

Analysis of the Lack of Traditional Culture Factors and Coping Strategies in English Teaching

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Abstract: In college English teaching, the teaching of traditional culture is rarely involved. However, I think English and traditional culture complement each other. In practical teaching, most teachers only emphasize the infiltration of English culture, while ignoring the practical significance of traditional culture in English teaching. Teachers only emphasize English culture and rarely mention English learning in traditional culture. Therefore, we should combine Chinese traditional culture with college English in order to achieve the great goal of English teaching. This paper analyzes the lack of traditional culture in college English teaching and analyzes the corresponding countermeasures. It aims to emphasize the unique role of traditional culture in English and provide direction for college students' future English learning.

Keywords: Chinese traditional culture; College English; Deficiencies and countermeasures

1. Introduction

English teaching is not only language teaching, but also the teaching of traditional culture. Therefore, in today's society, we should pay attention to the combination of traditional culture and English, let traditional culture drive the development of English, and English also promotes the development of traditional culture. Although English teaching is widely used in universities, English involving traditional culture is rarely used by teachers and then taught to students. Although most teachers recognize the importance of culture, the disadvantages of culture still restrict the development of traditional culture on English, which is also the disadvantage of Chinese college students learning English. When Chinese students introduce traditional culture in English, it will be very difficult, which makes the exchange stage of traditional culture dim.^[1]

2. The Harm of the Lack of Chinese Traditional Culture in English Teaching

2.1 Harm to cultural communication--cultural deficit

The lack of Chinese traditional culture in English teaching has caused great harm. The first is cultural Chinese characters. Because the syllabus and teaching materials do not clearly point out the important role of Chinese traditional culture in English teaching, teachers' teaching and students' learning are one-way. In terms of teaching, teachers believe that the education of Chinese culture is a Chinese course; In terms of study, many students know Christmas, but they don't know the Spring Festival. This serious imbalance between the target language culture and the mother tongue culture is called the cultural defect in English teaching. It has brought many negative effects to students, such as the Defamiliarization of mother tongue culture, the inability to express mother tongue culture in English and the emergence of "Chinese Cultural Aphasia", which has seriously affected the realization of the ultimate goal of English Teaching (cultivating students' cross-cultural communication ability). If the lack of culture in teaching is not corrected in time, it will lead to the lack of culture in international exchange: cultural input is greater than cultural output, resulting in the lack of culture. Lack of culture is an unequal phenomenon in cultural exchange under the background of globalization. It is the aphasia of cultural subjects, which seriously damages the spread of Chinese culture in the world.^[2]

2.2 Harm to cultural inheritance - cultural colonization

The West led by the United States has received the support of political power and military economic hegemony, and has obtained the discourse hegemony of world culture. They are not satisfied with our cultural surplus. China is making every effort to make use of its advanced science and technology and strong economic strength to vigorously promote its way of life and ideology, enhance its "cultural soft power" through unequal cultural exchanges, and constitute cultural colonization. China and other developing countries are suffering from the dual crisis of plundering cultural resources and occupying cultural markets. ^[3]Under the strong offensive of Western cultural colonization, China "many people, especially young people, like to talk about the Western way of life and worship the so-called democracy, freedom and individualism of western countries. They regard Chinese culture as a pedantic ancient culture, even despise it and are ashamed to mention it. This practice undoubtedly hinders the inheritance and dissemination of Chinese culture." Today's students pay little attention to and appreciate traditional culture. They only appreciate the Chinese style and artistic conception in Jay Chou's songs. How pathetic!

2.3 Impact on national spirit - cultural extinction

The result of years of cultural colonization is that foreign culture grows exponentially, while domestic culture is diluted again and again, and finally dies under the encirclement of foreign culture. This is not alarmist. Many teenagers have changed under the influence of Western Culture: in the business halls of McDonald's and KFC all over the country, people can see a long list of teenagers: Coca Cola has become their basic drink; Jeans, rock music, break dancing and performing arts are the most popular fashion among

teenagers today; The temptation of Hollywood movies, Disney and NBA to teenagers is unstoppable; Valentine's day, April Fool's day and Christmas are very popular among teenagers, while traditional and national festivals are ignored. Various scenes make people feel like they are in a foreign country, as if we are not facing Chinese teenagers, but the next generation of Americans. Teenagers are guided by American values, ways of thinking and behavior.^[4] "If we can't teach students how to introduce Chinese traditional culture to foreigners in English in foreign language teaching, if we can't effectively resist the colonization of western culture, the consequences will be unimaginable. Water is the sweetness of foreign countries, and the moon is the circle of foreign countries, which will become the truth believed by all innocent teenagers. The national spirit will die together with the brilliant Chinese culture.

3. Countermeasures for the Lack of Chinese Traditional Culture in English Teaching

3.1 Unified understanding of Chinese traditional culture

As an economic and cultural power, China should strive to get rid of its cultural deficit and spread Chinese culture to the world. Therefore, in foreign language teaching, it is urgent to strengthen the understanding of Chinese culture and cultivate students' ability to express Chinese culture in English. English teaching time is limited. We can't introduce all the profound Chinese culture into the classroom, but we should choose the most representative. It is the core part that can best reflect the ethical thought and national spirit of the Chinese nation. At the same time, we should unify the expression of proprietary items of Chinese culture in English teaching and introduce our splendid Chinese culture to foreigners in standardized language.^[5]

3.2 Eliminating two wrong ideas about culture

We should treat the problem of introducing Chinese culture into foreign language teaching with equal cultural awareness.^[6] What we lack in cross-cultural communication is not only the Chinese traditional culture itself, but also the equality mentality we should have in cultural communication. We should not always put western culture above everything, nor should we be complacent and have strong self-esteem and regard foreign culture as worthless. We must eliminate the wrong ideas about culture from our bones.^[7]

Conclusion

In terms of cultural exchange, Mr. Lu Xun once proposed "taking its essence, emphasizing its learning, and taking its essence"; In the new historical period, Mr. Ji Xianlin called on us to pursue dispatch doctrine and let Chinese culture go to the world. The lack of Chinese culture in foreign language teaching strengthens the strong position of western culture and weakens the influence of Chinese traditional culture. It has become an urgent task for College English teaching to strengthen the introduction of Chinese traditional culture and cultivate students' ability to express Chinese culture in English. Although time is pressing, we are still full of confidence. As long as we can guide students to correctly understand the internal relationship between two languages and two cultures, and correctly understand the position and role of mother tongue culture in foreign language teaching, we can gradually get rid of the lack of culture, and the voice of Chinese splendid culture can resound through the world again!

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