

# Study on the Interactive Development of English Education in Local Universities and Urban Culture Construction

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**ABSTRACT.** *Cities feed universities and universities lead cities into further development. The content of English teaching in local universities should keep pace with social life, introduce diversified cross-cultural languages and integrate into local excellent traditional culture. In the meantime, the development and dissemination of urban culture should serve the purpose of strengthening English education, thereby generating a strong demand for college English education and effectively promoting the reform of college English education.*

**KEYWORDS:** *college English education, urban cultural construction, interactive development*

With the advent of big data era, information and technology has been rapidly integrated, and the innovative development of cultural and creative industries has become increasingly apparent. In the development of cultural industry, the cross-border integration of culture is a new trend. According to the industry data, cultural creativity is closely related to many industries, such as mobile Internet and sports industry. Language, as the carrier of interpersonal communication, aims at communication, continuously and dynamically interacting with people's living environment such as cities. The process of communication drives the process of language socialization and the development of language competence in communication so as to lead to full language socialization.

## **1. English education in local colleges and universities serves urban construction**

In the construction of urban culture, no matter it is material culture, institutional culture or spiritual culture, they all involve a wide range of development levels and scopes, with rich contents. Particularly in the process of introducing and learning from the advanced civilization achievements and technologies of the world, a team of talents with sound English proficiency is needed to better realize win-win cooperation between cities or countries or even the eastern and western cultures through literature translation and language communication.

***1.1 English education in local colleges and universities promotes the transformation of talent training objectives***

In 2014, the guidance on the transformation and development of local undergraduate universities issued by the Ministry of Education clearly pointed out that in the stage of popularization of higher education, the educational philosophy of local colleges and universities should be to cultivate application-oriented talents and serve regional development. Therefore, the state will take multiple measures to support the transformation of local higher educational achievements into applied technology. The development level of local economy is closely related to the effectiveness of local higher education. As an important part of higher education, English teaching should be transformed in line with regional economic development. Students should not only improve their basic language skills, but also master English communication skills and cultivate application-oriented talents with a global vision.

***1.2 English education in local universities promotes the internationalization of urban talents***

Aiming at communication, language can continuously interact with the environment in which people live, such as cities. Therefore, college English education is no longer a simple language teaching. It conveys the needs of times. The popularity of English education reflects the international consciousness of citizens, the internationalization process of cities and the future prospects of cities. College English education is an important element of international citizenship.

***1.3 English education in local colleges and universities provides educational support to improve the literacy of urban population***

The core element of urban cultural construction is people. Man is the subject of city image, who can carry the building and dissemination of the image of an international city. To society, a person who has ideas and can express them in words is the most important. College English education is of great significance to people in the society. It cultivates people with more communication tools, more social identities and more intangible resources. College English education should strengthen cross-cultural communication and bilingual teaching of traditional culture. At the same time, college English teaching should take the initiative to participate in the building and dissemination of the image of an international city, break through the exam-oriented teaching cycle, and train students to be disseminators of urban culture, so that urban culture has a wider dissemination carrier.

## **2. The construction of urban culture promotes the socialization of college English education**

### ***2.1 Strengthen the construction of English culture on campus and promote the construction of English culture in cities***

For a long time, many colleges and universities in China still adopt the exam-oriented education as the main teaching mode and the bilingual education as the auxiliary teaching mode. The long-term orientation of basic English teaching in college English education leads to serious exam-oriented teaching, which artificially strengthens the grade examination and weakens the cultivation of language ability, thus causing the college students to stuck in the basic stage of English learning, namely using the language as a tool, learning to meet the needs of personal growth, such as studying abroad, immigration, finding a well-paid job, or dealing with grading tests. This "certificate-oriented learning" has become the dominant and relatively stable motivation type in English learning among college students in China. However, there are few social responsibility motivations for maintaining and promoting the culture of mother tongue. Some college English education only aims at obtaining individual certificates or studying abroad or emigrating.

Therefore, college English education should take the initiative to adapt to the social needs, using the network electronic information to collect fresh materials, keep up with the times, update the educational content in time, and broaden the vision of the educated. To train students not to stray from the real life of the society, English education should keep pace with the times, attach importance to the practical application of language, and cultivate the people the society needs.

### ***2.2 The construction of urban culture promotes the reform of English education in local universities***

With the advent of the era of big data, information technology and cultural and creative industries have been rapidly integrated, and cultural and creative industries have stepped into economic interest, different from the previous development model. The development trend of the internationalization of urban culture needs to use English language as the carrier to deepen and broaden its development, improve its quality and enhance its social value. Under the "Internet plus" environment, English education in local colleges and universities should actively change the educational concept and means, focus on cultivating application-oriented and innovative English talents. At present, many universities are actively exploring the "Internet plus" education mode, such as MOOCs and flipped classrooms. In the context of cultural globalization, the "Internet Plus" based English education and training mode will be the trend.

### **3. The interaction between English education in local universities and urban culture construction**

The development of cities involves politics, economy, culture, ecology and other fields, and urban culture plays an irreplaceable role in promoting and leading the development of other fields. Cultural English talents, as builders of the soft power of urban culture, need to make efforts to contribute to the development of urban culture and better use cultural English functions to promote the integration with politics, economy, ecology and other fields.

#### ***3.1 Senior English talents provide a guarantee for the promotion of city image building and dissemination***

With the acceleration of urbanization, the opening up and development of a city, participation in international competition and exchanges, the building of the overall image of a city are inseparable from the overall foreign language environment of a city. The university is not only the place for education that gathers and disseminates the knowledge, but also the main force to build and disseminate city image. As the most widely used language in the world, English is an important carrier to display cultural soft power to the world. To some extent, the strong international communication and cross-cultural ability of English provides a guarantee for the shaping and improvement of city image, and thereby improve the core competitiveness of the city.

#### ***3.2 College English education bears social responsibility in urban cultural construction***

The construction of cultural English talents is the internal demand of spreading urban culture. Whether a city is attractive to citizens in the region and various organizations and individuals outside the region depends on the inner culture of the city. The dissemination of natural culture, historical culture and life culture to the outside world is the inevitable way for a city to go to the whole country and even to the whole world and to accelerate the process of internationalization. Cultural English talents, through their in-depth understanding of urban culture, become disseminators of urban culture and contribute to enhancing the attractiveness and reputation of cities.

#### ***3.3 City image building and dissemination promote socialization of college English education***

In the development of soft power development of urban culture, various cultures involve a wide range. An excellent team of cultural and English talents is needed in the process of introducing and learning from the advanced civilization achievements and technologies of various countries in the world. Only through literary translation

and language communication can the win-win cooperation between eastern and western cultures be better realized. The key to improving the image building and communication of a city is to have a large number of professionals who are familiar with culture and able to apply cultural knowledge. As cultural English talents, they need to master and apply relevant cultural expertise. Both having a deep understanding of the position and function of culture in historical progress and a good grasp of the law and trend of cultural development and taking the initiative to promote the development of soft power of urban culture are conducive to shaping and spreading the image of the city. Building a city's cultural image is a kind of social behavior. All kinds of talents gather here and cultures of different countries communicate here. Efforts should be made to cultivate high-end foreign language talents and actively create an international language and cultural environment for foreigners to live, work and study, which requires a large number of foreign language talents in colleges and universities who can play a role in all aspects of the city to comprehensively improve the civilization quality of citizens and the ability to communicate with the outside world, actively shaping the charming image of the city culture.

In a word, with the speeding up of urbanization process, a city's opening-up, development and prosperity need its overall foreign language level and the improvement of foreign language environment, which is inseparable from the role of foreign language education of higher learning. Therefore, it's necessary and important to study the interactive development of English education in local colleges and urban culture.

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