The Role of Information Based Foreign Language Teaching in the Publicity of Chinese Excellent Traditional Culture

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Abstract. Information based foreign language teaching refers to the introduction of information technology in foreign language teaching and the implementation of information-based teaching methods in foreign language classroom, which is conducive to the establishment of multi-mode corpus in the course website, the implementation of multi-dimensional interactive teaching mode inside and outside the classroom, and also helps to improve the diversity of evaluation system. Although China's external publicity has improved greatly, the communication technology and technology of our Excellent Traditional(ET) culture in the external communication and publicity are relatively backward. Therefore, this paper mainly discusses the role of information-based foreign language teaching in the publicity of Chinese ET culture. In this paper, an experimental class and a control class are set up. The experimental class adopts the information-based foreign language teaching to publicize the ET Chinese culture, while the control class adopts the traditional teaching method to publicize the ET Chinese culture. After the end of the semester, through comparative analysis, it shows that the information-based foreign language teaching designed in this paper has a very good effect in the publicity of Chinese ET culture.

Keywords: Information based foreign language teaching, Teaching mode, Chinese ET culture, External publicity

1. Introduction
The Chinese nation has a long history and culture, which has been integrated and structured in the process of 5000 years of historical development. The ET Chinese literature is an all-embracing organism, covering many aspects, such as ideology, values, attitude, morality, etc [1-3]. China's excellent cultural heritage contains valuable and rich educational resources. It is very important for social harmony and world peace to improve the education level of college students, promote the overall development of college students, and promote the inheritance and development of Chinese excellent culture [4, 5]. To some extent, Chinese culture is a kind of culture that needs to understand social harmony and world peace. It includes many moral principles and the art of survival, which is
the basis of our construction of modern spiritual civilization. The ET culture of the Chinese nation should not be lost and forgotten at any time [6].

Foreign language teaching as the most acceptable teaching of traditional Chinese culture education, therefore. China's foreign language English responds to the strategic needs of the target country and serves the national economic and social development [7]. To improve students' quality, enhance their cultural vision, enhance their cultural understanding, effectively spread Chinese culture and tell Chinese stories will help to enhance the world's discourse power and the country's Diplomatic Discourse Power [8]. However, China has 5000 years of rich cultural heritage to list. College English courses are limited and teaching is equally difficult. Obviously, class time alone is not enough to integrate culture and language. Therefore, we must use information technology to promote the integration of Chinese culture and College English Education [9].

Based on the investigation and Research on the existing publicity methods of Chinese excellent culture, this paper finds that in the western society, especially the common people's views on China, basically stay in the past times, and know little about China's reform and opening up, economic development and democratic progress. This is mainly due to the backward communication technology and outdated means of communication, which cannot achieve the desired effect [10]. In order to let the comprehensive image of China enter the vision of the general public in the west, we must learn from and learn from the development advantages of information technology, deeply study the receptive psychology of Westerners, and take advantage of the advantages of information-based foreign language teaching to create a new situation of foreign publicity.

2. The Role of Information Teaching in the Dissemination of Chinese Traditional Culture

2.1. Informatization Teaching Brings New Opportunities to the Education and Dissemination of Chinese Traditional Culture

Although the publicity of Chinese traditional culture(TC) has improved significantly since the reform and development, the publicity process has not been linked with the social elements with new forms, such as new life style, new communication mode, new life style, new social form and sustainable development of science and technology. Combined with the application of Internet technology, social form has entered the information age. In the information technology era, people also see the reconstruction and reconstruction of traditional social life style. This period is also known as the era of information exchange. It also provides new opportunities for promoting educational information in Chinese culture. The continuous development of information technology has also made the traditional media lose the dominant position of spreading Chinese culture. The combination of information-based teaching and the dissemination of Chinese TC can quickly and effectively spread cultural information, so that Chinese cultural heritage can be inherited.

2.2. Informatization Teaching Promotes the Change of Education and Communication Thinking

The use of information technology is also important for the protection and dissemination of Chinese culture. In addition to reducing the cost of distribution, Chinese cultural tradition has also improved the effect of issuing, enabling more people to accept and understand Chinese culture. Information teaching has made great changes in the teaching and communication of TC. The combination of information technology teaching and the development of communication technology has created a unique way of learning and communication, so that learners can better understand and understand Chinese culture. In addition, the dissemination of traditional Chinese culture can encourage the use of new technologies. At the same time, it provides better conditions for the dissemination of Chinese excellent tradition, and makes the dissemination of Chinese culture more convenient through better information and teaching.

3. Experimental Ideas and Design
3.1. Experimental Ideas
Information based foreign language teaching is of great significance to the publicity of Chinese TC. In order to ensure the publicity of Chinese TC, all walks of life are ready to globalize the information of the industry at any time, so that the world can appreciate the charm of China. Although many modern industries are also promoting traditional Chinese culture, the effect is not obvious, and some industries even have excessive luxury in the process of publicity. With the rapid development of information technology, the promotion of traditional Chinese culture also needs to be combined with information technology to achieve better publicity effect. Therefore, this paper puts forward the application of information-based foreign language teaching in the promotion of traditional Chinese culture, in order to achieve better publicity effect.

3.2. Experimental Design
In the design, this paper adopts two forms: questionnaire survey and field interview. Foreign students are the most likely to accept the publicity of Chinese excellent culture. Therefore, this paper selects 100 foreign students in school as the survey sample. Through the questionnaire and analysis, this paper divided 100 international students into two groups, one is the experimental group, the other is the control group, and the traditional teaching method is used to promote the traditional Chinese culture. After one semester of teaching, we investigated and analyzed the knowledge of Chinese TC of the two groups of students. The results are shown in Table 1. Based on the survey results of the two groups of students, this paper uses the information-based foreign language teaching method is more effective than the traditional teaching method.

| Investigation factors                  | The experimental group (%) | The control group (%) |
|---------------------------------------|----------------------------|-----------------------|
| Understanding of Chinese traditional clothing | 61.3                       | 43.9                  |
| Understanding of Chinese traditional festivals | 79.4                       | 60.2                  |
| Understanding of traditional Chinese food | 75.1                       | 45.9                  |

4. Discussion

4.1. Analysis of Existing Ways to Publicize Chinese Excellent Traditional Culture
The existing traditional way of TC is mainly through the establishment of Confucius Institutes in foreign countries. The way of establishing Confucius Institutes is based on the characteristics of Chinese TC. However, it is a way to get to know Chinese TC through information technology. This paper makes a survey of the existing ways to publicize the ET Chinese culture. The subjects of the survey are students studying in China and foreigners who have been living in foreign countries. They can understand the traditional Chinese culture through them. The survey results are as follows:
According to the data in Figure 1, both foreign students studying in China and ordinary foreigners have a low understanding of Chinese TC, among which only 31.3% of them understand Chinese TC, while ordinary foreigners have less than 10% understanding of Chinese TC. However, 71.8% of the students who study abroad in China do not understand the traditional Chinese culture. The propaganda method of Chinese traditional excellent culture needs to be improved to let more people understand China.

Therefore, this paper introduces the information-based teaching technology into the propaganda of Chinese TC. The foreign students studying abroad directly carry out the teaching reform, while the foreign countries mainly carry out the information-based foreign language teaching through the Confucius Institute to publicize the ET Chinese culture. After one semester of teaching, we will investigate the foreigners' understanding of Chinese TC. The survey results are as follows:

Figure 1. Foreign students and foreigners' understanding of Chinese TC

Figure 2. Understanding of Chinese culture after the introduction of information technology

According to Figure 2 data can be seen: after the introduction of information-based teaching
technology, both foreign students studying in China and those studying in Confucius Institutes abroad have a high degree of understanding of Chinese TC. Among them, the foreign students' understanding of Chinese TC has reached 63.7%, while that of foreigners studying in Confucius Institute has reached 75.1%. The main reason why foreigners studying in Confucius Institute have a high understanding of Chinese TC is that only those who are interested in Chinese TC will go to Confucius Institute to study. According to the above survey results, we found that the introduction of information-based teaching technology has a very good publicity effect in the external publicity of Chinese ET culture.

4.2. Ways to Introduce Chinese Traditional Culture into Foreign Language Classroom Teaching

In traditional English teaching, we not only need to learn and understand the target language culture, but also need to understand the culture of the theme better and learn the English expression of the theme. However, the traditional foreign language teaching often lacks some interest, which makes students lack interest in learning Chinese TC. Therefore, this paper thinks that we can improve the propaganda of Chinese TC from the aspects of public opinion guidance, curriculum and classroom teaching, textbook selection and campus cultural activities.

(1) Establish correct public opinion guidance

School education should attach importance to the excellent Chinese TC, carry forward and develop Chinese TC, and enhance the understanding of Chinese culture by foreign students. School executives need to pay attention to the learning process of traditional Chinese culture. School teachers should give priority to learning Chinese culture for foreign students as extracurricular hobbies, and formulate correct concepts to teach and cultivate people. Through learning good Chinese culture, foreign countries can cultivate some moral cultivation, develop personal skills, provide valuable and rich educational resources from Chinese culture, and play an active role in the learning guidance of modern foreign students.

(2) Curriculum and classroom teaching

Include Chinese culture in the syllabus of international students. In the teaching design of international students, courses such as British and American culture and British and American overview have been developed. At the same time, we should also promote the teaching of Chinese ET culture. For example, some alternative courses can be provided on campus to promote and understand Chinese culture. The classroom requires foreign students to express Chinese TC accurately in English. The first-line teaching is the best way to carry forward the ET Chinese culture. The English classroom should be used as the main channel to spread the TC to the students. Chinese TC education and ET culture should naturally introduce classroom teaching activities, take practical steps to improve teaching content, improve teaching methods and teaching methods. In the process of learning Chinese ET culture, we should stimulate the interest and enthusiasm of foreign students in learning Chinese TC, and effectively inherit the incomparable charm and role of Chinese TC in education.

(3) Textbook selection

From the perspective of current textbooks, most college English textbooks are based on the promotion of western culture, such as Britain and the United States. There are few contents about Chinese ET culture in textbooks. This paper holds that students studying in China should choose textbooks with ET Chinese culture, including traditional Chinese festivals, costumes, food and other cultures, or articles about China's history, culture, race, etc. Foreign students can use textbooks with Chinese and English translations. Reasonable selection of teaching materials can not only improve students' language ability, but also improve their understanding of Chinese ET culture.

(4) Organize various campus activities focusing on the promotion of Chinese ET culture.

As a member of the Chinese nation, we must vigorously support and organize various campus cultural activities centered on excellent cultural heritage. Various campus cultural activities are very suitable for international students to deepen and deepen China's ET culture education, such as reading seminars, experience exchange and cultural activities through speeches, lectures, knowledge competitions and other activities. The depth and breadth of Chinese TC will expand their understanding of Chinese culture. Campus is not only the extension of theoretical research on cultural
activities, but also the further study of classroom knowledge and foreign students' education.

5. Conclusions
With the continuous development of information technology, the world has entered an information age, most people get new knowledge through the network. In the promotion of the application of Chinese ET culture, this paper carries out the propaganda of Chinese ET culture with information-based teaching, which is mainly the information-based foreign language teaching technology platform, and carries out the promotion of Chinese TC in the daily teaching and organization of campus activities. This way of publicizing Chinese ET culture is conducive to students' further understanding of Chinese culture. In order to speed up the development of today's society, we must do a good job in cultural articles, give full play to cultural advantages, and let the world understand China, let the world share the extensive and profound traditional Chinese culture, bring social harmony and achieve world peace.

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