

The Rationality of Integrating Chinese Traditional Culture with Business English Teaching in College

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Abstract: Business English involves all aspects of business activities, among which intercultural knowledge are highly required. Chinese traditional culture plays an important role in business English teaching for college students. This paper discusses the necessity of integrating Chinese traditional culture with college students' business English teaching, and puts forward some effective ways to promote college students' learning and spreading Chinese culture in business English teaching.

Keywords: Chinese Traditional Culture; Business English Teaching; Integration; College Students

Introduction

With the rapid development of economic globalization, the business relations between countries are more and more close. For business English learners, they should not only have the skills of translating, speaking and writing, but deep understanding of the cultural differences between countries, be familiar with the cultural background of relevant countries and regions and have the ability of cross-cultural communication, which can improve their competition in the future employment. Chinese traditional culture carries the cultural identity and value concept of Chinese nation for five thousand years, and it is the cultural root of the socialism with Chinese characteristics. College students are the future of Chinese nation. Strengthening their traditional culture education is an important means to shape their cultural rationality and to improve their moral and cultural accomplishment and confidence. Business education actually involves both English language skills and more importantly the cultural tradition. People with different cultural backgrounds often have different thinking and behavior, which usually affect the progress and result of business communication. According to the Opinions on implementing the inheritance and development project of Chinese excellent traditional culture issued by the general office of the CPC Central Committee and the general office of the State Council, by 2025 years, the Chinese traditional culture should be an important content included in the education of all levels of schools, institutes and colleges. Spreading the Chinese traditional culture is not only a school behavior, but also a national policy behavior.

Chinese traditional culture can provide richer educational resources for business English teaching and increase the practicality of college education. How to promote Chinese traditional culture and realize its modern value among college students is the key to realizing China's modernization. Colleges and universities should regard traditional culture as the essential factor for students' development, combine it with their quality education and keep consistent with the social development.

1. The necessity of integrating Chinese traditional culture with business English teaching

Chinese President Xi Jinping has pointed out that Chinese traditional culture is the spiritual root of Chinese nation and the foundation for its inheritance and development. A country or a nation cannot live without its soul^[1]. Once the cultural tradition is formed, it will have a strong historical inertia. Although it's ultimately restricted by the material production and

social system of the society, it forms a relatively independent and stable structure according to its own logic, and sometimes even a tight closed system^[2]. After thousands of years of continuous accumulation and precipitation, Chinese traditional culture has gradually formed its distinctive characteristics. With the development of society, it has continuously produced new connotations, which directly or indirectly affect the overall cognition of individuals and society.

Business English teaching aims to help students to meet the language requirements of all business activities. More significantly, it is a duty to spread Chinese traditional culture to the world, especially for the students who always have the interactions and communication with foreigners. Chinese culture provides an important social, cognitive and behavioral guidance for college students in all-round development, which affects their habitual behavior to a great extent. In Bourdieu's opinion, college students are not only independent, self-disciplined, knowledgeable with unique interests in their major, but also the undertaker of social public life and public responsibility^[3]. However, due to the great impact of economic globalization and social and cultural influence, most college students have undergone a significant change in their identity and value cognition. They are disciplined not only by the professional knowledge of the college, but also by the demand and tendency of the market, and social public life and responsibility have been weakened. Many business English students ignore the essence and spirit of traditional culture, but strive to follow so-called "advanced" western culture. They are restless in thought, frivolous and arrogant in style, indulged in the virtual world and long for quick success and instant profits in life. The traditional cultural education in colleges and universities is inadequate, chaotic and disorderly. For contemporary college students, especially those majored in business English, the complex domestic and international situation is becoming a severe challenge for them. It's a tough task for them to establish a correct ideological and moral consciousness, maintain a strong sense of patriotism and national pride, adopt a proper attitude towards Chinese traditional culture and keep pace with the times.

According to a survey on the inheritance of Chinese traditional culture in college students in Qufu Normal University, 60% of college students believe that Chinese traditional culture has a long history, broad and profound, and should be inherited and spread. However, in terms of specific data, only 8% of college students have a deep understanding of traditional culture, 40% have not even read the four greatest Chinese classic novels, only 22% like listening to folk music or opera, only 6% know and can distinguish Confucianism, Taoism and Buddhism, and only 12% can distinguish different Chinese calligraphy fonts, 16 percent know the origin and celebration of Traditional Chinese festivals. Another study showed that in universities, 54.3 percent of students had not taken courses on traditional culture, 61.2% of the students said that there were few associations about Chinese culture, 21.1% said that there were no associations at all, and only 17.7% of the students said there were some.

Traditional culture education for college students is mainly achieved through classroom teaching and daily activities, but as shown in the above data, traditional culture elements in college education are relatively ignored. Culture is the spiritual essence of the times. Through continuous innovation and development, it has gradually formed rich cultural achievements. Spreading and inheriting the outstanding Chinese traditional culture can enhance young students' moral cultivation, standardize their behaviors, strengthen the cultural confidence, and promote their sense of self identity and national identity^[4].

2. The approaches of integrating Chinese traditional culture with business

English teaching

2.1 Promote awareness and strengthen practical consciousness

Business English teaching involves different cultural backgrounds. To improve its teaching effect and spread Chinese culture, teachers are supposed to apply relevant theoretical knowledge and integrate Chinese culture in their teaching, which can promote students' cognitive level and all-round development. Marxist theory of all-round development points out that human's development should be consistent with the whole society. The purpose of education is to promote people's all-round development. College and university are the cradle of talents. It has become an inevitable trend for college education and a

conscious behavior for teachers to integrate traditional culture into daily teaching. It helps to improve college students' ideology, enhance their cultural accomplishment and consciousness, and make them serve the nation and society better.

It is advocated that Chinese culture should be included throughout the course of the national education in colleges and universities. College is suggested offering compulsory and public courses about Chinese philosophy, traditional culture and other related subjects, enrich and expand campus culture so as to promote both teachers and students' awareness of spreading Chinese traditional culture. Additionally, the college should create more opportunities for teachers to strengthen their training in Chinese culture, making universities the main platform for both teachers and students for cultural inheritance. All-round talents are demanded in the 21st century, and traditional culture education is the best and most effective way to improve college students' cultural background and knowledge^[5]. Only by improving students' awareness of spreading traditional culture and giving full play to its educational function can colleges and universities truly internalize traditional culture into students' own accomplishment.

2.2 Develop multiple scene teaching and extend its depth

For business English students, scene teaching plays a vital part in their English learning. For teachers, it is a must to expose students to a scene of traditional culture in class which could enrich and expand their ideological and moral level. Traditional content and teaching way have been unable to meet the needs of contemporary college students. Under the current cultural education circumstances, the teachers' educational concept, teaching methods in business English teaching decide the students' quality and practical skills in the future. In teaching practice, educators should obtain inspiration and nutrients from the treasure of Chinese cultural resources, combine beneficial thoughts with the characteristics of the times, and launch a series of excellent literary and artistic works with profound connotations, and establish the curriculum system of Chinese culture and compile school-based textbooks. Special creative activities on traditional culture could be carried out with a variety of artistic and teaching methods. Chinese traditional culture is beneficial for college students to make correct understanding and judgment in their business activities and improve their perception and understanding of truth, goodness and beauty.

Chinese traditional culture education should not only be limited to the memory of knowledge, but the deep discussion about the connotation and thoughts to expand the depth of college students' cognition, accomplishment and rational thinking. In teaching, students can compare Chinese culture, events in different times with foreign ones, so as to explore the different thoughts and morals, ways of doing things caused by the influence of different times and cultures, and try to propose different solutions to the same problem depending on different social culture and cognition. In addition, educators can also take advantage of science and technology to enrich their English teaching, such as using various network literature reading, short video, movies, network classroom or discussions to expand the students' cognition of Chinese culture^[6].

2.3 Enrich practice methods and enhance cultural attraction

Business English teaching in college and university should pay more attention to the combination of form and content, practice and cultivation, use all kinds of media resources to integrate Chinese traditional culture with classroom teaching. Educators might adopt both traditional teaching methods and modern techniques to help students to improve their skills in their business activities, for example, carry out various theme activities like debate, writing competition, role play, simulated buyer-seller negotiation, short video or movies etc., so as to expose students in different culture, create a rich learning atmosphere and provide more chances for college students to participate in social practice, review Chinese humanistic thought and cultural spirit with personal experience, and enhance their national and cultural identity in activities.

In addition to the promotion and recognition of individuals in self-practice and the dissemination of educational theories, the results of higher education are also manifested to generate a wide range of social mobilization. In order to promote college students' acceptance of Chinese traditional culture, teachers can design some interactive and equal educational activities in teaching to create more opportunities for dialogue with traditional culture. In practice, students should be encouraged to put forward new ideas freely and given timely guidance, feedback and adjustment to promote the interaction and dialogue so that they can truly understand the significance and practical function of Chinese traditional

culture.

Intercultural communication ability is an essential quality for business English majors. Only by having deep understanding of cultural background between both China and the West can an international business and trade be a success. The Chinese traditional culture embodies the deepest spiritual pursuit, the humanistic thought and value orientation of the Chinese nation and guide students how to deal with the problems in business. It is the manifestation of human cultural rationality, and has important significance and value of the times in all period. For thousands of years, Chinese people have given it new connotations in different times, making it an unceasing treasure. In today's economic globalization, the integration of Chinese traditional culture with college students' business English teaching not only demonstrates a new content, a new way of education, but also plays a huge role in spreading Chinese traditional culture and promoting the all-round development for college students.

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