

# An Analysis of English Teaching Innovation in Colleges and Universities from the Perspective of Cross-cultural Communication

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**Abstract:** With the acceleration of global integration, exchanges between different countries are becoming increasingly frequent, and cross-cultural communication has gradually become an indispensable part of English teaching. College English teaching is not only English teaching, but also an important part of cross-cultural communication ability development. In the new era, college English teachers should pay attention to the cultivation of intercultural communication ability, cultivate students' cross-cultural communication ability through innovative teaching methods, optimization of teaching content, enrichment of teaching forms and other measures, and guide students to use English flexibly in practical applications. This paper takes college English teaching as the research object, takes cross-cultural communication as the perspective, and combines the actual situation of college English teaching to discuss from the aspects of cultivating students' cross-cultural communication awareness and innovating college English teaching content.

**Keywords:** Cross-cultural communication perspective; English teaching in colleges and universities; Innovation; Tactics

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## 1. Introduction

With the deepening of China's reform and opening up, the number of foreigners traveling and working in China is also increasing. Thereby, it is necessary to improve the cross-cultural communication ability of college students, so that foreigners can better understand Chinese culture and better appreciate the charm of Chinese culture. Thus, it is a very meaningful work to discuss the new mode of English teaching in colleges and universities from the perspective of cross-cultural communication. Hence, higher requirements are put forward for college English teachers, that is, to innovate teaching concepts, teaching methods, etc., in order to better guide students, enhance students' cross-cultural communication ability, so as to effectively cultivate high-quality talents.

## 2. The Importance of Intercultural Communication

With the in-depth development of economic globalization, the links and exchanges between countries around the world have become increasingly close, and the demand for foreign language talents has also increased. In the context of economic globalization, China should also accelerate the cultivation of cross-cultural communication talents. English teaching is one of the important contents of the training of English professionals and plays an important role. In foreign language teaching, English teaching is not only about imparting English language knowledge and skills, but more importantly, it is about cultivating students' cross-cultural communication awareness and ability.

The first is to improve students' sense of identity with national culture and enhance their understanding and respect for local culture. Through cross-cultural communication activities with foreign friends or foreign friends, it can enhance the understanding and respect of local culture, promote international cultural exchanges, and better promote economic, political, cultural and other exchanges and cooperation between China and other countries in the world. The second is to develop students' understanding and tolerance between different cultures, and establish correct cross-cultural communication awareness and concepts. When communicating with people from different cultural backgrounds, they should have a respectful, tolerant and equal attitude, abandon self-centered and self-standard concepts, respect others, and be good at accepting the values and codes of conduct of different cultures<sup>[1]</sup>. The third is to promote students' sense of identity and self-confidence in the Chinese culture. In the process of learning a foreign language, if you can fully understand the Chinese and culture, you can better master the language. If the Chinese culture is not fully understood, it will affect students' understanding and grasp of intercultural communication. For this reason, in cross-cultural communication, it is necessary to enhance students' sense of identity and self-confidence in the Chinese culture, and be able to accurately understand and grasp the values and thinking modes behind the language.

### **3. The Innovative Path of College English Teaching from the Perspective of Cross-cultural Communication**

#### **3.1 Enrich Teaching Content**

For purpose of stimulating students' interest in learning, college teachers should pay attention to the richness of teaching content, so that students can feel the fun of learning in the learning process. Teachers can let students learn more about Chinese and foreign cultures, analyze them through English and American literary works, or understand how authors use English to express thoughts and emotions in the process of English reading comprehension. In addition, students can train in English writing, so that they can understand how to apply what they have learned to real life. In addition, in the teaching process, college teachers should also pay attention to cultivating students' independent learning ability, and by assigning independent learning tasks, students can integrate their knowledge and improve students' independent learning ability.

#### **3.2 Strengthen Cultural Penetration**

In English teaching, teachers should let students understand the cultural connotations behind the English language and apply what they have learned in practice. In the teaching process, teachers can use a variety of ways to help students carry out cultural penetration, for example: culture-related topics can be set in the classroom to let students think in the learning process; Carry out group cooperation discussion activities to deepen the understanding of cultural content through group cooperation and division of labor; Organize students to watch Chinese and foreign film and television works, so that students can feel the cultural differences of different countries<sup>[2]</sup>. For example, the wide dissemination of film and television works such as *Little Huanxi* and *Wolf Warrior 2* has made China widely recognized internationally. Teachers can let students understand the cultural connotations of these film and television works, and watch and interpret them in the correct way in daily learning. In the teaching process, teachers can also organize students to carry out a variety of extracurricular activities, such as: organizing students to visit museums, through visiting museums, students can understand different cultures around the world, and feel the charm of different national cultures when enjoying exquisite exhibits. Another example is the "international exchange" activity, so that students can experience the cultural differences of different countries through exchange activities with students from other countries. In such a teaching process, students can not only understand the cultural connotation behind the English language, but also improve students' communication skills in intercultural communication. All in all, in the teaching of English in colleges and universities, teachers should actively innovate teaching methods and teaching modes, integrate the concept of cross-cultural communication into English teaching, and cultivate students' cross-cultural communication ability.

#### **3.3 Use Multimedia for Teaching**

With the development of information technology, multimedia has been widely used in all walks of life, and the same is true in English teaching. Consequently, college teachers should actively use multimedia equipment to teach English and improve students' interest in learning. For example, when teachers explain vocabulary, they can use multimedia equipment to explain and show pictures or videos of words to students, so that students can have an intuitive understanding of words. For example, a teacher can show a picture to a student when explaining the word "holiday." Through multimedia teaching, students' memory of words can be enhanced. In addition, teachers can also play the English song *Holiday* in class, so that students can feel the charm of English songs and let students better understand the beauty of English language.

#### **3.4 Integrate into the Modular Teaching Mode**

The introduction of modular teaching concepts and methods into college English teaching can combine theory and practice, so as to achieve the purpose of improving classroom efficiency. First, a knowledge module on intercultural communication was designed. This module focuses on foreign language knowledge and culture, including the dominant culture of foreign languages, religion and language customs. This course is mainly taught online, allowing students to further understand the language and culture through online video materials and various media. This course is designed to help students deepen their understanding of the language and lay a good foundation for future cross-cultural communication. The second is the design of the "cross-cultural exchange" model. The aim is to enable students to communicate in English in real work. In this unit, English communication situations are created to make it an effective way to communicate verbally. On this basis, students develop their intercultural communication skills through face-to-face communication with foreigners.

For example, when exploring Western festival culture, teachers can organize cooperative learning activities for students, discuss and

communicate in small groups, guide students to explain their views and opinions from different perspectives, and aim to improve students' cross-cultural communication ability for English learning<sup>[3]</sup>.

### 3.5 Optimize the Construction of the Teaching Team

Colleges and universities should attach importance to the construction of English teachers, combine the actual situation of the school, build a team of teachers that meet the actual needs, provide students with a good English learning environment, and help students establish a correct awareness of cross-cultural communication. At the same time, colleges and universities should carry out English teacher training and encourage teachers to participate in cross-cultural exchange activities to improve their own quality and ability<sup>[4]</sup>.

## 4. Conclusion

All in all, in the context of China's economic globalization, higher requirements have been put forward for English teaching in colleges and universities. In order to cultivate outstanding talents that meet the needs of the development of the times, college English teachers should continuously improve their own quality, constantly innovate teaching methods and means, make full use of information technology to promote teaching reform, and actively promote the innovation of college English teaching from the perspective of cross-cultural communication. Teachers should actively participate in intercultural communication activities, guide students to learn and use English through experience, so as to achieve the purpose of cultivating students' intercultural awareness, intercultural communication ability and intercultural communication awareness in intercultural communication activities. College English teachers should help students learn and use English in a real language environment by changing traditional education and teaching concepts and methods, so as to improve their comprehensive English application ability.

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