



Exploring the Integration Path of Excellent Traditional Chinese Culture in College English Teaching

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Abstract

College English teaching serves both instrumental and humanistic purposes; it not only facilitates language acquisition but also plays a crucial role in cultural dissemination. Historically, English instruction has primarily focused on the transmission and learning of Western culture. However, with the increase in international exchanges in China, expanding the influence of Chinese culture and enhancing students' cultural confidence have become vital objectives in English education. Integrating outstanding traditional Chinese culture into English teaching is significant for bolstering China's soft power and promoting Chinese civilization. This integration is not only essential for aligning with national strategies but also constitutes a key component of developing China's foreign discourse system. The synergy between traditional Chinese culture and English instruction is robust, and their integration has yielded notable outcomes. To address the current challenges in incorporating traditional culture into English teaching, it is recommended to begin with high-level institutional design, unify teaching resources, innovate pedagogical models, broaden multicultural experiences, and cultivate practical cross-cultural communication and dissemination skills. These measures aim to enhance the quality and effectiveness of English education while nurturing high-quality talents with a strong cultural heritage and global perspectives. Embracing the integration of these elements will undoubtedly strengthen the cultural confidence of contemporary college students and effectively convey China's narrative to the world.

Keywords

Traditional culture; English; Teaching; Fuse

Introduction

Effectively integrating excellent traditional Chinese culture into the university English education system has become an important topic in the current academic research field. How to subtly and silently integrate the essence of traditional Chinese culture into teaching content and methods while accurately imparting English language knowledge and objectively spreading Western culture, ensuring the efficiency of language teaching and promoting the inheritance and development of Chinese culture, is both an opportunity and a challenge for current and future foreign language education reform. This not only requires innovation in teaching strategies but also involves deep integration of educational content and effective transmission of cultural values.

1. The Value of Integrating Excellent Traditional Chinese Culture into College English Teaching

1.1 An inevitable requirement for serving national strategic development

As an important part of revitalizing the country through science and education, higher education plays a major role in talent cultivation in China, and its talent cultivation direction should serve the needs of national strategic development. In the process of opening up to the outside world, English, as a global language, cultivates excellent English talents, which can serve China's opening up work and enhance its global influence. With the development of our country's economy and the increase of international influence, in opening up to the outside world, we should actively absorb advanced foreign cultures, while also expanding our cultural influence and enhancing our international status. Integrating excellent traditional Chinese culture into college English teaching can help more English majors recognize the charm of Chinese culture and promote our national culture to the world. Integrating traditional culture into English teaching is conducive to building a collaborative mechanism between national governance and English education, injecting new vitality into national development (Zhang Pan, 2023).

1.2 Enhancing the confidence of college students in national culture

With frequent foreign exchanges in our country, contemporary college students should face the world with a positive and confident attitude, establish cultural confidence, and reflect the comprehensive qualities of contemporary college students. Integrating excellent traditional Chinese culture into English teaching can help students experience the charm and essence of traditional culture during the learning process. By using historical allusions, deepening legends, classic literary works, poetry and songs, etc., students can enrich their traditional cultural knowledge and cultivate a sense of social responsibility and historical mission. Since modern times, China's society has accumulated poverty and weakness, which has also led to a lack of national confidence. College English textbooks often involve a large amount of foreign culture and knowledge. If students lack cultural confidence in their studies, they will fall into blind worship of foreign cultures. By integrating traditional culture into English teaching, college students can deeply understand the vastness and profoundness of Chinese culture, actively spread Chinese culture in foreign exchanges, and reflect the cultural confidence of Chinese youth in the new era (Zhang Bing, 2021).

1.3 Spread Chinese culture and improve China's foreign discourse system

The influence of modern countries is not only reflected in the economic and political aspects, but also in the soft power represented by culture. In the era of information technology, how to expand cultural influence through online and folk communication is an important issue in foreign exchanges. In reshaping the foreign discourse system, young people play an important role, especially in foreign exchanges. Contemporary college students have active thinking and rich knowledge, representing the spiritual outlook of young people in China in the new era. As an important way to integrate Chinese and Western cultures, college English teaching should not only make students feel the value of Western culture but also constantly have the awareness of spreading traditional Chinese culture. Integrating traditional culture into English teaching is beneficial for cultivating excellent cultural communication abilities among college students, actively promoting traditional culture in foreign exchanges, making people around the world aware of the charm of Chinese culture, enhancing China's international influence, and strengthening the construction of its foreign discourse system.

2. Excellent Traditional Chinese Culture and English Teaching

With the increase of China's global influence, how to fully showcase the charm of traditional Chinese culture and enhance China's soft power has become an important issue in national image construction. In college English teaching, traditional Chinese culture is integrated into teaching. By designing teaching content and methods, students can deepen their understanding and mastery of traditional Chinese culture in the process of learning English, and enhance their cultural confidence.

2.1 The connotation and value of excellent traditional Chinese culture

Five thousand years of history have formed a unique traditional culture. Chinese traditional culture has been thriving for thousands of years, covering various aspects such as philosophy, morality, literature, art, language, and customs, forming a unique system and style of Chinese traditional culture. Chinese traditional culture, with its profound ideological

connotations and universal values, has won the recognition of multiple ethnic groups around the world and made important contributions to the diversity of human civilization around the world. In foreign exchanges, the influence of traditional Chinese culture is constantly increasing, especially since the reform and opening up. With the rapid development of China's social and economic development, traditional Chinese culture has attracted more and more foreign friends, who recognize the unique moral and philosophical values of traditional Chinese culture. With the continuous increase of China's international influence, traditional Chinese culture can increase the understanding and recognition of China by other countries and regions in foreign exchanges, enhance cultural mutual trust, establish equal relations of communication, promote world peace and development, and achieve peaceful coexistence between different countries and ethnic groups (Lu Xiaofang, 2023).

2.2 The relationship between cultural confidence and English teaching

The establishment of cultural confidence is based on self-affirmation of the cultural values of one's own nation, while the core is a full understanding of one's own culture. In foreign exchanges, cultural confidence, even though an important component of showcasing a country's image, is the best way to showcase cultural charm and enhance the influence of traditional culture. In English teaching, in addition to helping students master foreign languages, it is also important to focus on improving their cultural literacy. As a medium for cultural dissemination, language is not only a tool but also subtly influences students' values and thinking. English teaching is closely related to the establishment of cultural confidence. Through systematic language learning, while improving students' language communication skills, it also indirectly affects their cultural literacy. By incorporating traditional culture into college English teaching, students can further enhance their sense of cultural identity towards our country and establish cultural confidence. In today's globalized world, cultural exchanges across races, ethnicities, and countries are becoming increasingly frequent. Increasing the integration of traditional culture into English teaching reflects China's understanding of cultural dissemination in English teaching, and also poses new challenges to current English teaching (Huang Feifei & Tang Xiaohui, 2021).

2.3 Research progress on the integration of traditional culture and language teaching

Since the proposal to integrate traditional Chinese culture into college English teaching, various universities have been exploring implementation paths for the integration of the two. At present, domestic educators mainly study the connotation, elements, and innovative teaching strategies of integrating traditional culture into college English. Especially in recent years, China's foreign exchanges have shown a trend of going global, and English teaching is no longer simply defined as foreign language learning. Instead, through language learning, cultural exchange is achieved, transforming from one-way foreign cultural learning to interaction between Chinese and foreign cultures. In college English teaching, more emphasis is placed on students' cross-cultural communication skills. How to effectively convey traditional Chinese culture while learning English, promote the level of communication between China and foreign countries, enhance mutual understanding and trust, and establish a culture of mutual respect and exchange atmosphere. Although there are different research perspectives and focuses on the integration of traditional culture into English teaching, they all emphasize the importance of cultural education in language teaching and how to effectively integrate cultural content in teaching practice.

3. The Shortcomings of Integrating Excellent Traditional Chinese Culture into English Teaching at Universities

3.1 Lack of awareness of integrating traditional culture into English teaching

College English teaching is not just a language course, but also a way to enhance students' comprehensive English literacy through English teaching, which includes learning and understanding of traditional culture. Some university teachers still remain at the level of single-knowledge learning in English teaching, believing that as long as students master the content of the textbook, they do not need to spend time on learning other content. In fact, in English learning, besides fixed grammar knowledge and vocabulary, the most important thing is to recognize the differences behind different ethnic cultures, have an international perspective, integrate traditional culture into curriculum learning and teaching systems, help students understand the differences between Chinese culture and Western culture in the process of learning English, and thus establish cultural confidence and objectively view different cultures. Some universities do not attach enough importance to traditional culture in English teaching and do not recognize the cultural value behind English teaching. They simply treat English teaching as a skill-based course, ignoring the cultural influence behind language learning.

3.2 Insufficient depth of integrating traditional culture into English teaching

In English teaching, it is generally inclined to integrate traditional culture as reading materials into English teaching, in

order to achieve effective integration of the two without affecting the development of English courses. Although this integration of reading materials into English teaching is beneficial for the normal development of English teaching, it remains more superficial and has not truly achieved a deep fit between the two. Traditional culture is not superficial, but can only be reflected in specific contexts and usage environments, especially compared to English teaching. Traditional culture requires comparison between the two to reflect the differences between different cultures. Some universities, when talking about traditional culture in their foreign exchanges, often focus on superficial aspects such as the Spring Festival, dumplings, and couplets. Neglecting the connotation of traditional culture. In cross-cultural communication, tangible symbols are often used instead of traditional culture, which can easily leave a stereotype. In English teaching, the characteristics of traditional culture should be elaborated on at a deeper level. For example, as a representative of Eastern culture, Chinese culture emphasizes introversion, teamwork, and family, while European and American cultures are outward-oriented, generally individualistic, and lack a sense of belonging to the family. When integrating traditional culture into English teaching, we should focus on the fundamental aspects and avoid staying at the surface level.

3.3 English teaching methods and cultural literacy cultivation need improvement

With the continuous improvement of the English teaching level, teaching methods, and concepts are also keeping pace with the times, striving to improve students' cultural quality while achieving English language learning. Compared to high school teaching, college English places more emphasis on language application skills, striving to achieve a dual role of language and cultural exchange in cross-border cultural exchanges. At present, some English teachers still adhere to the concept of single language teaching, using indoctrination teaching in classroom teaching, without considering students' understanding and acceptance ability, nor starting from their cultural literacy, and carrying out targeted teaching. As a result, although students have rich English knowledge, they lack basic cultural literacy in language use. Although some students have a high level of English proficiency, they often cannot understand the true intentions of the other party when engaging in communication, especially when it comes to complex cultural backgrounds, lacking a foundation of traditional cultural literacy and unable to correctly comprehend the cultural connotations behind them.

4. Integrating Excellent Traditional Chinese Culture into College English Teaching Path

4.1 Strengthen top-level design and systematically develop a fusion framework

The integration of excellent traditional Chinese culture into English teaching must stand at the height of national talent cultivation, strengthen top-level design, and systematically formulate a framework for the integration of the two. In the development of the integration framework, the top-level design of English teaching in universities involves multiple levels, including teaching philosophy, curriculum standards, classroom organization form, teaching system, teaching methods, teaching mode, teaching staff, and evaluation system. We need to coordinate and promote the optimization of various systems involved in integrated teaching and strengthen the coordinated operation of the integrated framework so that the integrated teaching system can not only achieve the language function of English teaching but also enhance the traditional cultural cultivation of students and achieve the cultural attributes of integrated teaching. Systematically formulating a fusion framework to meet the innovative needs of English teaching and achieve mutual promotion and collaborative development between the two. When formulating top-level designs, it is important to adhere to a correct cultural perspective, maintain national cultural confidence, and also recognize the excellence of other ethnic cultures, adhering to the integration and coexistence of Chinese culture and world culture. In terms of teaching philosophy, guided by correct values, promote the unity of English teaching professional education and culture (Zhai Like, 2023).

4.2 Integrate teaching resources and construct a holistic teaching system

When integrating traditional culture into English teaching, it should be recognized that teaching resources should be multidimensional. While meeting the needs of English as a language tool, excellent traditional culture should be incorporated into English education resources, taking into account the instrumental and cultural attributes of English. To build a holistic teaching system, on the one hand, we should enrich the existing English education resources, make full use of the Internet, library paper documents, and local folk culture, supplement and improve the traditional cultural content in English textbooks, increase the content of English teaching in terms of Chinese culture, value shaping, moral education, etc., so as to continue to expand the depth and breadth of cultural integration in foreign language teaching, so that the transmission of language knowledge and cultural content can resonate with each other at the same frequency; On the other hand, it is important to focus on selecting content that represents the essence of the Chinese tiger and enrich it into English textbooks. For example, classic cultural works represented by China's four great classics are translated into English to

spread Chinese culture in English teaching, cultivate patriotism among college students, increase their awareness of traditional culture, and increase their understanding and interest in learning about it.

4.3 Expand multicultural experiences

Integrating traditional culture into English teaching can also achieve the goal of deep cultural learning for students through multicultural experiences. By organizing students to visit museums, participate in traditional festivals, and experience folk culture, students can experience the charm of traditional culture up close and deepen their understanding and recognition of traditional culture. On campus, students can also organize traditional culture promotion weeks, speech competitions, etc., which not only increase their cultural experience but also promote the improvement of their English proficiency. Some universities with foreign students can actively hold joint activities with them, inviting them to participate in our traditional festivals, explaining the traditional culture involved in the festivals, and deepening the understanding of Chinese traditional culture among foreign students. In cultural exchange, both sides have improved their ability to use English, indirectly enhancing their understanding of each other's cultures, elevating pure English learning to cross-cultural research, and showcasing the cultural confidence of contemporary Chinese youth.

5. Conclusion

University English teaching has always focused on language skill training and learning English culture, neglecting the excellent traditional Chinese culture. Integrating traditional culture into English teaching can not only increase the learning and understanding of traditional Chinese culture among contemporary teenagers, but also facilitate the active dissemination of excellent Chinese culture in foreign exchanges, enhance the understanding of traditional Chinese culture among foreign friends, eliminate cultural barriers, and play a positive role in telling Chinese stories and spreading excellent traditional Chinese culture.

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