

College English Education and the Spread of Chinese Culture

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ABSTRACT. *College English education undertakes not only the task of imparting theoretical knowledge and introducing excellent English culture, but also the important mission of spreading Chinese culture. The inheritance and development of Chinese culture can not only depend on Chinese education, but also on College English education. In College English education, the collision between Chinese culture and foreign culture is more intense. Cultural differences for comparison can lead students to discover the excellent connotation of Chinese culture and actively inherit and develop it, and then show and spread Chinese culture to the world. This paper first summarizes the important mission of College English education, and then discusses the practical role of College English education in Chinese cultural communication.*

KEYWORD: *College English education; Chinese culture communication; Practical function; Analysis*

1. Introduction

The in-depth development of economic globalization has brought opportunities to the economic development of all countries in the world. How to innovate and keep pace with the times in the new era where opportunities and challenges coexist is an era proposition that must be considered [1]. As an important part of national development, culture can not only reflect the strategic objectives of foreign policy, but also reflect the diplomatic means and handling style. English is one of the universal languages in the world, and it is an important medium for foreign exchange and communication and cultural communication. In the current prevailing international relations theory, it is clearly pointed out that it is necessary to develop national traditional culture, national cultural cohesion and cultural influence from two aspects of cultural soft power and hard power, which is an inevitable requirement for strengthening national comprehensive national strength and realizing cultural rise. College English, as a carrier of cultural communication, plays an important role in the communication of Chinese culture.

2. The Important Mission of College English Education

Limited by structuralist linguistics, English education in China has been focusing on the teaching of language form for a long time. It was not until the 1980s that educators gradually realized the important role of cultural factors in foreign exchange, and correspondingly increased the integration and penetration of Chinese culture in the process of English teaching, and made some achievements [3]. Students' deep understanding of the national culture of using English for communication can help students use English with high quality and dare to communicate with foreigners in daily life. However, in the process of English teaching, the integrated Chinese culture is one-sided and single in content. The material culture, customs and national spirit of the English speaking countries occupy the majority. The selected teaching content tends to beautify the western world and can not let the students fully understand English. In addition, when communicating with foreign countries, English learners are faced with the problem of aphasia. English learners are unable to use English to show the charm of Chinese culture and achieve real cultural exchange. In addition, the prevalence of western culture has affected the ideological values of the new generation of Chinese youth and the inheritance and development of Chinese culture.

Aphasia comes from a professional medical term, which refers to the basic functional impairment of the brain caused by injury or disease, resulting in the decline or total loss of the ability of thought expression, communication and written understanding [4]. Since the end of the 19th century, when the Western powers opened China's door, Chinese culture has been unable to maintain its own balance in the impact. The indiscriminate study of western philosophy, literature and science, coupled with the cultural and trade dumping of western countries, has led to the current Chinese people still have a certain sense of worship for western

culture. On the other hand, the pursuit of new things is a prominent feature of young people. Nowadays, young people highly praise western films, music, food and festivals, and ignore the inheritance and development of Chinese culture. Aphasia of individuals or some people may be caused by force majeure, but the overall aphasia of Chinese culture represents the shame of the Chinese nation. In order to effectively treat the aphasia of Chinese culture and complete the spread of Chinese culture, College English education shoulders an important national mission.

3. The Problems of College English Education in Spreading Chinese Culture

In the new era, College English teaching mechanism emphasizes the education of students' culture. Chinese educators also take college English education and Chinese culture communication as the important research objects, and put forward the theory of Chinese culture aphasia based on the basic national conditions, which requires contemporary college students to understand themselves, Chinese culture and better communication in cross-cultural communication Chinese culture. Nowadays, there is a problem of over dependence on Western culture in the process of College English Teaching in China, and the proportion of Chinese culture inheritance and expression is less, which leads to the problem of Chinese culture aphasia more and more serious. First of all, due to the promotion of economic globalization, the impact of Western values on students is deepened, and students lack the critical awareness of western culture. Secondly, although college English education can meet the needs of students' basic listening, speaking, reading and writing skills, and have a good understanding of western culture, it is difficult to accurately express the unique advantages and profound background of Chinese culture, which leads to the poor spread of Chinese culture.

4. The Practical Effect of College English Education on the Spread of Chinese Culture

4.1 Guiding the correct way of cultural import and export

For the aphasia of Chinese culture, the former college English education mode needs to bear certain responsibility: pay too much attention to the introduction of British and American culture, the teaching content selected in the English teaching materials includes many aspects of the English speaking countries, and ignore the English introduction of Chinese culture [5]. In addition, colleges and universities have set up various kinds of elective courses for students, introduced the basic situation of English-speaking countries to students to be familiar with, and mastered more and more western culture, showing the general trend of Westernization in terms of ideological values and behavior. However, the teaching goal of College English teaching is not to westernize students, but to let students learn to use English as a medium to close the relationship with the world, learn the excellence of foreign culture, fully integrate with Chinese culture, and develop Chinese culture; in addition, we should use English to show the outstanding values and achievements of Chinese culture to the world, so that the world can recognize Chinese culture We will share outstanding historical achievements and promote cultural development and progress around the world.

Nowadays, College English education in operation combines culture introduction and culture export organically. Culture introduction is relatively simple after screening, while culture export should be accurately expressed with the help of English on the basis of grasping the essence of Chinese culture. The significant characteristics of Chinese culture with a long history and rich content increase the task of culture export. Fortunately, educators have gradually realized the importance of cultural export, added a large number of Chinese cultural content in the process of College English education, hired professionals to offer courses on the use of Chinese culture in English, compiled professional books on cultural integration for students to learn, and improved the importance of CET-4 and CET-6, which provided the correct information for the spread of Chinese culture Cultural import and export development path.

4.2 Cultivating the patriotic spirit and building up the antibody of colonialism for students

Some countries, with their economic and political development advantages, use various ways to actively or unconsciously transmit their cultural ideas and ideas to other relatively weak countries, gradually develop and grow to replace the cultural consciousness of other countries, and realize cultural invasion. If Western culture is allowed to rise in China, the inheritance of Chinese culture will face a huge threat [6]. In the past, College English textbooks mainly focused on freedom, democracy, science and other aspects with obvious Western cultural characteristics, with few introductions of its disadvantages. They often only talked about the advantages of one aspect, but did not involve the problems encountered in the actual life of the people. Such textbooks will

bring great influence on College Students' Outlook on life, world outlook and values, and make them produce western culture Turn to better ideas. This will make students become the inclined object of Western colonialism and hinder students from shouldering the important responsibility of the great rejuvenation of the Chinese nation. Now the College English teaching materials used begin to introduce western culture objectively and build up the anti colonialism antibody for students. It can not only truly reflect the excellent content of western culture, but also truly show the disadvantages of western culture, and strengthen the cultivation of students' ability of independent thinking and dialectical ability. College English education aims to show students the advantages and disadvantages of western culture objectively and truly, let students see the essence through the phenomenon, realize the essential advantages of Chinese culture and Western culture, cultivate patriotism and national spirit, and build up strong cultural self-confidence.

4.3 Deeply exploring the essence of Chinese culture and enhancing national cohesion

After a long history of development, Chinese culture is the crystallization of the wisdom of the Chinese nation and the common spiritual property of all the people. It covers many fields of social life, including laws and regulations, economy, politics, military affairs, astronomy, medicine, etc. The existence of any culture is a reasonable product of the development of the times, and the advantages of culture itself need to be shown better than other cultures. College English classroom is the primary place where students contact with East and west cultures. In the process of teaching, the teacher compares Chinese culture with western culture in detail, and leads students to deeply tap the essence of Chinese culture and understand cultural wisdom. Through the comparison of eastern and Western cultures, students can find that the excellent traditional Chinese culture inherited has a strong advantage in the world. The Chinese nation is one of the nations with unique ideas and values in the world, so as to enhance students' sense of national honor and national cohesion. Since modern times, due to the different levels of cultural development between the East and the west, Chinese culture has been neglected to some extent, and the brilliant achievements of Chinese culture have also been forgotten to some extent. However, College English education fully shows the advantages of Chinese culture. Students can transfer the English knowledge learned from the excellent application of Chinese culture to the world, and increase the influence of Chinese culture in the world Power.

English is the most frequently used language in international communication, and it is also the language medium for China to go to the world. College English education provides students with the main place to learn English and understand western culture. It is an important foundation for communication between China and the world to have a full understanding of English knowledge theory and a good command of language communication skills. Therefore, contemporary college students should shoulder the responsibility of contributing to the construction of the motherland, strive to complete the mastery of English knowledge learning and communication ability, skillfully use English to introduce the strong charm of Chinese culture to the world; while the aim of College English education is to cultivate high-quality talents, cultivate talents with strong comprehensive ability, and build a strong main force for the spread of Chinese culture.

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