

Discussion on the Strategies of Integrating Excellent Traditional Chinese Culture into College English Teaching in Universities

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Abstract: College English teaching is both humanistic and instrumental. Improving college students' comprehensive English application abilities, understanding and drawing on the excellent civilization and culture of the world, can effectively spread the excellent Chinese culture, promote friendly exchanges among people of all countries, and build a "community with a shared future for mankind". Hence, cross-cultural education is one of the significant contents of College English teaching. Based on analyzing the current situation of integrating excellent Chinese culture into College English teaching, this paper explores measures to promote students' cross-cultural communication skills and spread Chinese culture.

Keywords: Excellent traditional Chinese culture; College English teaching; Tactics

1. Introduction

The excellent traditional Chinese culture is the material and spiritual wealth formed by the Chinese nation in the long historical development, the accumulation of national history and national spirit, and the most influential and infectious part of the achievements of human civilization. College English teaching is an indispensable part of China's foreign language teaching system, and it undertakes the important mission of cultivating cross-cultural communication talents and spreading Chinese traditional culture. But there is a huge language gap between China's traditional culture and English, which also makes numerous cross-cultural communication talents unable to communicate effectively in cross-cultural communication.

2. Problems in Integrating the Excellent Traditional Chinese Culture into College English Teaching in Universities

2.1 Lack of Excellent Traditional Chinese Culture in College English Textbooks

Although the selection of topics in College English textbooks is extensive, most of the content is based on the culture of English speaking countries, and there are few articles related to Chinese culture. In the classroom, teachers spend most of their time introducing and expanding Western culture and customs related to the content of the text, so as to help students have a deeper understanding of the text. There is relatively little content related to traditional Chinese culture. In order to meet the new requirements of the College English Test Band 4, some excellent College English textbooks have also kept up with the times, adding corresponding Chinese-English translation and comparative exercises. However, they are limited to vocabulary and syntax training, which is difficult to combine with the content of the text, and lack a true understanding of China's excellent traditional cultural connotations. The proportion of Chinese and Western cultures in textbooks is seriously imbalanced, resulting in students rarely seeing excellent local cultural knowledge of China expressed in English.

2.2 Students Learn English only for the Purpose of Taking Exams

In the process of College English teaching in universities, students generally believe that English is just a language tool and is only learned mechanically to cope with exams. In English exams, there is also little involvement in the examination of excellent traditional Chinese cultural knowledge. Therefore, in College English teaching, students often only focus on vocabulary accumulation, reading and writing, without paying attention to the cultural background of the language and the integration of excellent Chinese cultural traditions.

3. Strategies for Integrating Excellent Traditional Chinese Culture into College English Teaching

3.1 Reasonably Selecting Teaching Content and Integrating Excellent Traditional Chinese Culture into College English Teaching

Universities should reasonably select teaching materials, and integrate the excellent traditional Chinese cultural content into classroom teaching as an important part of College English teaching, so as to enhance the ideological and political literacy and cultural self-confidence of college students, and help students establish a correct outlook on life, values and world view.

When selecting teaching materials, it is necessary to follow the principles of “comprehensiveness” and “appropriateness”, and make reasonable choices about traditional culture. First of all, in terms of content, it is necessary to highlight the Chinese characteristics and the diversity of Chinese excellent traditional culture, and select the essence of Chinese excellent traditional culture that is closely related to students’ daily life and learning and is conducive to students’ understanding and absorption into College English teaching classroom.

Secondly, when selecting excellent traditional Chinese cultural content for classroom teaching, the principle of “appropriateness” should be adhered to. And it cannot be simply copied into College English classroom teaching, detached from students’ learning and practical life. In terms of content selection, the main focus should be on content that reflects the essence of traditional Chinese culture and can also be combined with the text of College English textbooks. In English teaching, we should pay attention to the balance between cultural input and output. We should not only guide students to learn and absorb the essence of Chinese excellent traditional culture, but also let students understand and feel the essence of Western culture.

3.2 Enhancing Students’ Traditional Cultural Literacy and Interest in the Excellent Traditional Chinese Culture

In universities, regardless of the subject they engage in, teachers should become disseminators of excellent traditional Chinese culture. In College English teaching, teachers should not only pay attention to the use of teaching methods, but also pay attention to the selection of teaching content to cultivate students’ interest in traditional culture. Teachers should also strengthen communication with students, encourage students to use their spare time to read English newspapers, magazines related to Chinese traditional culture. For example, teachers can integrate excellent traditional Chinese culture into English classroom teaching and disseminate knowledge of traditional Chinese culture in English. They can also organize students to watch films or documentaries about traditional Chinese culture, or take advantage of online platforms to display video materials about traditional Chinese culture.

As the main body of College English teaching activities, College English teachers’ cultural literacy directly affects the teaching effectiveness. College English teachers should first increase their interest in the excellent traditional Chinese culture, actively learn and understand it, especially the excellent ideas in it. They should consciously incorporate culture-related content to College English classroom teaching, such as introducing China’s national flower, tree, bird, etc., introducing traditional Chinese festivals and customs, introducing one of the four great beauties of ancient China, Xi Shi, and leading students to understand the emotions expressed by “Guanguan Jujiu, on the continent of the river” and appreciate the beauty reflected in “Jianjia Cancang, white dew as frost”. Under the influence of these stories and poetry, students will develop a strong interest in the excellent traditional Chinese culture.

In teaching practice, College English teachers can also appropriately cite some famous sayings or proverbs from traditional culture to achieve the purpose of stimulating students’ interest in the excellent traditional Chinese culture. For example, “If the way does not work, float in the sea by a pole.” This is a sentence from the *Analects of Confucius · Xian Wen*. The phrase “float in the sea by a pole” in this sentence means crossing the sea in a small wooden boat, which is a metaphor for a person’s lofty aspirations. Quoting this sentence in classroom teaching by College English teachers can arouse students’ strong interest in the aspirations of ancient Chinese sages.

In addition, College English teachers can also introduce some traditional Chinese festivals, folk customs, etc. appropriately in classroom teaching, and take this as an opportunity to let students understand the excellent traditional culture of ancient China. In short, College English teachers should actively promote the excellent traditional Chinese culture to students through various channels, improve their English communication skills, stimulate their interest in learning, and enhance their understanding of the excellent traditional Chinese culture in cross-cultural communication, so as to better inherit and promote it.

3.3 Enriching Teaching Methods to Achieve Effective Integration of Excellent Traditional Chinese Culture and College English Teaching

Firstly, teachers should have a comprehensive understanding of the integration of excellent traditional Chinese culture and College English teaching, analyze and grasp the characteristics of students' learning. At the same time, College English teachers should start from the actual situation of students, choose teaching methods based on their age, learning level, and personality characteristics, stimulate students' interest in English learning, and enable them to improve themselves in a relaxed and happy atmosphere. For example, in the classroom, teachers can provide students with a preliminary understanding of the excellent traditional Chinese cultural ideas corresponding to the text through methods such as pictures, videos, objects, etc.

3.4 Creating a Campus Atmosphere of Traditional Culture and Providing Rich Materials for College English Teaching

In traditional cultural education in universities, the construction of campus culture is an important link that cannot be ignored. University campuses should be led by the excellent traditional Chinese culture and showcase it through new media technology to enhance students' enthusiasm for learning about the excellent traditional Chinese civilization. Universities should make full use of campus broadcasts, school newspapers, promotional windows, slogans, or hold English speech competitions and English essay competitions with the theme of "Chinese Dream" to regularly promote traditional Chinese cultural knowledge to students. Universities can also make full use of the campus network platforms to regularly hold online lectures about excellent traditional Chinese culture to students, such as *the Lecture Series at the Hundred Schools Forum, Four Books and Five Classics*, etc., to stimulate students' interest in the excellent traditional Chinese culture and provide rich materials for College English teaching.

4. Conclusion

In the new era, international cooperation and exchange are rapidly developing. In College English teaching, the role of teachers cannot be ignored. They are not only responsible for cultivating students' innovation ability, but also for cultivating students' comprehensive development ability. For sake of allowing students to face more opportunities and challenges in the era of globalization calmly, college English teachers should integrate China's excellent traditional culture into their teaching classroom, thereby improving students' humanistic literacy, cultivating national cultural confidence, developing correct worldviews and international awareness, allowing students to better understand China's excellent traditional culture, engage in cultural exchanges, and enhance their soft power within a broader scope, in order to better serve the national strategic needs and contribute to China's reform and opening up, and economic and social development.

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