

# **Cultural Transmission Problem with Cultural Globalization Angle in the Expansion of the Second Language— Take International Promotion of Chinese as an Example**

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**Abstract—** Under the new background of the cultural globalization's development, advocating multicultural coexistence and the fusion development of culture. Language is the carrier of culture, countries disseminate culture through their second language in the process of cultural integration development. However, cultures which are not superior are being misunderstood and lack of culture-confidence by disseminator in the process of transmission .Culture disseminator has international feelings, can objectively treat cultural differences, enhance self-confidence of their national culture, and so on. They are the way of cultural transmission during second language promotion. Then culture spread can be more rational and interactivity to others, and thus more likely to be accepted by others (including advantage literacy). Finally, we can truly achieve a variety of culture and other cultures eclecticism and complement with each other, innovate culture in the absorption and transformation, in order to adapt to the development of globalization and diversification requirements.

**Keywords-** *Cultural globalization, Second language, Culture transmission, Multicultural coexistence, Fusion development*

## **1. INTRODUCTION**

With the promotion of globalization, the world gradually narrowed into a "global village". Communication and interaction between each country and each nation become increasingly frequent. As the most important human communication and thinking tool, language is the most direct and effective way of communication between people. Therefore, all countries opened a second language education in their universities, primary and secondary schools, kindergarden. While language is the carrier of culture, the essence behind the language is culture, the essence of language transmission is culture dissemination. Thus cultural globalization has become the inevitable outcome of the cultural exchange and progress today. The international integration and development of social and cultural produced direction of era culture development innovation, and have far-reaching influence on the cultural development of all countries, especially some cultural power, need to break through the monopoly of traditional culture development pattern, focus on the integration of regional culture and development, make its compatibility with international color.

## **2. Development background of cultural globalization**

Culture blend mutually with politics and economy under the background of globalization, and its' position and role of the competition in overall national strength has become increasingly apparent [2], culture has become a symbol of national soft power. American professor Joseph Nye, once said: "a country's comprehensive national strength includes both by "hard power", including economy, science, technology, military, and so on, also includes "soft power".The attraction of ideology and culture. Soft power centered as cultural influence, ideological influence, the influence on the system arrangement and influence in foreign affairs. "[3] Cultural soft power of a country is decided by the country's cultural identity and influence in the international community. Therefore, nowadays, all countries pay attention to the spread of national culture, make efforts to develop and enrich its cultural transmission. China is also try to "promote Chinese culture to the world ", and carry out multi-channel form, multi-level foreign cultural exchangeactivities".

## **3. Cultural features under the globalization background, multicultural coexistence, fusion development**

Generalized culture refers to all the material civilization and spiritual civilization created by the human society. Chinese scholar,Liang Shu-ming pointed out that culture contains three aspects:spiritual life level, such as religion, philosophy, aesthetics, etc.; social life level, such as social ethics habits, political system, the basic economic relations, etc.; material life level, such as clothing, diet habit, technology, etc.

Today's world is a worldofmulti-ethnic coexistence and development.The diversity of

social group existence determines plural homophobia of culture. Humans are able to continue to develop, because of the absorption and abandon of national culture between each other.

In addition, we must clearly recognize that all countries, all nations cannot be treated as advantage and disadvantage.Meanwhile, any national culture can't be perfect. In the long-term development of the national culture, due to the influence of many factors and constraints, they have many excellent cultural essence. At the same time, inevitably there are negative things.

## **4. Problem of Culture transmission in the promotion of second language**

As the carrier of culture, the promotion of language inevitably spread the culture. Using the second language to promote the national culturehas become the common choices of many countries to strengthen the construction of cultural soft power. Using foreign language to promote and spread their national culture, is conducive to its cultural communication with other countries, promote mutual understanding of all countries in the world.

Every country, every nation has its own unique cultural phenomenon, cultural characteristics. When we teach foreign students our own native language as a second language, we often introduce with full emotion, but often being misunderstood as "showing off", or "cultural expansion of the great powers", causing some countries threat theory and other error, led to "De-politicization" approach in education.

When face sensitive issues from country to country, between nation and nation, teachers of a second language shall adopt the way of "De-politicization" and to avoid the disposal, and always give hints. This also reflects confusion and fear of the disadvantage culture in the process

of cultural globalization. It is difficult performance of national and its culture.

### **5. Outlet of Culture transmission in the promotion of second language**

According to the view of the research paradigm of humanism, culture is not an entity or structure with priority, but people keep building up the meaning of the interpretation system in the process of experiencing life. Culture as a meaningful interpretation system is not a static system, habits or traditions, but a process of continuous development and change. As a kind of meaning construction process, the generation and development of culture, change is inseparable from mutual comparison and interaction.

Based on this point of view, in the teaching of second language, the significance of the national culture can't completely explain by the national teacher, the spread of some culture also can't completely controlled by the teachers of this country. Culture is a two-way meaning construction, which is made in the continuous interaction between teachers and students and cultural contrast. Therefore, the author thinks the outlet of Culture transmission in the promotion of second language can be considered from the following three aspects:

5.1 Second language teachers should have the international feelings. On the one hand, as a second language teacher of an international school, should have broad field of vision of international educators, and can not have any provincial national concept, try to establish a democratic, equal and friendly relationship with students. We believe every culture is equal. We will not force others to accept our culture, but just let him know our culture, see all kinds of cultural differences. On the other hand, here to quote the concept of "cultural consciousness" proposed by Fei Xiaotong, namely people live in a certain

culture not only should be familiar with the culture of their own "origin and formation process", but also to understand their own culture "characteristics and its development trend".

From a certain perspective, the international feelings and domestic position is not opposite. To a large extent, international feelings make teachers' own position more rational and interactivity, and thus more easily accepted by others. At the same time, teachers standing in such a position, help foreign students to open field of vision from a unique perspective, and help them to realize their own limitations and the diversity of the world.

5.2 Be objective to cultural differences. Understand cultural differences by comparison with culture, know the enemy and know yourself. We can find the premise of cultural exchange by searching and exploring the commonality between different cultures. By understanding differences, in order to reduce the conflict in intercultural communication. Most of the time, ignore the cultural conflict is the result of cultural differences. "Understand others does not mean to indicate their similar with us, but to understand and respect their differences with us." [9] Culture is not a kind of infuse with purpose, but to keep a kind of equality of spirituality and two-way communication under the guidance of spirit dialogue.

5.3 Strengthen cultural self-confidence. A nation can only keep their own unique national characteristics in the long historical development when maintain self-confidence and a sense of pride for their own national culture. As Sweden Sinologist Ma Yueran has said: "I think that the contemporary Chinese people should have confidence with their own culture. Chinese culture is not the most of ancient culture, but is the only culture which hasn't been cut out during three thousand years. Chinese people should have

a confidence and pride of culture..... Now the Chinese are proud of their achievements of economic development. I hope one day, China is also proud of their new cultural achievements." [10] President Xi Jinping mentioned "cultural confidence" when talked how to improve the national cultural soft power. He said: "the Chinese nation created a splendid culture, profound across time and space, beyond the nation, has the eternal charm of the contemporary value.

## 6. Conclusion

Any kind of culture in the world become long-term development must have its unique advantages and strengths, can offer a valuable resource for human beings. [11] Edge cultural country people have to give up cultural bias, and see the necessity and value of existence of colorful culture. The disadvantage culture disseminators have international feelings, and objectively face the cultural differences, rationally and confidently be disseminator of their own culture. This will help all kinds of culture complement with each other in the absorption and transformation of innovation culture, to adapt to the development of globalization and meet diversification requirements.

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