

Analysis on the Strategies of Cultivating Intercultural Communication Ability in College English Education

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Abstract—In the process of college English teaching, the traditional teaching method is becoming unable to meet the needs of the current era, and it is difficult to better cultivate intercultural communication ability of students, which seriously affects the teaching effect and cannot meet the needs of the current era. Therefore, in the work of college English education, teachers should attach importance to the cultivation of intercultural communicative competence of students, follow the principle of scientific development, draw up perfect plans and innovative education forms and methods, so that students can correctly master intercultural communicative competence according to the cultural background and characteristics of other countries, improve the overall level of education, and lay a solid foundation for their subsequent development.

Keywords—college English education; intercultural communication ability; training strategy

I. INTRODUCTION

Under the background of economic globalization, international exchanges and cooperation have gradually increased. Globalization has become the current trend of the times. English is a global language and plays a more important role in the process of international development. However, due to the influence of cultural differences and background differences, it is easy to encounter language barriers in the process of intercultural communication. In the process of intercultural communication, China is short of talents with high professional skills and cannot improve the level of intercultural communication. Therefore, in the process of English teaching in colleges and universities, it is necessary to set up correct concepts and consciousness, carry out reform and innovation on teaching ways and methods, comprehensively improve the overall effect of education, give full play to the positive role of intercultural education in all aspects, and achieve the expected teaching purpose.

II. THE IMPORTANCE OF CULTIVATING STUDENTS' INTERCULTURAL COMMUNICATION ABILITY IN THE COURSE OF ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES

A. It Is Helpful to Stimulate Interest of Students in Learning

In the past English education work, teachers only paid attention to the formation of language knowledge and related skills for students, and the educational content was rather

boring. In intercultural communication education work, teachers can be reasonable in the teaching activities for cultural differences and intercultural related knowledge, enrich the content and form of classroom education, integrate grammar content, word content and sentence pattern content into intercultural teaching, and guide students to better master the customs and habits of different cultural backgrounds by diversified education methods and cases. In order to cultivate good thinking of students in English learning and enhance their intercultural communicative competence, knowledge-based education should be used to change the previous education mode, so as to enhance the comprehensive quality of students.

B. It Is Helpful to Enhance the Language Communication Ability of Students

Language competence is very important in College English teaching, and it is the main support to cultivate intercultural communicative competence for students. In the process of traditional college English teaching, teachers only pay attention to students' learning of theoretical knowledge and grammar knowledge, and fail to guide students to understand the language and cultural background and characteristics of other countries in a reasonable way, which seriously affects the overall educational effect and it is difficult to meet the current needs of talents in society. During the course of English education in colleges and universities, cultivate intercultural communication ability of students, enhance the reliability and effectiveness of educational work, and give full play to the positive role of various teaching methods in college English education. For example, in the work of English intercultural education, students can be guided to fully understand the differences of different languages cultures, form the different mode of thinking, master the semantic content, fully respect the historical and cultural traditions of western countries, and guide students to establish correct intercultural communication awareness and enhance their communicative competence under the circumstances of improving the educational effect.

C. It Is Helpful to Improve Comprehensive Quality of Students

In the course of teaching, English teachers in colleges and universities carry out the training work of intercultural communication ability, which helps to improve their comprehensive literacy. In addition to enhancing the language

knowledge and skill mastery of students during this period, it can also better improve the cross-cultural use of English knowledge, meet the current actual teaching requirements, and enhance the overall educational work effect. Teachers should adopt reasonable ways to carry out cross-cultural education and teaching, guide students to establish correct concept of consciousness, and improve their intercultural communication ability, enhance the learning effect, in addition to being able to meet the demand of the cultivation of intercultural communication ability, they can also improve comprehensive quality of students, ensure that they meet the requirements of relevant English education and achieve the desired teaching objectives.

III. ANALYSIS OF CULTURAL AND EDUCATIONAL PROBLEMS IN COLLEGE ENGLISH TEACHING

In the English teaching of colleges and universities, teachers fail to establish a correct concept and consciousness, and often there are problems in cultural education, which seriously affect the teaching effect and cannot meet the talent cultivation needs under the current era background. Specific teaching problems are as follows:

A. Teachers Lack Correct Educational Concepts

Although many English teachers in colleges and universities in China and the relevant educational administration institutions have fully realized the importance of intercultural education, they have not been able to implement it in practical work, and there are differences in research and practice in all aspects. In the past teaching work, teachers only paid attention to the education of language knowledge, and created related educational models such as word analysis, explanation and sentence pattern training, and failed to fully realize the importance of cultural education. First of all, English teachers fail to master intercultural knowledge and fail to actively learn the cultural background and differences of different countries. They have less knowledge of language and culture, low level of practical operation and insufficient knowledge of intercultural communication, which makes it difficult for them to meet the current teaching requirements. Secondly, teachers have low cultural penetration and fail to participate in relevant intercultural communication activities and practices, which lead to the decline in the effectiveness of education and the failure to better cultivate talents needed by society. Finally, teachers cannot reasonably implement cultural education in the course of teaching. Although in the course of classroom education, teachers can reasonably explain the knowledge of festivals and customs in western countries for students, but they fail to carry out educational guidance according to the specific characteristics and actual situation of intercultural communication seriously affects the rationality and scientific nature of teaching in all aspects, and it is difficult to meet the current development needs of the times.

B. Analysis of Learning Problems for Students

At present, in the English teaching of colleges and universities, students are the main body of classroom activities. However, many students lack correct learning concepts and

attitudes, which cannot improve learning enthusiasm of students and seriously affect the learning effect. First of all, at present, many students have not established the concept and consciousness of learning intercultural knowledge. They only attach importance to reading, writing and translation, and ignore the improvement of intercultural communication skills in all aspects, resulting in poor learning effect. In the process of learning English knowledge, many college students only pay attention to the learning of knowledge related to CET-4 and CET-6. They believe that as long as they increase vocabulary and master basic grammar, they can meet the learning needs. However, in the absence of correct learning concepts, it is difficult to improve their intercultural communication ability [1]. Secondly, students fail to fully grasp the cultural background characteristics of other countries during the learning of English knowledge. Although many teachers have begun to infiltrate intercultural knowledge in practical education, it is easy for students to fail to learn intercultural knowledge better due to their limited learning time and lack of enthusiasm and interest, which seriously affects the overall effect of education. Finally, in the process of cross-cultural knowledge learning, students fail to comprehensively improve their enthusiasm and consciousness, lack of correct concept and consciousness, and cannot actively study cultures of other countries. Due to the influence of exam-oriented education concept in the process of college English education in China, the educational effect and level are reduced, and it is difficult to meet the current actual learning needs, leading to the decline in the quality and level of college English education [2].

C. School Problems

In the work of English education, colleges and universities fail to establish correct concepts and consciousness and lack scientific and rational forms of education, which seriously affects the reliability and effectiveness of all aspects of education. On the one hand, colleges and universities fail to fully realize the importance of cultivating students' intercultural ability, and fail to provide teachers with practical operation space and educational infrastructure for intercultural communication teaching in a scientific way, which seriously affects the teaching effect of all aspects and cannot meet the current teaching needs. In addition, and in the aspect of textbook design, there is no proper way to deal with textbooks, and no application of intercultural communication knowledge, which leads to the decrease of reliability and effectiveness of education, and it fails to guarantee the overall effect of English teaching [3].

IV. THE TRAINING MEASURES OF INTERCULTURAL COMMUNICATION ABILITY IN COLLEGE ENGLISH TEACHING

In the process of English teaching in colleges and universities, teachers should draw up a perfect plan, cultivate intercultural communication ability of students in a scientific and reasonable way, comprehensively improve the effect and level of education, and give full play to the positive role of intercultural communication education. Specific teaching measures are as follows:

A. *Enriching the Content of Textbooks*

In terms of English education, colleges and universities should attach importance to ability of students to understand the culture and language of other countries, pay attention to the cultivation of intercultural communication ability for students, and create a scientific English education system through the reasonable design and enrichment of teaching materials to meet the current needs of intercultural communication ability cultivation. In the aspect of English language teaching, colleges and universities should select the teaching materials correctly and arrange them reasonably, which fully reflects the cultural differences among different countries, mainly reflected in the language differences. First of all, in the textbooks, authentic intercultural communication dialogue content should be designed to create a good situation. In the case of real life restoration, the teaching content should be correctly selected in combination with the educational purpose, increase students' mastery of language and intercultural knowledge, organically integrate the content of language knowledge and cultural background knowledge, and highlight different cultural characteristics[4]. Secondly, for students, the cultivation of intercultural communication skills should pay attention to the rational arrangement of the content of teaching materials in all aspects. In addition to increasing vocabulary and grammar, it is also necessary to reasonably supplement intercultural knowledge points to guide students to comprehensively understand the language and cultural background of different countries. In this process, there are many cultural background knowledge contents, including politics, religion, science and technology, music, literature and art, nationality and so on. Teachers need to guide students to have a comprehensive understanding of the thinking methods and customs of other countries in the teaching process, so that they can form a good thinking consciousness and consider problems from multiple perspectives. Finally, in the process of selecting and arranging textbooks, college English teachers should summarize rich experience, follow cognitive and learning rules of students, guide students to form a sense of identity for intercultural knowledge, and learn intercultural knowledge step by step to lay a solid foundation for their subsequent development [5].

B. *Building a High-quality Team of Teachers*

In practical teaching, college English teachers should pay attention to students' intercultural knowledge learning, so that they can establish a correct concept and consciousness, intensify the reform and innovation of classroom education, form a subjective guidance form, better innovate the concept of education and improve the teaching effect. In this process, teachers should innovate and reform their own educational concepts, change their previous educational concepts and methods, break the limitations of traditional teaching modes, and integrate cultural knowledge with linguistic knowledge organically [6]. For example, in the process of college English teaching, teachers need to explain cultural background knowledge to students according to the teaching content, so that students can better feel and experience the differences between foreign and local cultures in the relevant context, understand the differences between each other and conduct better education. At the same time, teachers need to reasonably integrate western culture into educational work according to

teaching purposes, so as to comprehensively improve students' learning effect of intercultural knowledge, make the language more standardized, form a good awareness of intercultural knowledge learning, and enhance the educational effect. In addition, during college English teaching, teachers should guide students to learn intercultural knowledge actively and purposefully, guide students to participate in language practice activities, and comprehensively learn intercultural knowledge in the process of practice, so as to improve knowledge experience and feeling ability and meet current teaching needs [7].

C. *Cultivating Ability of Students to Distinguish Cultural Differences*

English teachers in colleges and universities should follow the principle of scientific development in their teaching and pay attention to the cultivation of intercultural communication ability for students so that they can form a higher ability to distinguish cultural differences. In addition to increasing the amount of intercultural knowledge, it is also necessary to pay attention to students' ability to distinguish different cultural knowledge, so that they can establish a correct world outlook and values [8]. On the one hand, teachers should pay attention to different culture in English education work in the student study the intrinsic influence of intercultural knowledge, increase the channels of the transmission of cultural knowledge, enhance cultural education administrative levels, and ensure that students are better guided in learning western cultural knowledge, strengthen their enthusiasm for learning and create a better cultural atmosphere. On the other hand, in English teaching, teachers need to follow the development principle of keeping pace with the times and improve the level of education. For example, during English teaching, teachers need to provide students with cultural materials from other countries. In the process of introducing western culture to students, they should pay attention to guiding ideology and ideas, distinguish between right and wrong of culture, and form good idea consciousness and thinking ability, and ensure that the level of intercultural education work is comprehensively improved [9].

D. *Making Reform and Innovation of Teaching Methods*

In the English teaching of colleges and universities, teachers should sum up the rich experience, follow the development principles of scientific and rationalization, and comprehensively enhance the effect of education. In the intercultural communication education, teachers should apply multimedia technology and network information technology in teaching according to the characteristics and needs of the current era development, understand the current development trend and the objective needs of intercultural communication, and create an information-based education model. In the process of teaching, teachers should reasonably use the MOOC method, play audio and video for students in a targeted manner, create a good educational situation, and conduct teaching guidance intuitively and vividly, highlighting the charm of language education, improving the learning effect and level of students, and meeting the current educational requirements[10].

V. CONCLUSION

In the process of English teaching in colleges and universities, teachers should summarize rich experience, establish correct concepts and consciousness, create scientific and reasonable education mode, and ensure the overall improvement of teaching effect. During this period, the content of intercultural knowledge in textbooks should be enriched; teaching ways and methods should be innovated, so that students can better learn intercultural English knowledge. At the same time, teachers should follow the principle of scientific work, attach importance to intercultural knowledge and communicative ability of students, and form a good educational optimization mechanism.

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