

On the Practical Strategies of Integrating Excellent Traditional Culture into College English Teaching

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Abstract: With the steady progress of education reform, in English teaching, teachers should not only teach students English knowledge but also integrate excellent traditional culture into the whole process of college English teaching, which can not only expand the English teaching content but also enhance their confidence in China's traditional culture, so as to improve the quality of English teaching. In this regard, this paper first expounds the significance of the integration of excellent traditional culture into college English teaching, then analyzes the current situation of the integration of excellent traditional culture, and then puts forward practical strategies for the integration of excellent traditional culture into college English teaching for reference.

Key words: traditional culture; college English; teaching ; integrate into

At present, in English teaching, although teachers consciously integrate traditional culture into the teaching process, the integration effect is not very ideal. Based on this, teachers need to pay more attention to traditional culture, combine it with the current teaching situation organically, and introduce the element of traditional culture into English teaching objectives so as to make traditional culture penetrate into students imperceptibly, improve students' cultural literacy, and ultimately improve the overall quality of English teaching.

1. integrate excellent traditional culture into college English teaching because

(1) it is conducive to enhancing students' intercultural communicative competence.

In English teaching, teachers not only impart necessary English knowledge to students but also cultivate their intercultural communicative competence. Therefore, the integration of excellent traditional culture is particularly important. Only when students effectively absorb the essence of traditional

culture can they better carry out cross-cultural communication. In addition, by integrating excellent traditional culture, students' interest in learning English knowledge can be stimulated, and their awareness of Chinese culture can be improved, so as to enhance their love for traditional culture and encourage students to actively introduce Chinese culture to foreign friends, so as to effectively enhance their intercultural communication ability. Therefore, traditional culture is integrated into English teaching, which is conducive to enhancing students' intercultural communicative competence.

(2) Help improve students' cultural literacy. Integrating traditional culture into college English teaching can improve students' cultural literacy. With the support of traditional culture, students can actively explore the potential of Chinese culture in English teaching on the basis of learning western culture. Nowadays, with the continuous influx of diversified thoughts, there are many hidden bad thoughts that can have a negative impact on the formation of students' correct values. The integration of traditional culture can effectively improve students' cultural literacy, identify whether these thoughts are correct, and then absorb positive content. In this process, students' cultural literacy will continue to improve and then grow into promoters of traditional culture.

(3) conducive to meeting the international situation and national development needs.

Under the background of economic globalization, higher requirements are put forward for future talents, who need to have international vision and cross-cultural communication ability. And with the steady development of education reform, new requirements are being put forward for college English teaching, which needs to cultivate high-quality talents suitable for the social development situation. At present, English, as the universal language in the world, has an unshakable international status. It is an important language communication tool for international exchanges and provides strong support for China's political, economic, cultural, scientific, and technological smoothness. In the context of today's era, the state attaches great importance to the inheritance and development of excellent traditional culture. In order to enable students to tell Chinese stories in English and spread excellent Chinese traditional culture on more international occasions, it is urgent to infiltrate excellent traditional culture into college English education and cultivate students' intercultural communication and cultural inheritance abilities. This is a realistic choice to adapt to the international situation and national development.

2. The current situation regarding the integration of excellent traditional culture into college English teaching

(1) focuses on integration into western culture.

As a common language in western countries, English has strong Western characteristics. Therefore, in practical teaching, teachers focus on integrating western culture into English teaching in order to ensure that students firmly grasp English knowledge and skills. Because teachers focus on integrating or interpreting western culture, to some extent, the excellent traditional Chinese culture is ignored. At the same

time, the Western cultural atmosphere in the English classroom is more intense, and the integration of traditional culture will be restricted accordingly. In addition, teachers are not aware of the importance and significance of traditional culture in English teaching. Even if they are aware of the importance of traditional culture, it is difficult to find an appropriate opportunity to integrate it, and the current teaching situation of leaning towards western culture is difficult to improve. In addition, in terms of teaching philosophy and teaching process, the arrangement focuses on Western culture and rarely gives corresponding consideration to traditional culture, which makes the integration effect of excellent traditional culture not ideal.

(2) Its existence emphasizes instrumentality and ignores humanity. Under the influence of traditional ideas, some teachers and students mistakenly believe that learning English well is necessary to better communicate with foreign friends. They pay too much attention to the instrumental characteristics of the English subject. As a result, teachers pay more attention to the teaching of English knowledge and skills and pay more attention to oral communication, grammar knowledge explanation, and English writing, but fail to pay attention to the human nature of the English subject. If the value of carrying forward the traditional culture cannot be fully displayed, the educational opportunity to integrate into the traditional culture will be lost, which is unfavorable for students to establish a correct cultural view and cannot significantly improve the integration effect of traditional culture in English teaching. Therefore, teachers need to pay more attention to the humanistic nature of English teaching, pay attention to the exploration of traditional cultural elements in English teaching, and grasp the opportunity of infiltrating traditional culture so as to improve the quality of English teaching.

3. Practical strategies for integrating excellent traditional culture into college English teaching

(1) Change the concept of cultural education and enhance students' sense of identity.

In English teaching, leading students to establish correct values is the focus of teaching. Although culture is closely related to language, there are obvious differences between Chinese and Western cultures. In actual teaching, teachers need to correctly treat the differences between cultures, give full play to the value of cultural education, and take the cultivation of students' intercultural communicative competence as the ultimate goal. In this regard, teachers should timely change their concept of cultural education with the help of the instrumental characteristics of English, give full play to the humanistic value of English, and effectively integrate traditional culture into English teaching. At the same time, teachers should also be aware of their role as cultural communicators, organize students to carry out in-depth interpretations of the connotations of traditional culture, and enhance their sense of identity with traditional culture. In the process of exploring traditional culture, students should firmly grasp the necessary English knowledge and improve their ability to transmit traditional culture. At the same time, teachers should establish a high degree of cultural consciousness, make good use of classroom and extracurricular teaching activities, imperceptibly infiltrate traditional culture into students, and fully stimulate students' love for traditional culture. Since English cannot exist independently of western culture, in order to effectively infiltrate traditional culture into students, we can carry out the activity of comparing the differences between Chinese and Western culture to improve students' cultural awareness. For example, when explaining "customs"- related content, teachers can assign learning tasks to students before class, such as collecting western customs and habits through the Internet in combination with the teaching content and showing and explaining their opinions in class. Or, in the teaching of "naming customs," teachers can organize students to analyze the naming of customs in different countries, and in the process of analyzing the naming of customs, integrate China's traditional festivals and customs into it and compare the differences in customs between China and the west, so that students can understand the origin, customs, and celebration methods of China's traditional festivals; In the process of introducing the western food culture, the traditional Chinese food culture is integrated to enable students to understand the differences between Chinese and Western culture and customs, improve students' sense of identity and pride in Chinese traditional excellent culture, and effectively enhance the effect of traditional culture in college English teaching.

(2) Innovating teaching methods and enhancing cultural communication ability

At this stage, the students' cultural communication ability and the effect of propaganda and promotion of traditional culture are not ideal. Therefore, teachers need to objectively recognize the shortboard of teaching and timely innovate their own teaching methods so as to consolidate the students' English foundation, effectively improve their English comprehensive quality, significantly enhance the effect of carrying forward traditional culture, and then fully display the effect of traditional culture education. Before innovative teaching, teachers should have a correct understanding of the English foundation of the class students and improve the pertinence of the application of teaching methods. For example, the situational teaching method can stimulate students' interest in exploring traditional culture, promote their active participation in English teaching, and effectively enhance their sense of identity with traditional culture. The application of information technology will directly present the abstract English knowledge points to students in the form of pictures, audio, or video, so as to deepen their understanding of English knowledge or carry out hierarchical teaching activities. Teachers divide the English levels of students in the class and use different teaching methods for each level to ensure that students in the class can get corresponding development. In addition, when carrying out extracurricular teaching activities, teachers can take traditional culture as the theme to carry out English activities, such as keynote speech contests, debate contests, knowledge contests, etc., and require students to communicate in English throughout the theme activities so that students can have a deep understanding of the connotation of traditional culture. It can also enhance their ability to communicate in applied English and significantly enhance their ability to spread traditional culture. It is therefore necessary for teachers to actively innovate their own methods of English teaching, effectively improve the penetration effect of traditional culture, and effectively enhance students' English comprehensiveness.

(3) Excavate traditional cultural elements, enhance discipline, and educate humanity.

At this stage, influenced by the traditional learning concept, most students only mechanically memorize English knowledge points in order to improve their English performance but fail to carry out an in-depth analysis of English knowledge and understand the educational value contained therein. Therefore, teachers need to re-examine the English discipline and explore the traditional cultural elements so that students' learning objectives are no longer single, correct students' attitude towards learning English knowledge over time, and make them aware of the relationship between traditional culture and English discipline. In the actual teaching, teachers can explore the local culture in English subjects and enhance students' sense of identity with traditional culture with the help of local culture, so as to enable students to establish a correct cultural view and take the initiative to shoulder the responsibility of promoting traditional culture. At the same time, they can also treat diverse cultures with inclusiveness. However, it is worth noting that we should treat Chinese and Western cultures with the concept of equality, take the essence and remove the dross from the cognitive culture, and promote the common development of Chinese and Western cultures. When students learn grammar, vocabulary, and other contents, they should also try to compare and analyze the differences between Chinese and Western cultures and languages, experience the correlation and differences between Chinese and Western cultures, improve their understanding and cultural evaluation abilities, accurately express the excellent traditional Chinese culture, objectively comment on culture, and rationally establish various cultural concepts.

(4) Improve teachers' cultural literacy and enhance the effect of traditional culture integration.

In order to effectively infiltrate traditional culture into English teaching, teachers must have profound language skills and actively improve their traditional cultural literacy. As long as teachers have a solid knowledge of traditional culture, they can better infiltrate traditional culture into students and fully highlight the value of traditional culture. Therefore, teachers should make full use of their spare time to learn traditional culture, and at the same time, they should have a corresponding understanding of western culture so as to effectively integrate traditional culture into teaching. In addition, teachers should improve their traditional culture in a variety of ways, optimize their traditional culture knowledge system, and organize training activities in colleges and universities to improve the level of traditional culture infiltration in English teaching. When teachers have a certain traditional culture, they should also improve their English expression ability. Because in the process of English teaching, if teachers want to infiltrate traditional culture into students, if they fail to infiltrate traditional culture into them in the form of English, the effect of English teaching will be obviously restricted. As we all know, traditional culture contains a large number of high-quality educational materials, but due to the constraints of many factors, some inappropriate content may be infiltrated into teaching, which makes it easy to restrict the specific value of traditional culture. Therefore, it is also necessary to cultivate teachers' ability to distinguish traditional culture so as to ensure that teachers can reasonably select excellent cultural content, effectively improve the integration effect of traditional culture in English teaching, effectively enhance students' awareness of carrying forward traditional culture, and then ensure the significant improvement of English teaching effect. Therefore, colleges and universities need to pay attention to improving teachers' cultural literacy, promote their overall literacy to be significantly improved, and effectively enhance the effect of traditional culture integration.

Summary:

In a word, the integration of excellent traditional culture into college English teaching has become an inevitable trend. Teachers should attach great importance to traditional culture and adopt effective countermeasures to effectively integrate it into English teaching so as to continuously improve students' cultural literacy. Therefore, teachers can start from the following aspects: changing the concept of cultural education, enhancing students' sense of identity; innovating teaching methods and enhancing cultural communication ability; excavating the traditional cultural elements; strengthening the discipline to cultivate human nature; improving teachers' cultural literacy; and enhancing the effect of traditional culture integration. In this way, we can effectively enhance the integration effect of traditional culture in English teaching and then improve the overall quality of English teaching.

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