

# Exploring the Path of Language and Culture Education from the Perspective of Cross-cultural Education

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**Abstract:** From the perspective of cross-cultural education, language and culture practice teaching can not only effectively improve students' language ability, but also expand students' thinking ability to a certain extent, which plays a very important role in promoting the exchange of Chinese and foreign cultures. However, due to the constraints of traditional education concepts and the differences between Chinese and foreign cultures, The practice teaching of foreign language in Chinese universities has been seriously affected. Based on this situation, this study explores the path of language and culture education from the perspective of cross-cultural education, with a view to providing reference for improving the level of language and culture education in China.

**Keywords:** Intercultural communication; College English; Practical teaching

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With the increasing international exchanges, it is imperative to cultivate students' intercultural communicative competence. In order to effectively cultivate students' cross-cultural awareness and communicative competence, domestic universities should pay attention to the issue of language and culture education. Based on this situation, college foreign language teachers should start from their own work, follow the relevant theories of intercultural communication, and take various scientific and effective measures to improve the level of college foreign language practice teaching, so as to cultivate students' intercultural communication ability.

## 1. Main problems in college foreign language practice teaching from the perspective of cross-cultural communication

### 1.1 Backward education concept

With the development of science and technology, the knowledge society has also undergone corresponding changes, resulting in differences between different cultures. In this context, the establishment of professional cross-cultural relations is conducive to integration into today's knowledge society China. Therefore, from the perspective of cross-cultural education, college foreign language practice teaching puts forward higher requirements for teachers and students. However, due to the constraints of traditional education concepts, it is difficult for students to master vocabulary and grammar, which to some extent limits the development of students.

### 1.2 Serious cultural differences

In cross-cultural communication, cultural differences and mother tongue habits seriously affect the application of language. If language learners do not have a corresponding understanding of the target language culture, it will lead to cultural conflicts. For example, due to the influence of Chinese culture, when translating "black tea", students will subconsciously translate it into "red tea", but the correct translation should be "black tea". The main reason for this situation is that Chinese culture and language habits are different from foreign countries, leading to frequent language errors in the process of cross-cultural communication, which seriously affects cross-cultural communication.

### 1.3 Emphasize language teaching and neglect cultural education

For cross-cultural communication, if you do not understand the basic rules of communication and behavior related to the culture you encounter in the process of communication, you cannot successfully adapt to the knowledge society. However, in the current

foreign language teaching in China, the phenomenon of valuing language teaching over cultural education is relatively serious, which causes corresponding deviation in the teaching process. This is mainly reflected in the lack of language resources in the process of students' communication, resulting in more obstacles in the process of communication. Under the influence of such obstacles, students often make mistakes in the process of communication, although the other side does not care about simple language errors. However, pragmatic failure and cultural incomprehension usually lead to corresponding friction between the two countries, which seriously affects the communication between the two countries and leads to the failure of cross-cultural communication.

## **2. Effective path of language practice teaching from the perspective of cross-cultural communication**

### **2.1 Put conceptual innovation first in foreign language practice teaching**

In the current teaching process, teachers' ideas and students' high learning process are in constant development. In the teaching process, teachers not only need to impart corresponding knowledge to students, but also need to instill their own experience, thoughts and feelings into students. Therefore, it is urgent to change the traditional concept of foreign language teaching. In order to achieve this goal, teachers should put the practice of foreign language teaching in the first place, constantly enhance their awareness of other cultural values, and then promote cross-cultural understanding and cooperation. In this regard, Chinese college teachers should adopt attractive interactive courses to teach and teach students about cross-cultural communication. For foreign language learning, it is necessary not only to learn skills, rules and grammar, but also to change the image of oneself in order to form new social and cultural behaviors. Therefore, in the process of teaching, teachers should assist students in role transformation, and improve the content of teaching materials to meet the standards of cross-cultural content, modernity, reality and credibility, so as to stimulate students' interest in learning foreign languages.

### **2.2 Use new media to guide students to understand foreign culture**

If cultural differences are regarded as the loss of information from one culture by members of another culture, cross-cultural communication can be understood as the communication between two different cultures. In order to achieve cultural integration, first of all, language learning is required to promote communication between members. Therefore, in the practical teaching of foreign language in colleges and universities from the perspective of cross-cultural communication, teachers should help students organize learning thinking and propose solutions to communication problems. In addition, in the process of teaching, students should be taught to use their mother tongue and foreign language at the same time, and understand the meaning of foreign language with the help of mother tongue, which is actually deeply impressed in students' minds. Therefore, in actual teaching, teachers can use the role of new media to broadcast some information about the living habits and traditional customs of different countries to students, so that students can obtain corresponding cultural knowledge from it, which plays a very important role in improving the level of language and culture education.

First, lead students to watch some videos of specific cultural scenes, and then organize students to imitate the dialogue scenes in the videos. Secondly, in the process of watching the video, organize students to discuss the similarities and differences between Chinese culture and other cultures. Through this way of analysis and discussion, let students have a certain understanding of foreign culture, such as eating habits, conversation habits, etc., to avoid mistakes in the communication process. Finally, after the cultural explanation, the language teaching will be started, such as what new words are in the video clip, and what grammatical applications are reflected in the dialogue.

### **2.3 Integrate cultural education into foreign language practice teaching**

In the context of globalization, intercultural communicative competence is more important than the application of language competence. Therefore, in the teaching of foreign language courses, teachers should teach students correct and acceptable language, and let students know what is suitable for the target society and what is not. Only when students have a certain understanding of their culture and tradition in the process of language learning can they avoid mistakes in the process of communication. According to the current foreign language learning standards, the emphasis in foreign language courses is not only on grammar and vocabulary, but also on the expression of language. The purpose of this is to make students in different regional cultures interested in learning, so that they can understand that the world is diverse, and the world's culture is also diverse, so that they can learn other countries' culture with a positive attitude, so as to achieve the purpose of cross-cultural communication. Therefore, in the actual teaching process, it is necessary to let students understand the future working environment, living environment and social environment, so that they can understand the basic rules of communication and behavior related to different cultures, and focus on

the interactive method of foreign language teaching. Secondly, students are encouraged to use foreign language for communication in a specific communication environment, so as to exercise their oral and listening skills, thus improving their ability to cope with the knowledge society of cross-cultural communication, and avoiding the phenomenon of cultural conflict in the process of communication. Finally, let students constantly reflect on their own culture in the learning process, and then Pei Yan's ability to think independently, so that students can make corresponding responses to specific situations, and can make corresponding responses in actual situations, so as to improve students' awareness and understanding of the culture of other countries. In addition, teachers should build corresponding cross-cultural fields according to different scenarios, so that students can understand the diversity in different cultures.

## **Conclusion:**

In short, in the context of the rapid development of China's economy, the frequency of international exchanges is also increasing, and the cultivation of students' intercultural communicative competence has become an inevitable trend. Therefore, in the process of carrying out language and culture education, teachers should deeply understand the internal relationship between language and culture, and have a certain understanding of the importance of cross-cultural communication knowledge and intercultural communication ability, break through the key shackles of traditional education, gradually innovate the teaching methods of language and culture, adopt diversified activity teaching methods to cultivate students' cross-cultural awareness, so that college foreign languages can slip up in the era of rapid development, Cultivate talents with strong international communication ability for the country.

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