

# The Effective Penetration of Intercultural Communication in College English Teaching

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**Abstract:** Nowadays, due to the development of economic globalization, colleges and universities have gradually increased their emphasis on English teaching. In order to better improve the efficiency of students learning English, teachers gradually pay attention to cultivating students' cross-cultural communication skills in teaching, and hope to improve them. Students' language and communication skills. Through a lot of research, this article analyzes the importance of cross-cultural communication in college English teaching in detail, and discusses practical ways to improve students' cross-cultural communication ability.

**Keywords:** Cross-cultural Communication; College English Teaching; Effective Penetration; Teaching Strategies

The development of economic globalization has made the exchanges of various countries in the world more and more close and frequent. In this multicultural exchange environment, due to differences in cultural concepts, it is easy for countries to misunderstand cross-cultural exchanges and cause unnecessary troubles and misunderstandings. Therefore, in the actual teaching of college English, we should appropriately strengthen the cultivation of students' cross-cultural communicative competence, so that students can deal with the differences of different cultures flexibly. Combining many years of college English teaching experience and starting from actual teaching, the author puts forward some suggestions on how to cultivate and improve students' cross-cultural communication skills, so as to build a better English learning environment for students.

## 1. The necessity and significance of cultivating students' intercultural communicative competence in college English teaching

### 1.1 The necessity of developing intercultural communicative competence in English teaching

Language is an important carrier of different nationalities and national cultures. Therefore, language and culture are interdependent and harmoniously coexisting. If language learning is simply separated from culture, it is likely to fall into the misunderstanding of language learning and affect subsequent communication between people. Therefore, students should understand and learn the culture behind the language in the process of language learning, so that students can have a more outdated understanding of English culture, and cultivate students to have cross-cultural communication skills, so as to promote students' English learning and improve students' language communication skills.

### 1.2 Significance of cultivating intercultural communicative competence in English teaching

First of all, cultivating students' cross-cultural communication skills in English teaching can effectively enhance students' interest in English learning. Traditional English teaching focuses on vocabulary memory and grammar training. The teaching methods are too single and boring, which can easily make students weariness and affect their learning efficiency. The learning of the culture behind English can make English learning more vivid and stimulate students' enthusiasm for learning English. Secondly, intercultural communication skills can improve the efficiency of students' future work. Students will inevitably communicate in English with foreigners in their future work. Due to cultural differences, it is likely that misunderstandings will occur in the communication, leading to unnecessary conflicts. Good intercultural communication skills can effectively avoid this. The occurrence of this phenomenon will improve the efficiency of students' future work.

## 2. A Strategic analysis of the effective penetration of intercultural communication in college English teaching

The cultivation of students' cross-cultural communicative competence occupies a very important position in college

English teaching. Therefore, how to integrate the concept of cross-cultural communication in actual teaching has become a problem that many teachers need to think about. Combining the actual teaching situation of college English, we should work together mainly from many aspects such as teaching philosophy, teaching mode and teaching method to improve students' cross-cultural communication skills.

## 2.1 Update teaching philosophy

Listening, speaking, reading, writing, and translation are important contents of traditional English teaching, but these are only the superficial aspects of English learning, and do not represent the entire content of English teaching. In traditional English teaching, teachers basically put grammatical analysis and vocabulary memory in the first place, and almost no explanation of the cultural background of the English language is involved. The overall classroom teaching performance is relatively boring and boring, and it is difficult to stimulate students' interest and interest in learning. Positivity. Therefore, college English teachers should update the concept of English teaching and infiltrate cross-cultural communication into the actual teaching of English. While ensuring the teaching of basic knowledge of students, it also cultivates students' English language communicative ability, effectively expands students' knowledge and makes students truly Have cross-cultural communication skills.

## 2.2 Use a variety of teaching methods

In traditional English teaching in colleges and universities, too much emphasis is placed on the explanation of basic English knowledge, which results in students only attaching importance to the understanding of English representational knowledge in English learning, and lack of analysis of the essence of English language. Yes, students lack cross-cultural communication skills. This will affect the quality of English communication in subsequent work. Therefore, teachers should use diversified teaching methods in actual teaching, innovate on the basis of traditional teaching, and use as many practical activities as possible to familiarize students with the application of English, so that students can devote themselves to English conversation training. For example, college English teachers can combine students' interests and hobbies, play some classic fragments of excellent English films and dramas in the classroom, combine the dialogue scenes at the time, analyze and disassemble sentence by sentence, so as to make students clearer To understand the differences between British and American culture and Chinese culture, students can also imitate and expand according to these classic fragments, guide students to actively participate in them, and deepen students' understanding of cross-cultural communication.

## 2.3 Build a good cultural learning environment

A good language and cultural learning environment can effectively improve students' cross-cultural communication skills, which requires the joint efforts of schools, teachers, students and other parties to form a mutual cooperation. First of all, colleges and universities themselves should attach importance to the cultivation of students' cross-cultural communication skills. They can carry out exchange activities with foreign students, invite foreign teachers to give lectures, etc., so that students can communicate with foreign friends face-to-face. A good exercise of communicative skills. Secondly, teachers should construct interactive classrooms, put students in the main position of teaching, actively communicate and interact with students, and enhance students' cross-cultural communication skills in the process of communicating with students. Finally, as students themselves, they should clarify the importance of intercultural communication skills, actively follow the teaching steps of teachers, and actively understand and learn foreign cultures after class, and develop good habits of self-learning to improve their The efficiency of English learning.

## 3. Conclusion

Intercultural communication occupies a very important position in college English teaching. Teachers should combine the actual situation of college English teaching, change teaching concepts, clarify teaching goals, and use diversified teaching methods to make students pay attention to cross-cultural communication skills and cultivate students actively explore the habit of English cultural background. Schools, teachers, and students should work hard to build a good cultural learning environment, realize the effective penetration of cross-cultural communication in English teaching, and improve the quality of college English teaching.

## References

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