

# Research on Improvement Strategy for the Intercultural Communication Abilities of English Majors

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**Abstract.** The advent of economic globalization has given rise to the frequent cultural exchanges. In daily work and life, intercultural communication competence has become an necessary ability. Accordingly, new teaching requirements have been proposed for the English majors, who should also enhance their intercultural communication abilities. Therefore, it is demanding to meet the objective demands of social development and international exchanges and cultivate more applied talents that conform to the requirements of new times. Therefore, the author of this paper gives the corresponding exploration into the improvement strategies for intercultural communication abilities.

## Introduction

In the New Era, along with the deepening teaching reform, the college English teaching course has displayed a brand-new outlook. Cultivation of students' intercultural communication ability has become the core target of college English teaching, especially for the English majors. Intercultural communication ability is different from the learning of vocabulary and grammatical learning. It is a long process to enhance this ability. So as to attain this goal, teaching should be combined with training. However, given the issues in the current status of the intercultural communication ability of English majors, it is demanding to take optimization measures to change the existing outlook and enhance the intercultural communication abilities of students.

## Introduction to Intercultural Communication Ability

Simply speaking, intercultural communication is also a communicative behavior. Intercultural communication ability refers to the communication among the people from different countries and nations and with different cultural background. It includes two aspects, namely, the interpersonal communication and the communication between individuals and the public and groups. Communication is a process to deliver information. This process is formed by different languages. Communicative ability was first proposed in 1972m which consists of two elements, namely, grammaticality and acceptability. The development of intercultural communication ability has undergone a long process. In the new age, it mainly contains the three abilities, including communicative ability, language ability and pragmatic ability. Therefore, special attention should be paid to these three abilities when enhancing the intercultural communication ability of college students. By taking these three abilities as the starting points, it is demanding to cultivate students' ability of resolving various issues and enhancing their intercultural communicative ability.

## Measures for the Improvement of Intercultural Communication Ability of English Majors

The training of intercultural communication abilities could help the college English majors understand the relevance between local culture and language, help them overcome the obstacles in intercultural communication and enhance the corresponding skills. In college English teaching, it is urgent to take various effective measures to enhance the intercultural communication ability of students, which demonstrates the conformity with the objective rules of era development, the inevitable trend of the development of economic globalization and the necessary path for the

improvement of college English teaching. Therefore, the author of this paper offers an investigation in this regard.

**Cultivate the Intercultural Communication Ability of Students on the Basis of Multi-media Auxiliary Instruments.** In the new era, along with the scientific and technological development, multi-media, which has been widely applied to teaching, is playing an irreplaceable role, thus changing the current status of classroom teaching, enriching the teaching method and content and greatly enhancing the efficiency and quality of classroom teaching. In the college English teaching, teachers often take the text content as the basis, make the corresponding PPT courseware and apply the slide for auxiliary teaching. In general, teachers will add some pictures and texts in PPT to make the content more vivid, attract the students, drive their learning initiative and obtain better teaching effect. For English teaching, the increase in students' intercultural communication ability is intimately related to the sound language environment. In classroom teaching, teachers can fully utilize the multi-media technology to simulate the real social scene and create a better language environment. The virtual real scene will help students change their thinking model and gradually learn the language course with English thinking pattern. Teachers can turn the corresponding classroom into an important site for language learning. In such environment, students can flexibly apply their English thinking model so as to lay a solid basis for the increase of their language proficiency, expression and application ability. Besides, to help students better understand the culture of different countries, teachers can add the cultural knowledge related to this word in their PPT by means of the multi-media auxiliary instrument. While helping students better grasp the new words, teachers should also enhance the understanding of students about the culture of different countries so as to avoid the misunderstanding of the meanings of speakers caused by cultural background. More importantly, students will be able to express their ideas with the knowledge they have learned during intercultural communication.

**Cultivate the Intercultural Communication Ability of Students by Taking Teachers as the Bond.** In a sense, the language competence and understanding of culture of college English teachers have profound influence on the cultivation of the intercultural communication ability of students. On this basis, in English class teaching, teachers should serve as the medium between English and the mother tongue as well as the instructor and assistant so as to help students better express their ideas in English. At the same time, in English class teaching, teachers should introduce the relevant cultural knowledge at the proper time and acquire the appropriate understanding of these cultural knowledge. Besides, teachers should also pay attention to the correctness of the language forms and the appropriateness of English in its application process. In their spare time, teachers should value the enhancement of their skills, read more books and carry out well-targeted practical training so as to gain a deeper understanding of the language and culture of different countries and apply what they have learned to practice.

**Cultivate the Intercultural Communication Ability of Students by Taking Extra-curriculum Time as the Bridge.** It is necessary to offer correct guidance to the students and cultivate their intercultural communication ability by taking the extra-curriculum books as the medium. Teachers can ask the students to read more British and American literature works. In classroom teaching, teachers can also recommend some classical reading materials to students and ask them to pay attention to the cultural difference. At the same time, students are also suggested to preread some journals of English version so as to enhance their understanding of the social issues. It is also beneficial to offer the professional seminar of different kinds in order to help students conduct comparative analysis of language and gain insights into the cultural difference in different countries.

**Constantly Arouse the Learning Interest of Students and Strengthen their Communication Ability.** In a sense, interest is the best teacher of teaching. In classroom teaching, it is demanding to constantly arouse the interest of students, inspire them to participate in the relevant intercultural communication activities in a proactive attitude and enhance their communication abilities in the specific situation. In the whole teaching process, teachers should consciously introduce a certain amount of cultural teaching and integrate them with the classroom teaching; optimize the course

content and introduce the intercultural communication-related courses, such as intercultural communication and business communication. At the same time, a number of other means, such as English poem competition and English corner should be adopted to constantly overcome their internal obstacles and enhance their listening and speaking skills.

**Cultivate the Speculative Thinking of Students and Strengthen Their Pragmatic.** The application of language is very flexible, as evidenced by the fact that a sentence can be expressed in many ways. However, in the process of language application, influenced by their mother tongue, the students find it difficult to convert from different thinking modes. It is necessary to make quick responses so as to avoid the pragmatic word loss. In classroom teaching, it is essential to pay attention to the instruction of different knowledge and place listening and speaking at important positions for the purpose of consolidating the existing language abilities of students. At the same time, the diversified communication context is set with the Chinese and western cultural knowledge integrated and students' communicative ability constantly enhanced. Besides, it is also of prime importance to cultivate the speculation awareness of students and adopt diversified methods to improve their pragmatic competence.

**Intensify the Learning of Language Knowledge and Consolidate Their Verbal Ability.** In the college English teaching, it is important to pay attention to the theoretical knowledge of language so as to lay foundation to the increase in verbal competence, avoid communication failure so as to provide strong support for the successful implementation of intercultural communication activities. Students are guided to integrate into the English learning environment, overcome their psychological barriers and speak English out through various channels. Teachers can also help students choose the quality English learning websites and fully utilize the various network information resources and learn by themselves. In this regard, students have been possessed of the language competence for consolidation.

### **Suggestions for Enhancing the Intercultural Communication Abilities of English Majors**

In the process of enhancing the intercultural communication abilities of English majors, it is demanding to pay attention to some aspects. First, in college English teaching, teachers should simulate the real intercultural communication context, change the existing contextualized thinking ability of students, cultivate their inclination to the cultural environment of other countries and enable them to participate in the intercultural communication by taking the diversified language thinking as the basis. In classroom teaching, teachers should appropriately add some extra-curricular practical activities in order to arouse the students' attention to the cultivation of language usage. After class, students should be encouraged by their teachers to read more newspapers about English to expand their scope of knowledge and help them integrate with the different cultural context. Second, the course setting of college English. The features of diversified quality education should be fully demonstrated. In the long run, English, as a useful instrument, can be applied to the work and life of students. With a correct understanding of the exams related to English, the college English teaching will advocate the integration between intercultural practice with teaching tasks. Third, in the process of college English teaching, teachers should formulate the elastic teaching model to reasonably adjust the teaching structure, respect individual difference and teach students in accordance of their English level and aptitude. At the same time, it is also demanding to meet the objective requirements of intercultural communication.

### **Conclusions**

To sum up, against the backdrop of economic globalization, it is necessary to constantly improve the intercultural communication ability of English majors, which is conducive to enhancing the abilities of teachers, improving their teaching method and increase the efficiency and quality of classroom teaching as well as to cultivating more specialized talents needed by the market, helping students combine theory and practice and mastering a certain amount of English skills. It is worth-noticing that in intercultural communication, one must treat the culture of other countries

with an inclusive and open attitude. In the process of intercultural communication, it is of prime importance to overcome the thinking model of mother tongue; in the long run, there is a long way to go. The intercultural communication ability of English majors could be truly enhanced, thus advancing the improvement of English teaching in China.

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