

Students' Cross-cultural Awareness Cultivation in English Teaching based on Computer Multimedia Technology

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Abstract. English learning is not only to learn language knowledge such as grammar, pronunciation, and oral English. In order to improve English quality and English communication ability, students have to learn and understand English culture and history. Study English language countries culture, lifestyle, ideas and students can use English at ease. So in English teaching, in order to improve students' comprehensive application ability in English, strengthen the cultivation of students' cross-cultural awareness, let the students correctly use English under the condition of understanding English culture. Improve students' English cultural qualities and intercultural communicative competence. Nowadays with the development of science and technology, multimedia network technology with computer as the core has become a necessary auxiliary teaching technology in teaching. It plays an irreplaceable role especially in language teaching. This paper discusses how to use computer multimedia technology to cultivate students' cross-cultural consciousness in English teaching.

The application of multimedia technology in classroom teaching is an important characteristic of modern teaching methods. Multimedia network technology with computer as the core is widely used in subject teaching in every stage. Especially it has played an important role in the field of language teaching. Constructivism teaching theory argues that students are the main body of cognition and information processing. So students' learning process is the initiative building process of knowledge. This theory emphasizes the subject status of students in teaching process, and requires carrying out teaching activities with students as the center. In multimedia network teaching, students can use computer to organize learning, build a learning environment of good adaptability, and adjust learning plan and schedule according to actual demand. In English multimedia network teaching, we should combine with network, design a new teaching mode, pay attention to improving the students' subjective initiative and cognitive ability, and create conditions to cultivate students' cross-cultural communication awareness.

THE APPLICATION OF MULTIMEDIA TECHNOLOGY IN ENGLISH TEACHING CLASSROOM

Multimedia network technology is the core of modern education teaching techniques. Modern multimedia teaching has benefits like optimized teaching process, rich teaching resources and improved teaching efficiency, etc. English teaching should not only teach English knowledge, but also attach great importance to English culture background, social communication, oral English teaching, to cultivate students' English comprehensive application ability, which is the core aim of present English teaching. In the process of English teaching, English language culture teaching is an indispensable teaching content. Linguists Chomsky once said: "language teaching is actually a kind of cultural teaching". Language cannot be separated with culture, and culture is attached to language. In a sense, language is the product of a culture type. A national language and culture are closely linked and inseparable. So English teaching is not only to increase students' English language knowledge and improve students' English express ability, but also requires teachers to lead students to mine cultural information from English language articles. In English language and culture teaching, teachers can make use of the advantages of media technology, such as graphic

elements and animation, and infiltrate the US and UK national social culture and language habits in English language classroom teaching. Let students broaden their cultural horizons in learning English language knowledge at the same time, and students' learning and understanding language and culture is of great help to improve their English communication ability.

For example, some festival cultures in western countries are different from ours. Each country has its own unique festivals. One more grand festival is Thanksgiving Day. Thanksgiving Day is a unique western festival. Teachers in teaching this part can use multimedia devices to play a video clip of Family Album USA. Stewart families on Thanksgiving Day are around the table to eat. Turkey and pumpkin pie are the most interesting foods at the dinner table, and families greet each other: "Happy Thanksgiving Day". The entire picture shows a busy festive mood. Multimedia graphic, animation and other advantages may generate a comprehensive stimulus to students. Students can realize the immerse feeling in using visual and auditory abilities. This is very good for arousing students' interest in learning. Students can really realize western festival culture through multimedia animation display, and thus produce seeking knowledge desire, and actively explore western culture, such as the origin of Thanksgiving and Thanksgiving customs. Then they may have a deeper understanding of the social culture of western countries.

When there are cultural background differences, the word meaning and metaphor of English also have many differences, so in addition to introduce social culture in English culture teaching, we must focus on cultural connotation of English vocabulary. In different cultural backgrounds, the same word may represent different meanings. If communicators don't understand key words' culture and context in the process of specific communication, it is easy to cause deviations in understanding, and eventually lead to communication failure. For example, "They are willing to talk Turkey and end the war". Turkey is common in the west, but the Chinese know little. It is hard to understand the words on the lexical meaning. What is the relationship between Turkey and war? Key vocabulary cultural connotation is required here. Western countries people are inspired by Turkey courtship behavior directly, so the phrase is to describe "straightforward, frank." In addition, different cultural background may cause differences in values and ways of thinking. These are reflected in language. For example when praised by others (" What delicious food you 've made "), due to differences in Chinese and western ideas, the Chinese will answer "there are nothing special" to be modest; While westerners will answer "Thanks. I am glad you like it" to say thank you. So by comparing, the striking differences of Oriental culture and western culture can be seen. Teachers in the process of English teaching should make Chinese and western culture comparison in combination with the teaching content to cultivate students' cross-cultural communication consciousness.

MAKE USE OF NETWORK MULTIMEDIA AUTONOMOUS LEARNING

With the development of network information technology, people's way of thinking and behavior habits have made great changes. The popularity of network has brought great convenience for students' learning and has become the second classroom for students. Now network autonomous learning is one of the important channels for students learning task. Through the application of multimedia network technology, students make English listening and speaking training effectively. First, compared to text study materials, online learning materials are broader and more diversified, and provide students with personalized learning required information. Whether it is cultural context and the expression of idioms, as long as searching through the network, students can quickly find a lot of related information. This helps students solve learning problems. Second, teachers can open network English culture course combining with curriculum courses need, such as European culture, British and American general situation, selected readings in British and American culture and so on. Provide more opportunities for students to understand English language and culture and conditions. Let students further understand Chinese and western cultural differences. In order to draw students' attention and improve student's Study enthusiasm, teachers can make use of multimedia course-ware to set up diversified learning modules for English culture study, such as Case Study (communication instance), Fun Time (happy moment), and Basic Values to meet the different needs of students. Again, teachers can recommend some representative British and American literature,

weekly magazines and other material to students. Ask students to widen their view of western culture and improve their cultural accomplishment and cross-cultural communication ability. In addition, teachers can regularly show English original movies to let students appreciate British and American countries culture through films and improve their ability of cross-cultural communication. Finally, if possible, schools may build network spoken English communication platform for the students to have the chance for online communication and interaction in order to improve students' English communicative competence.

BUILD LANGUAGE ENVIRONMENT WITH MULTIMEDIA TECHNOLOGY

Constructivism teaching theory emphasizes students' subjectivity, the initiative of study and learning situation construction. During the construction of learning situation of students, students perceive external information on the basis of original knowledge structure and learn through variability building of the new knowledge. Especially in English teaching, the construction of classroom English language environment allows students to experience English society in the real world. This is an important means of cultivating students' intercultural communicative awareness; at the same time it is also an effective way to improve students' English application ability. In oral communication, the speakers and listeners can only reach communicative purpose under common cognition and understanding conditions. In English communication, English grammar is not fixed in practical application. It is influenced by social role and customs culture. At the same time it also will be affected by dialogue time, place, topic and communication both sides' personality and emotion. So in oral English classroom teaching, it is necessary to build real English communication environment and develop students' ability to grasp the context. Students' correct understanding of context is the key to oral English teaching to improve English language ability. It is an important approach to cultivate students' cross-cultural consciousness. Computer multimedia technology can simulate a real scene with a combination of elements such as a sound, image, animation. The teaching method is vivid with strong intuition, which can fully demonstrate social culture of English language countries to students. Student in the simulation of real scene can rationally feel English language and culture of the country, and then under teacher's guide, students are required to do oral practices like express their opinions, situation dialogue and picture talk combining with language materials. In addition, teachers can encourage students to make imitation show according to the scenario in multimedia. Integrate classroom teaching into actual life scenario. This can stimulate students' interest in learning English cultural knowledge in real practice. Using multimedia technology to build English language situation can not only make students learn the expression in different contexts, stimulate Standard English communication methods, but also increase English cultural knowledge. What is more important is that it can transform students' mastered language knowledge into communicative competence effectively. This avoids the phenomenon of "dumb English" and let students speak English. Students can use "standard English" in language communication. Improve students' cross-cultural communication ability and let them become veritable English applied talents.

CONCLUSION

English teaching, in a sense, is also a kind of culture teaching. English teaching purpose is to cultivate students' English comprehensive application ability. Oral communication is a teaching key and a teaching difficulty. To really master a foreign language, students have to learn language and culture. Learn the language country's history and culture and customs, which is very critical to improve oral communication ability. Teachers in the process of English teaching must pay attention to cultivate students' intercultural consciousness, improve students' English cultural quality, and improve their ability of cross-cultural communication. Under the background of current information age, computer, as the core of multimedia network technology, is an important auxiliary means in various disciplines teaching at each stage. It plays an important role in improving teaching quality and teaching level. So to the cultivation of students' cross-cultural awareness in college English

teaching should make full use of multimedia network technology. Make full play to the advantages of multimedia network technology with a variety of ways to cultivate students' intercultural consciousness and improve students' cross-cultural communicative competence.

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