

# A Study on College English Education and Intercultural Competence Training Strategies

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**Abstract:** With the rapid development of globalization, cross-cultural competence has become an important part of modern English teaching. In the process of college English teaching, new requirements have been put forward for cross-cultural competence. Judging from the current situation of college English teaching, Chinese college English teachers usually only pay attention to the cultivation of English knowledge and language skills in their daily teaching activities, but ignore the importance of intercultural competence training. As there are some differences between different regions in China, college English teachers should pay attention to these differences in the course of teaching, take cross-cultural competence as the key training object, and improve students' cross-cultural competence through targeted guidance. This paper studies the strategies of college English education and intercultural competence training in order to provide reference for improving the effectiveness of college English teaching.

**Keywords:** College English education; Cross-cultural competence; Cultivation strategy

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## Introduction:

Language and culture are both important tools for communication and exchange between people. Without culture, people will not be able to communicate and understand. In English teaching, teachers should fully explore the cultural factors contained in the teaching materials, and teach students the knowledge of history, geography, customs, customs and other aspects of the English-speaking countries through various channels. However, at present, there is a common phenomenon in college English teaching in our country that emphasizes language knowledge and ignores culture teaching. Students have little understanding of the history, geography, local customs and other basic information of British and American countries, which leads to their inability to understand the deep meaning and real meaning of English in the process of learning, thus affecting their English learning effect. Therefore, it is necessary and important to study the strategies of college English education and intercultural competence training.

## 1. Enhance cross-cultural awareness

Cross-cultural awareness refers to a kind of cultural accomplishment that should be possessed in the communication and exchange between different cultures. As there are some differences between different regions, college English teachers should make students realize the relationship between language learning and cultural learning in the course of teaching. From the overall situation, college English teachers should pay attention to the cultivation of language skills and strengthen the cultivation of students' cultural literacy. For example, when teaching oral English, teachers can introduce Chinese traditional festivals to students, such as Spring Festival, Qingming Festival and so on. Teachers can use the legends and customs related to these traditional festivals to let students understand the differences between different regions of our country, thereby enhancing students' cross-cultural awareness. In addition, in the daily English teaching process, teachers should also pay attention to cultivating students' cultural sensitivity. The so-called cultural sensitivity refers to the ability to accurately understand and grasp the different cultural factors in the other side during cross-cultural communication with different regions, so as to better communicate and communicate. For example, when teaching American culture, teachers can introduce the famous American movie *Forrest Gump* to students, and explain to students that the excellent quality of *Forrest Gump* is his positive and optimistic attitude toward life, never give up, and never give up. By introducing the American cultural content reflected in these films to students, students can have a more intuitive understanding of American lifestyle and ideas <sup>[1]</sup>.

## **2. Adopt diversified teaching methods**

### **2.1 Teachers should pay attention to classroom teaching methods and constantly sum up experience**

In the process of college English teaching, teachers should pay attention to the methods of classroom teaching and improve their comprehensive quality in the process of constantly summing up experience. For example, when teaching “New Concept English” course, teachers can first let students listen to some English songs related to the course, and ask students to translate these songs. In this case, teachers can not only make students better understand the cultural characteristics contained in English songs, but also improve students’ cross-cultural awareness. When teaching “New Concept English” course, teachers can let students make some self-introduction and self-evaluation, and through this way to deepen students’ understanding of the cultural characteristics of western countries. In addition, teachers can also use group discussion or debate to stimulate students’ interest and enthusiasm in English learning. For example, when teaching the New Concept English course, the teacher can divide the students into several groups for discussion and debate. In this way, students can not only deepen their understanding of English knowledge, but also improve their language expression ability. For example, teachers should actively learn advanced educational concepts and teaching methods, and apply them to practical teaching activities.

### **2.2 Teachers should pay attention to integrating western cultural elements in the compilation of teaching materials**

As language is the carrier of culture, teachers should pay attention to integrating western cultural elements in the compilation of teaching materials, so that students can have an interest in Western culture while learning language. For example, when teaching “New Concept English”, teachers can attract students’ interest in learning by using some famous works, movies and music of Western countries, so that students can better understand the cultural characteristics of Western countries. By adopting diversified teaching methods, integrating western cultural elements into the teaching process and making appropriate adjustments to the content of teaching materials, students can better master English knowledge and improve their cross-cultural competence. Therefore, teachers should constantly change their own teaching concepts and teaching methods, and constantly improve their teaching level and ability. Only in this way can students’ cross-cultural competence be better cultivated.

## **3. Strengthen the contrast of cultural differences**

As there are cultural differences between countries, college English teachers should help students understand and master cultural differences through various ways in the course of teaching. In the traditional teaching mode, Chinese college English teachers usually adopt an infusing teaching method, that is, they only pay attention to the imparts of knowledge and skills while paying little attention to the cultural background behind the language. However, this teaching method can not make students fully understand the cultural background behind the language, which is prone to some problems in the process of cross-cultural communication. Therefore, Chinese college English teachers should focus on cultural background knowledge in the teaching process, so that students can have a more comprehensive understanding of the society and lifestyle of western countries. For example, when teaching the Comprehensive English Course, teachers can help students to understand the American cultural background through pre-class review and classroom explanation. In the pre-class preview stage, students need to understand the background knowledge of American culture through the Internet and books, and record the important vocabulary and concepts involved. In the class explanation stage, teachers can deepen students’ understanding of American cultural background knowledge by showing them some movies or books [2].

## **4. Optimize the teaching process**

### **4.1 Class Explanation**

In the class explanation stage, teachers can use heuristic and discussion teaching methods to help students understand the background knowledge of American culture. In the teaching process, teachers can stimulate students’ interest in learning through a variety of ways, and let students master knowledge in the active exploration. For example, when teaching the Comprehensive Course of English, the teacher can first ask the students questions, and then let the students actively think and discuss. In this process, teachers can guide students to understand the background knowledge of American culture and encourage them to actively participate in discussions and answer questions. Teachers can also use role play to let students use the knowledge to express their own ideas. In this process, teachers can evaluate and guide students according to different roles, so as to help students improve their language expression ability. In addition, teachers can also use multimedia equipment to play relevant movies or video programs. For example, when teaching a Comprehensive Course of English, teachers can show students movies such as “The Shawshank Redemption” or “Forrest Gump.” When playing movies or video programs, teachers can guide students to analyze and discuss the character characteristics, story plots

and life philosophies involved. In this way, students can have a deeper understanding of American cultural background knowledge, and help them better understand and master American cultural knowledge.

## 4.2 Extracurricular Learning

With the development of science and technology, more and more college English teachers begin to use online resources in the teaching process, so as to help students better understand the American cultural background. For example, when teaching “Comprehensive English Course”, teachers can use online resources to show students some documentaries or movies about American history and culture, so that students can have a deeper understanding of American society and lifestyle. In addition, teachers can also show students some traditional Chinese cultural knowledge through online resources, so that students can better understand the background knowledge of Chinese culture. This teaching method enables students to understand the importance of traditional Chinese culture imperceptibly. In a word, with the development of modern information technology, college English teachers should make full use of network resources in the teaching process to strengthen the cultivation of students’ cross-cultural competence.

## 5. Closing remarks

With the rapid development of economic globalization, cross-cultural communication ability has become one of the necessary abilities for modern talents. Therefore, college English teachers should attach importance to cross-cultural communication ability and cultivate it in the teaching process. This paper mainly studies college English education and intercultural competence training strategies, points out the existing problems in college English education in China, and puts forward some effective strategies to strengthen college English education and intercultural competence training, aiming at providing reference for college English teachers in China to improve their intercultural competence. So as to promote the further improvement of college English education quality in our country.

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Wanxin Yang, female, Han nationality, 1982-4, born in Gaolan, Gansu Province, Huaihua University, lecturer title, teacher, bachelor degree, research direction: mainly engaged in English teaching research.