Research on the Integration of Information Technology Application and English Culture Communication in English Teaching

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Abstract. In the new era of rapid development of information technology, the path of English cultural communication has been expanded in an all-round way, the audience has continued to grow, and the social needs have been further improved, all of which put forward new requirements for English teaching. Therefore, this paper makes a detailed discussion on English cultural communication under the condition of information technology, and combines with the current teaching practice, and provides some positive suggestions for English cultural communication from the aspects of theoretical research, innovation of teaching methods, construction of intelligent network and application of information technology, so as to provide useful reference for English teaching.

1. Introduction
With the rapid development of information technology, the ways of cross-language cultural communication are constantly enriched, especially the unprecedented influence of the Internet on cultural communication, which is no exception for the communication of English culture. As the main international language in the world today, with the help of information technology, English and English culture will have a wider coverage and influence. In this environment, the audience size of using information technology to learn English culture in China is expanding. On this basis, in order to further help the educated groups understand English culture and master and apply it comprehensively, this paper focuses on the integrated research on the application of information technology and English culture communication in English teaching, analyzes how to effectively carry out English culture communication under the background of information technology, and expounds the details of English culture information communication.

2. The Characteristics and Function of English Culture Communication in the Information Age

2.1. The Characteristics of English Culture Communication in the Information Age

2.1.1. The influence of communication is wider. At present, Internet communication equipment has been widely used in our country, and people use Internet technology all the time in their work, study and life. Like other information dissemination, English culture communication has broken through the limitation of time and space and entered a comprehensive development stage. At the same time, the continuous attention, dissemination and sharing of information on the Internet by the public further expands the dissemination scope of English cultural content.
2.1.2. The interactivity of communication is stronger. On the one hand, in the past, the public can only passively receive relevant information through traditional media such as radio, television and newspapers. However, with the popularization of information technology, the public can not only receive information quickly, but also analyze and feedback the information they have at any time and place. On the other hand, users themselves can independently publish and disseminate personalized content to the public. In this interactive way of communication, users are more motivated in the process of information dissemination, so the dissemination of English culture is more active [1-2].

2.1.3. The initiative of communication is better. With the strong support of information technology, network users can search the target information content anytime and anywhere according to their actual needs. In addition, with the successive application of big data and cloud computing technology, the server can accurately push targeted content according to the actual and potential needs of users. As a result, the value of English cultural communication is more prominent and the market prospect is increasingly important.

2.2. The Function of English Culture Communication in the Information Age

How to learn English better? Understanding the culture of English-speaking countries is indispensable. From the perspective of theoretical teaching, the teaching of English subjects and the dissemination of English culture are complementary, closely related and interdependent. Moreover, English and Chinese are related and analogical to some extent, which plays an important role in promoting the learning and dissemination of English culture. Relevant studies have pointed out that mastering English culture is the most critical prerequisite for learning English well. It can be seen that it is of great practical significance to strengthen English cultural communication in the information technology environment for improving English teaching[3].

3. The Main Content of English Culture Communication in Information Technology Environment

3.1. Audio-visual Culture Represented by Film and Television Works

English-speaking countries represented by the United States have obvious advantages in the export of entertainment culture. In recent years, English-speaking countries have imported many film and television works into China, and many of them have been sought after by the public. With the development of information technology, people can use smart devices to watch original English movies anytime and anywhere, and have a more intuitive understanding of the society and culture of Britain and the United States during the movie viewing. In addition, various self-media platforms interpret and explain English movies, which enables the public to use fragmented time to deepen their understanding of English culture, and is also more conducive to students' learning at any time.

3.2. English Education Products and Services

In recent years, English learning has become the focus of the society. English education is not limited to schools, but also includes a large number of English training institutions, which provide different English education for different groups. The more common ones are CET-4 and CET-6, TOEFL and IELTS, etc. These training institutions have also attracted a large number of users in recent years (see Table 1).

| Time   | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------|------|------|------|------|------|
| User scale (Ten thousand people) | 1291 | 1509 | 1810 | 2046 | 2142 |

With the development of information technology, many English training institutions have also developed more online training courses, especially affected by the global COVID-19 epidemic, and
online training has become a new force in English education products. At the same time, in order to enhance the interest and effectiveness of the training courses, these training institutions have interspersed a large number of English cultural elements in their courses, so that learners will have a deeper understanding of the subject of English, thus further improving their comprehensive English ability [4].

4. Problems of English Teaching in English Cultural Communication under the Information Technology Environment
At present, although some progress has been made in English culture communication in English teaching, there are also some problems. Its main performance lies in the following aspects. First, the balance between language and culture is not achieved. Most schools pay more attention to English vocabulary, English grammar and oral expression in English teaching, but the teaching of English culture is still weak, even in the teaching of English culture courses, they pay more attention to the teaching of theoretical knowledge. Second, there is still a gap in updating the curriculum content. In teaching practice, there is a problem that textbooks are relatively lagging behind, and some textbooks are not updated in time according to the development of the times. As a result, students may still have the style of "Chinglish", which is often unsatisfactory in the application of international scenes. Third, there are shortcomings in English teachers. Although English teachers in current schools generally have higher academic qualifications, only some of them have the experience of studying abroad and have deep western cultural background. Because teachers' comprehensive quality directly affects students' learning quality, students' learning of English culture will inevitably fail to achieve the expected goals [5].

5. How to Carry out English Cultural Communication and English Teaching Based on Information Technology
5.1. Using the advantages of information technology to expand English teaching content
With the help of information technology, people can obtain a large amount of data information through Internet tools anytime and anywhere to meet their actual needs. At present, on the Internet, there are abundant contents to introduce English culture, which can be screened and used for teaching. Therefore, in the process of English teaching, teachers can make full use of information technology, carefully screen the beneficial contents that conform to the socialist core values, and absorb the high-quality teaching resources on the Internet. On the basis of ensuring compliance with the English syllabus, English cultural content on the Internet should be integrated into English teaching. Therefore, teachers can collect and collate English cultural contents related to teaching on the Internet through daily internet browsing, professional classification collection, curriculum association matching and so on, and apply them in classroom teaching. At the same time, teachers can also use new media to push relevant English cultural content to students, and guide students to use their after-school time for autonomous learning [6-7].

5.2. Further Enriching English Teaching Form
At present, the Internet has been fully popularized among students. In recent years, various schools have also carried out a series of online teaching work, and achieved good results. Especially since the outbreak of COVID-19, it has become a very effective teaching method to carry out English course online teaching. Therefore, teachers should not be limited to the traditional offline classroom teaching form, but should give full play to the role of information technology. Specifically, first of all, teachers can use WeChat public platform and other accounts to push English culture teaching content, so that students can pay attention to English culture and professional knowledge at any time. On these self-media platforms, they can strengthen interaction with students and establish a good teacher-student relationship, so as to further create a good teaching atmosphere and improve teaching quality. Secondly, teachers can also use "massive open online course", a common teaching resource, to enable
students to systematically learn English culture teaching content through the "massive open online course" teaching platform. For those students who need to obtain relevant qualification certificates, teachers can recommend or provide suitable courses and resources for students according to the actual situation and students' needs, and provide more support for students' learning and promotion. Third, teachers can combine online courses to supplement offline courses. The explanation of offline cultural knowledge influenced by time can be fully explained in online courses. On this basis, teachers can also use a variety of platforms to carry out online and offline knowledge tests, so as to promote learning, fully stimulate students' endogenous motivation to learn and improve teaching effect.

5.3. Promote Students' Interest in Learning English by Spreading English Culture

Today, with the rapid development of information technology, English culture occupies a considerable proportion in the network culture. In addition, students have grown up in the network environment for a long time, so they have higher interest in English culture and more convenient access channels. Under this premise, many students have more advantages in English learning, but the direct purpose of many students in learning English is to deal with various examinations (see Table 2). Therefore, many students are not interested in English learning, and many of them are shelved after passing the exam, which makes their performance in English practical application unsatisfactory.

| Purpose            | Examination needs | Job demand | Study abroad | Travel abroad | Else |
|--------------------|-------------------|------------|--------------|---------------|------|
| Proportion (%)     | 41.2              | 33.4       | 20.4         | 5.6           | 9.4  |

In view of this situation, teachers should think differently. On the basis of traditional teaching methods, they should fully select English cultural resources on the Internet from the audience's age, preferences and shortcomings, so as to improve students' interest in learning. For example, playing some latest film and television works containing English language and culture in class, or recommending some classic British and American literary works, etc., you can also use immersive role-playing and solve project problems to stimulate students to actively explore their potential, etc., so as to further stimulate students' interest in English learning and actively participate in English learning.

5.4. Building Smart Campus and Smart Classroom

It is also an important way to spread and teach English culture by using Internet information technology to break through the time and space constraints and let students learn anytime and anywhere. In order to achieve this goal, the construction of smart campus is an important prerequisite. Compared with previous ways of obtaining Internet resources, the construction of smart campus can effectively filter out bad information and create a more harmonious campus cultural ecological environment. Therefore, schools should pay attention to the construction of smart campus, provide students with free Wi-Fi, and let students get online learning resources in smart campus network by connecting Wi-Fi, and adopt the mode of "points system list" to actively encourage students to learn independently, so as to achieve the good goal of mixed teaching.

In the construction of smart classroom, it is necessary to consider that many students are unwilling to install App because it takes up too much space on their mobile phones, so it is designed as a Web page, and students only need to open the browser to use it. For students' clients in smart classroom, bootstrap framework technology can be used for page layout to realize users' access and use (as shown in Figure 1), while HTML5, CSS3, JavaScript, jQuery and other technologies can be used to present the content of smart classroom pages. For teachers' clients in smart classroom, layui framework technology should be adopted to facilitate the management of student users' data and the development of new functions.
5.5. Further Grasp the Teaching Rules of English Culture

English cultural communication and teaching have their own specific teaching rules. Only by mastering these teaching rules can we achieve the expected teaching effect. Generally speaking, in the initial stage of English culture teaching, students' understanding of English culture is not sufficient. If they are not guided in time, students' understanding of English culture will be superficial, or even appear errors in understanding. Therefore, in the process of teaching English culture, teachers should accurately guide students to explore English cultural content in the right direction; Teachers can also use information technology to build specific English cultural scenes and interact with students, so that students can have a more intuitive understanding of English cultural content. When students begin to understand English culture to a certain extent, teachers can guide students to further explore it, so that students can deeply understand the differences between English culture and Chinese culture, standardize their learning ideas, optimize their learning ideas and achieve their learning goals.

5.6. Optimize the Existing English Teaching Staff

The comprehensive quality of English teachers is closely related to the teaching quality of English cultural communication, so schools and education departments should pay attention to it. For the current English teachers, we should strengthen the training work in daily work and carry out corresponding research activities regularly, so that the English teachers can keep pace with the times in teaching English culture. In addition, in the process of recruiting English teachers, we should break the "one size fits all" limitation of scores and academic qualifications, but consider from multiple angles and design indicators with advantages such as English culture and education, for example, we can consider increasing the admission weight of teachers studying abroad. At the same time, for some qualified schools, some foreign teachers with corresponding teaching qualifications should be employed. These foreign teachers usually have more advantages in oral expression and English culture, and can also play a greater role in spreading English culture and students' English learning.

5.7. Strengthen the Research on Relevant Teaching Theories

At present, although some progress has been made in English cultural communication and English teaching in China, there is obvious lag in the corresponding teaching theory, which has become an important factor restricting English cultural communication and English teaching. In order to change the current situation, teachers should start to study the related theories of English cultural communication and English teaching from multiple angles, and carry out corresponding research in the form of project research groups, or learn from the beneficial teaching methods of other countries to further improve the current English teaching system. On this basis, teachers should also provide students with more practical opportunities, so that students can make full use of what they have learned in the process of practice, combine theory with practice, and further improve the effect of English cultural communication and English teaching.

6. Conclusion

On the whole, in China's English education, the teaching development time of English cultural communication is relatively short, and a highly systematic system has not yet been formed. There is still great potential and space for the research and related work in this field. Therefore, with the rapid
development of information technology, the most important thing is the role and task of teachers in carrying out English cultural communication and English teaching. We must do a good job in teaching innovation and guide the establishment of English teaching mode that meets the needs of the new era, constantly stimulate students' interest in learning, pay attention to the application of information technology to improve teaching quality and efficiency, and lay a solid foundation for the further improvement of students' comprehensive English ability.

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