The Construction of English Teaching Mode in Colleges and Universities under the Background of Cross-cultural Communication

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Abstract: With the deepening of economic globalization, trade contacts among countries are becoming more and more frequent, and the relationships among countries are getting closer and closer. In this case, English, as the common language in the world, naturally occupies an absolute position. As an important position to cultivate talents, colleges and universities should actively take responsibility and attach importance to the cultivation of applied talents, so as to create brilliant achievements for the development of our country. Mastering English language skills has a far-reaching impact on students’ growth and development, and can make students have more choices in the future. Based on the background of cross-cultural communication, colleges and universities need to innovate classroom teaching mode, pay attention to the cultivation of English applied talents, so that students can make continuous progress and development in the process of English learning. Based on the existing problems in College English teaching, this paper analyzes the importance of cultivating students’ cross-cultural awareness and discusses the construction of College English teaching mode under the background of cross-cultural communication, so as to enhance the value of College English teaching and promote the comprehensive development of students.

Keywords: Cross-cultural background; College English; Teaching mode

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Based on the background of cross-cultural communication, colleges and universities need to make clear the English teaching objectives, find out the teaching direction and follow the development trend of the times, so as to ensure the construction of a good learning environment and enable students to obtain substantial gains in learning, thus promoting students’ comprehensive development. As an important course, English has a great influence on students. Colleges and universities should pay attention to the reform and innovation of English curriculum, let students enjoy high-quality teaching service, ensure that students really master English knowledge and flexibly apply what they have learned into practice, so as to improve students’ learning effectiveness and promote their English ability.

1. The Analysis of the Problems Existing in the Current English Teaching in Colleges and Universities

In the current college English teaching, there are still some problems to be solved urgently. From the perspective of teachers: some college English teachers do not pay attention to the cultivation of students’ English ability, and more often explain theoretical knowledge to students according to the content of teaching materials. As a result, students’ English level has not been improved due to the solidification of teaching methods. Secondly, some college English teachers often sing “monologue” in the classroom, are indifferent to the students’ learning state and ignore the students’ learning feelings. In addition, some college English teachers neglect the importance of oral teaching, resulting in the lack of oral English training for students, making the phenomenon of “dumb” English and “Chinglish” prominent. From the perspective of students: most college students lack the language environment and seldom use English in their daily life, which affects their learning enthusiasm and causes them to pay less attention to English learning. English is a language discipline, covering a wide range of knowledge, students need to master and remember more knowledge points, so many students think that English learning is too difficult, and they have a fear of English, which to a large extent affects students’ interest in learning.
2. The Importance of Cultivating Students’ Cross-cultural Awareness in College English Teaching

Language is the carrier of culture. As the mother tongue of western countries, English is bound to be closely connected with western culture. In view of this, it is particularly important to cultivate students’ cross-cultural awareness in College English teaching. There are great differences between the western culture and the Chinese culture. Maybe some elements have a good meaning in our country, but not necessarily in the western countries. The cultural elements of any country should be respected. We should establish a correct cultural awareness and adhere to the principle of “seeking common ground while reserving differences” in order to build an international harmonious environment. College students are the backbone force to promote national development, and their future development is closely related to national development. Therefore, colleges and universities should pay attention to the cultivation of talents and make contributions to the country. English education is an important part of higher education. From the perspective of English course teaching, the cultivation of students’ cross-cultural awareness can broaden students’ horizons, enrich students’ connotation, let students establish correct cultural awareness, help to improve students’ ideological quality, and enable them to master standard English expression sentences, which can greatly improve students’ learning effectiveness to a great extent, lay a good foundation for the future growth and development of students, thus realizing the promotion of college English teaching value.

3. Discussion on the Construction of English Teaching Mode in Colleges and Universities under the Background of Cross-cultural Communication

(1) Creating situations and creating opportunities for oral communication

Based on the background of cross-cultural communication, college English teaching needs to pay attention to the cultivation of students’ oral ability, so as to make students dare to express themselves so that students dare to speak out, thus improving the effectiveness of teaching. According to the relevant data, most students’ written English test is much better than oral English test, and the two are not in direct proportion. The reason is that students’ oral training is too little, which leads to the phenomenon of “dum” English. In the classroom teaching, English teachers in colleges and universities can create oral communication opportunities for students through situation creation mode and organize students to carry out oral
communication activities, so as to mobilize students and effectively train students’ oral English, thus realizing the cultivation of students’ oral ability. For example, teachers can establish a certain theme (with Western cultural elements), then construct a virtual situation, then assign different tasks to students, and then guide students to communicate, so as to promote the smooth development of oral communication activities. The application of situation creation model in English teaching activities can obviously improve the efficiency of English teaching, help to promote the continuous improvement of students’ English level, and make students obtain more harvest in the learning process.

(2) Interesting teaching to improve students’ participation in teaching design

Interesting teaching can improve students’ participation in teaching design and achieve twice the result with half the effort. At the same time, it can stimulate students’ learning enthusiasm and enable students to use their spare time to learn English independently, thus promoting students’ learning ability to continuously improve. Based on the background of cross-cultural communication, college English teachers can fully apply information technology, stimulate students’ sensory feelings through sound, light, electricity and other technologies, and reflect the cultural color clearly, so as to enhance the interest of teaching and strengthen students’ understanding of relevant knowledge, thus giving full play to better teaching results. For example, teachers can play classic English video clips to students in teaching, so that students can dub and imitate the content, thus creating a vivid classroom. Or, teachers can use micro-class to reflect the local conditions and customs of western countries and help students understand the cultural connotation and history, so as to strengthen students’ understanding of western culture. In addition, teachers can also carry out teaching activities through MOOCS to explain some interesting English to students, so as to strengthen students’ understanding of western culture. English teachers in colleges and universities should integrate interesting elements into their teaching, so as to pave the way for future teaching, so as to stimulate students’ interest in learning, pave the way for future teaching and enable students to actively participate in learning, thus laying a good foundation for the improvement of students’ English ability.
(3) Comparison of Chinese and Western cultures to enhance students’ cross-cultural awareness

In English teaching, English teachers in colleges and universities can guide students to comprehensively compare the cultural differences between China and the West and explore their connotations, so as to help students establish correct cultural awareness, make students identify with our culture, feel the charm of our culture, and respect other cultures, thus enhancing students’ cross-cultural awareness. For example, English teachers in colleges and universities can take the teaching content as the breakthrough point, infiltrate the Western cultural elements, and make a comparative analysis with the Chinese culture, so as to expand the teaching content, lead the students to appreciate the cultural style of different countries, so as to broaden their horizons, improve their cognition, and enable them to have a deeper understanding of western culture. On the basis of understanding the western culture, it can help students better learn English knowledge, enable students to master correct English communication expressions, help students improve their English language level, so as to promote their comprehensive development.

(4) Carrying out practical activities to improve students’ attention to English

Practice is the only criterion for testing truth. Colleges and universities can regularly carry out English practice activities to mobilize all students, encourage students to actively participate in English practice activities through the establishment of awards, so as to mobilize students, form a wave of learning English, improve students’ attention to English, so as to promote the continuous improvement of students’ English level. Colleges and universities can carry out practical activities purposefully in combination with students’ learning reality and cultivate students’ cross-cultural communication ability through practical activities, so that students can enrich their knowledge and understand more cultural elements in practice, thus promoting the continuous improvement of students’ comprehensive quality.

4. Conclusion

In a word, based on the background of cross-cultural communication, colleges and universities need to actively explore the teaching path suitable for students’ learning development, attach importance to the construction of efficient English classroom, and cultivate students’ cross-cultural awareness, so as to improve students’ learning effectiveness, make students really gain in the learning process, so as to realize the improvement of English teaching value. Colleges and universities can carry out English teaching activities by creating situations, interesting teaching,
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comparing Chinese and Western cultures, and carrying out practical activities, so as to create opportunities for students’ oral communication, improve their participation in teaching design, enhance their cross-cultural awareness, improve their learning experience and enable students make continuous progress in the learning process, thus laying a good foundation for their future growth and development.

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