should be based on objective situations and subjective situations. Teachers should carry out targeted training for college students according to objective and subjective situations. In addition, it is necessary to strengthen the mental health education of contemporary college students, pay attention to the difficulties encountered by college students in their study and life, cultivate their innovative spirit and practical ability, encourage students to actively participate in various extracurricular activities, improve students' cross-cultural comprehensive literacy, and make students more in line with the standards of international cultural exchange talents. Of course, cultivating college students' intercultural communication skills in the new media communication environment is not a simple matter, it requires the joint efforts of schools, teachers, students and other parties to achieve. When cultivating college students' cross-cultural communication ability, it is necessary to combine the characteristics of the new media communication environment and the current development trend of teaching reform to optimize teaching content, innovate teaching methods, improve the teaching environment and enhance the quality of teachers themselves.

## **Conclusion**

In summary, due to the differences between Chinese culture and Western culture, college students will inevitably have misunderstandings and conflicts in the process of cross-cultural communication. Therefore, in teaching, teachers should combine the characteristics of the new media communication environment to enhance students' cross-cultural communication awareness, guide students to learn to use new media communication methods, and improve students' cross-cultural communication ability. In addition to this, teachers can also help college students improve their intercultural communication skills by organizing extracurricular practical activities. In short, in the new media communication environment, China's higher education should keep pace with the times, constantly reform and innovate teaching methods and means, so as to effectively improve students' cross-cultural communication ability.

## **References:**

- [1] Zhong Yuhong. Analysis on the cultivation of intercultural communication ability of non-English majors[J].Journal of Nanchang Normal University,2021,42(05):102-105.)
- [2] ZHAO Jianrui, ZHUANG Tianci. Research on the cultivation of intercultural communication ability of college students majoring in Chinese as a foreign language[J].The road to becoming a talent,2018(29):5.)