

A Strategic Study on Integrating Local Culture into College English Teaching

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Abstract: The splendid local culture with a long history of more than 5,000 years has gone through thousands of years of inheritance and accumulation, and contains rich educational resources and values. Integrating local culture into College English Teaching can not only enrich the teaching content, improve the connotation of College English Teaching, but also lay a solid foundation for college students' cross-cultural communication. It is an important task for contemporary College English educators to integrate local culture into College English Teaching. In the process of College English Teaching, teachers always tend to infiltrate English culture while ignoring the teaching of local culture, which results in that foreign language learners can not understand the cultural differences well between own nation and the West and express own culture accurately. From the perspective of intercultural teaching, this paper discusses the present situation and necessity of own culture teaching in College English Teaching, and tries to put forward some strategies to integrate local culture teaching in College English Teaching, so as to cultivate their own cultural consciousness and improve their intercultural communication ability.

Keywords: Local culture; College English Teaching; Strategy

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1. The Current Situation of Cultural Teaching in English Teaching

Since the 1980s, Foreign language education has begun to focus on cultural education. Foreign language educators agree that culture teaching is an indispensable part of foreign language teaching. However, in English teaching, we only learn the knowledge of western culture, so we unilaterally study and understand the culture of the target language, which leads to the insufficient knowledge reserve of local culture. For many years, the introduction of cultural background knowledge involved in foreign language teaching is basically centered on western culture, and not enough attention has been paid to local culture and its English expression. There is little knowledge about local culture in textbooks and classroom teaching, and only western culture is studied. This will affect the cultivation of intercultural communication ability. Due to the lack of understanding of the cultural differences between own nation and the West and the lack of knowledge of local culture, conflicts and language barriers will be found in cultural exchanges.

2. The Necessity of Integrating Local Culture into College English Education

At present, we find the disadvantage of lacking local culture education from the experience of teaching practice. In order to pursue high quality teaching, local culture should be integrated into College English teaching. As the majority of teachers and scholars continue to deepen the research and practice of Integrating own culture into English classes, the cultivation of local culture in classroom education and subject content has become the main direction of supply-side reform of College English Teaching.

College English Teaching emphasizes the “instrumental” as well as the “humanistic” aspect of the course. Many colleges and universities have carried out discussion teaching such as “Comparison of local and Foreign cultures” and “Appreciation of the cultures of countries along the Belt and Road”. English textbooks mainly introducing local culture, such as local culture (English version) and English Introduction to local civilization and local culture, have been published. The local culture database, developed by many language and culture experts, provides rich cultural materials for English teaching. Modern teaching equipment has realized the panoramic presentation of local culture. International affairs exchange platform, red culture base construction, etc., become an extension of English teaching classroom. In the context of networking and intelligence, big data, cloud services, information technology, virtual simulation technology, etc., will serve English teaching more efficiently and accurately. Based on practical needs, educational development concepts, teaching reform trends and the application of new technologies, the integration of local culture into College English Teaching is gradually diversified.^[1]

3. Strategies for Integrating Local Culture into College English Education

In cross-cultural communication, college students should combine local and western cultures to learn the essence of English, but also to increase their local cultural cultivation. In this way, cultural conflicts can be reduced in cultural exchanges and local culture can be introduced to the world. As the young students of the new era, college students should not only master the knowledge of western culture, but also spread the essence of local culture.

3.1 Updating Teaching Materials and Changing Teaching Methods

First of all, in College English courses, English teachers should update their teaching ideas and integrate local culture into College English Teaching reform. In teaching practice, the choice of some students are interested in bilingual teaching material, for example, about local history and culture, customs, habits and age material, combined with local culture, festival, philosophy and religion and other cultural carrier, let the students can actively in English expression, gradually establish a new era of combination of local and western College English Teaching curriculum system. At the same time, English curriculum reform should be continuously deepened, such as comparison between local and western cultures by selecting reading of classics of sinology. Appreciation of film and television culture and other English curriculum content should be added. Flipped classroom, micro class and other teaching forms should be adopted to improve students’ ability of cross-cultural learning, application and expression.^[2]

In addition, teaching materials are the main carrier of teaching content, and the lack of local culture in existing teaching materials should be confronted in the construction of teaching materials. College English writing should be combined with local culture, ideological and political education. It is important to build a system of disciplines and teach materials for philosophy and social sciences with local characteristics. Therefore, the compilation of textbooks should involve more topics such as local excellent culture and socialist core values, and pay attention to practicability, interest and orientation in content. Effectively embody the integration of local and western culture, which is conducive to college students’ integration with local and foreign culture.

3.2 Improving Teachers’ Quality and Teaching Quality

Teachers need carry out more classroom and extracurricular activities. In class, students should learn the similarities and differences between local and western cultures. After class, teachers could encourage students to get more English works of local culture to appreciate and read. Carry out more activities of local and western cultural exchanges, such as local and western poetry competition, local and western food festival, local and western music festival. Deepen mutual understanding through newspapers, films, songs, dances, paintings, dramas and other forms.

Teachers should learn more about local and western culture and improve their cultural literacy. At the same time, teachers should have a solid cultural background and cross-cultural communication ability. In class, teachers should adopt a variety of teaching methods to cultivate students’ interest in learning culture and increase their understanding of local and western cultural knowledge.

3.3 Application of Digital Teaching

Digital teaching is the ultimate direction of the reform and development of the teaching system. Especially in higher education, it is necessary to constantly innovate teaching ideas, introduce electronic information technology to build a digital teaching platform, and integrate traditional cultural resources and English teaching resources through the digital platform to improve teaching effects. For example, English teachers can use the digital teaching platform to collect and download all kinds of teaching materials highly integrated with traditional culture and English, and release the materials to students through wechat public accounts, Weibo and teaching platforms, so that students can learn at any time. Teachers can also use the online teaching mode to integrate traditional culture into English teaching and create a language exchange environment for students. They can discuss traditional virtues or literary

allusions with students online in English, or they can create fixed scenes for role-playing language training. By setting up various types of teaching situations, teachers can improve students' understanding of the connection between traditional culture and English. For example, in the teaching of folk culture, the teacher first releases the teaching tasks and key points online in advance so that students can understand and prepare themselves in advance, and also focuses on teaching knowledge difficulties in offline courses so that students can realize the importance of language communication in the learning process and cultivate students' cultural awareness. After class, the key points of the course will be uploaded to the teaching platform, and other excellent teaching materials will be uploaded, so that students can learn independently. At the same time, project assignments will be set around the course theme, so that students can review and explore, and students can discuss and learn together in a group; Finally, students will share their learning insights in the form of reporting, speech and communication, and exercise their language application ability and cultural understanding ability in the process.

4. Conclusion

Culture teaching is an inseparable part of language teaching, and the local culture of the learning subject is an aspect that can not be ignored. The lack of Knowledge of local culture makes students face the embarrassing situation of the lack of local culture in cross-cultural communication. Therefore, in order to truly improve students' intercultural communication ability, We must integrate local culture into College English Teaching. By balancing the input of target language culture and mother tongue culture in English class, it can help students establish equal cultural awareness and communication concept, realize cross-cultural communication in the real sense, and perfectly combine local culture with western culture. This will bring great benefits to international development and cooperation.

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