

Cause Analysis of the English Competence Cultivation for College Students to Tell China Stories Well in English

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ABSTRACT. *Telling China stories well in English can eliminate foreign countries' misunderstandings of China, improve the soft power of Chinese culture, thus spreading Chinese culture to the world. As the envoys and inheritors of the Chinese culture, the large group of Chinese contemporary college students should raise their cultural confidence, improve their English competence and shoulder the responsibility to become the main force of telling China stories in English, so as to contribute their portion to the going global of Chinese culture.*

KEYWORDS: *China story; Cultural confidence; English competency; Going global of Chinese culture.*

1. The Current Situation of College Students

Every Chinese, in the process of international exchange, constantly reveals the unique charm of Chinese culture. College students as a huge group are the China's future and hope. Among such a group, some of them are more and more westernized, but few take the initiative to learn Chinese culture proactively and spontaneously promote Chinese culture in the interaction with foreign nations.

Without the inheritance, the lost of Chinese culture is pitiful and miserable for the whole Chinese nation. As the knowledge system has not been established without systematic training, the ability of college students telling China stories in Chinese is still need to be improved, and it poses a greater challenge for them to tell Chinese stories in English, which also puts forward higher requirements for the English competence of college students.

In recent years, under the background of promoting cultural self-confidence, advocating Chinese culture to go global and calling on the whole nation to tell China story well, contemporary college students, as builders and successors of the great socialist cause, should shoulder the mission of Chinese cultural communicators, widely learn the essence of Chinese fine traditional culture, understand the profound

connotation of Chinese culture, learn to tell stories of Chinese culture in English and introduce excellent Chinese culture to the world.

2. The Need for College Students to Join the Cultural Communication Team

With regard to college English education, for many years, the teaching of college English in some universities focuses on improving the scores of CET4 and CET6, which leads students to learn English with the aim to pass the exam, not to master language skills for daily use. This misunderstanding of English learning results in the difficulties of college students to flexibly apply English, especially oral English for practical communication, so it's hard to make the most of English for cultural communication.

2.1 The New Requirements for College English Education

In college education, there is a lack of curriculum in students' cultural self-confidence cultivation. The relevant courses are few and far between, and professional teachers are relatively scarce. Chinese culture is extensive and profound, but the understanding of Chinese culture for college students is not enough. The reason is that there is no series of courses systematically deal with this content, and because higher education has not really attached great importance to the promotion of traditional Chinese culture before, so college students have not yet formed the awareness to promoting China's fine traditional culture by telling China stories.

In the previous college English education, it gives students more channels to understand western culture and values, but the training and improving the awareness of students to raise the awareness to spread Chinese culture and take the initiative to introduce Chinese culture to the world is a more important and urgent mission for the college education right now.

2.2 The Lack of Talents for the Going Global Mission of Chinese Culture

With Mo Yan's winning of Nobel Prize in Literature, people gradually begin to pay attention to the going global of Chinese culture, but their attention focused mainly on the field of literature and literary translation. Their strength is relatively weak, and the threshold is higher. Master of Translation has trained a group of translation talents, but the minority of whom engaged in the cause of translation and the advanced translators are rare.

Actually, the vast number of non-English majors already have some basic English skills for cross-cultural communication, who can be trained to be the promoters of Chinese culture. In fact, this large group of college students, as the heirs and communicators of Chinese culture, can be trained as the main force and they also has the potential to tell the story of China. They already have the foundation of English after several years of English training, and they have

confidence to communicate with others in the international communication, although their English competence still need a targeted improvement in telling China stories.

Therefore, on the basis of having basic cross-cultural communication skills and understanding of Chinese culture, college English education should focus on cultivating students' ability to tell Chinese stories well, so that they can become the backbone of the going global mission of Chinese culture.

3. Historical Mission of Contemporary College Students

It is the proposition and mission of socialism with Chinese characteristics in the new era, as well as the historical mission of contemporary college students, to inherit and carry forward the excellent traditional culture of China, and constantly enhance the influence and attraction of Chinese culture. Without the inheritance and development of civilization, and the promotion and prosperity of culture, the Chinese dream of the great rejuvenation of the Chinese nation can be hardly realized.

3.1 New Missions for Social Development

At the 19th National Congress of the Communist Party of China, Comrade Xi Jinping pointed out that, "We will improve our ability to engage in international communication so as to tell China stories well, make the voice of China heard, and present a true, multi-dimensional, and panoramic view of China to the world, and enhance the country's cultural soft power". The last of the 100 major projects planned by China during the 13th Five-Year Plan period is "building a team to tell China's story well". How to promote China to the world, and to show China's good image to the world, are not only our country's responsibility in international exchanges, but also the responsibility of each of our citizens, especially the responsibility of the Chinese contemporary college students.

3.2 New Requirements for School Education

In the latest version of the high school new curriculum issued by the Ministry of Education, the promotion of Chinese culture is added into the English subjects of college entrance examination. Students should tell good China stories well in English to reflect the candidate's love of the motherland and the recognition of Chinese culture.

According to the Ministry of Education, in its Outline of the National Medium and Long-Term Education Reform and Development Plan (2010-2020), published in 2010, clearly states that education should adapt to the requirements of opening up the country's economy and society, train a large number of international talents with an international perspective, a good knowledge of international rules, and be able to

participate in international affairs and international competition.

Since the 18th National Congress of the Communist Party of China, Comrade Xi Jinping has told China stories on many occasions at home and abroad, fully demonstrating cultural self-confidence. To carry forward Chinese culture, cultivate cultural self-confidence, telling China stories well in English naturally becomes the historical mission of contemporary college students. A new era of college students who can tell China stories will become the backbone to win the voice of the country and enhance cultural soft power and international competitiveness.

3.3 Inevitable Requirements for the Going Global of Chinese Culture

The 19th National Congress Report mentions that culture is the soul of a country and a nation. President Xi Jinping points out that telling China story is the proposition of the times and the mission of the times. When China is associated with stories, China is not a normal China, and stories are not ordinary stories. In order to establish a system of Chinese and foreign discourse, telling the China stories well has far-reaching connotation of the times and has global significance.

Telling China stories in English will greatly facilitate the mission of the going global of Chinese culture. As the majority of China's young generation, college students have the ability and potential to join the team of promoting Chinese cultural icons, Chinese customs, Chinese sages, Chinese achievement, Chinese arts, Chinese spirit and other fine culture to the world. They should base on the 5,000-year heritage of our culture to tell unique and real China story so as to contribute their strength to the going global of Chinese culture.

4. Conclusion

As a developing country, China need to show to the world a splendid history, a fine traditional culture, a prosperous modern life. Everyone, especially the college students have the necessity to raise their cultural self-confidence in the international communication. We need more Chinese to explain China's policies through interviews and articles in international media, to spread more information to the international community, and to have more Chinese materials and books translated into high-quality foreign languages and to enter the world's intellectual dissemination channels. Therefore, we should train and encourage talents in this field, so that more people can proactively participate in international communication.

Colleges and universities should create an atmosphere to promote traditional Chinese culture, cultivate the cultural self-confidence of college students as well as their English competence in telling China stories, so that more college students can join the team of going global of Chinese culture, spreading Chinese culture and introducing a real China to the world.

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