

# The Strategy of Integrating Traditional Culture into College English Teaching under the Perspective of Cultural Confidence

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**Abstract:** English education is not only the teaching of language skills, but also an important channel for cultural exchange. This study aims to explore how traditional Chinese culture can be effectively integrated into university English teaching from the perspective of cultural confidence. Through literature review and analysis of teaching practice, this paper elaborates the necessity and possibility of integrating traditional Chinese culture into university English courses, stresses the important role of cultural self-confidence in promoting the diversity and depth of education, and proposes specific teaching strategies and approaches.

**Keywords:** college English teaching, cultural confidence, traditional culture

## Introduction

In the context of globalization, English has become the main language of international communication worldwide. With the deepening of economic globalization and cultural diversity, English teaching is not only limited to the teaching of language skills, but also carries the important responsibility of cultural exchange and transmission. For China, how to effectively integrate traditional Chinese culture into English teaching is not only a need for educational reform, but also an important part of building cultural confidence. Therefore, this study focuses on the theme of "Strategies for Integrating Traditional Culture into University English Teaching under the Perspective of Cultural Confidence", aiming at exploring and realizing the effective integration of traditional Chinese culture in university English teaching.

### 1. The necessity and possibility of incorporating traditional Chinese culture in university

#### English courses

##### 1.1 The need for cultural heritage

In the wave of globalization, English has become a bridge connecting the world. However, this connection should not only be the transmission of language, but also the exchange and understanding of culture. As an important part of the higher education system, the university English programme carries the responsibility of passing on and promoting traditional Chinese culture. In the current international environment, China is experiencing a reawakening of cultural confidence, which is not only a need to display Chinese culture to the outside world, but also a necessary way to strengthen domestic cultural identity and self-confidence. Incorporating traditional Chinese culture in English teaching can help students better understand their own cultural roots and values, and enhance their cultural pride and sense of belonging.<sup>[1]</sup>

## **1.2 Globalization of education and the integration of local cultures**

Although the globalization of education brings rich resources and advanced teaching concepts, there is also the risk of cultural homogenization. While drawing on excellent teaching resources from abroad, university English teaching should pay more attention to the transmission of local culture and achieve a balance between internationalization and localization of education. Incorporating traditional Chinese culture through English teaching not only enriches the teaching content and enables students to increase their knowledge and understanding of their own culture while learning the language, but also stimulates students' interest and motivation in English learning in this way.

## **1.3 Achieving innovation in educational content and methods**

Incorporating traditional culture can not only enrich the content of English teaching, but also innovate teaching methods and means. For example, by analyzing classic poems in ancient Chinese literature, interpreting historical stories and legends, or exploring Chinese philosophical ideas, students not only learn English, but also gain an in-depth understanding of the cultural background and philosophical concepts. This kind of teaching method can improve students' critical thinking ability and critical thinking, so that they can critically understand and absorb cultural knowledge while mastering language skills.<sup>[2]</sup>

To sum up, integrating traditional Chinese culture into university English courses is not only a necessary educational innovation, but also an important way to achieve cultural heritage and enhance international competitiveness. Through this integration, it can effectively promote students' all-round development, enhance their global vision and cultural self-confidence, and lay a solid foundation for their future development in the international arena.

## **2. Important discourses on cultural confidence**

### **2.1 Concept and connotation of cultural confidence**

Cultural self-confidence has been an important concept in the construction of socialist culture with Chinese characteristics in recent years, referring to a firm belief in and pride in one's own national culture. The core of cultural self-confidence lies in the recognition of the unique value and global significance of one's own culture; such self-confidence is not closed and exclusive, but open and inclusive, with an emphasis on upholding and disseminating the uniqueness of one's own culture in global cultural exchanges.<sup>[3]</sup>

### **2.2 Relationship between cultural self-confidence and national development**

Cultural self-confidence is not only cultural self-confidence, but also an important component of national soft power. At various stages of national development, cultural confidence provides spiritual support and value guidance. For example, China's reform and opening-up policy has not only achieved great economic success, but also demonstrated China's openness and self-confidence at the cultural level. By opening up to the outside world, Chinese culture has been able to exchange and learn from various cultures around the world, and in the process has deepened its understanding of and confidence in its own cultural values.<sup>[4]</sup>

### **2.3 Impact of cultural self-confidence on education**

Cultural confidence has a particularly significant impact on the field of education. Education transmits not only knowledge and skills, but more importantly, cultural values and ideas. In educational practice, cultural self-confidence inspires educators and students to identify with and pass on traditional Chinese culture, making it an important part of teaching content and educational methods. Incorporating traditional Chinese culture into English teaching not only enriches the content of the curriculum, but also enhances students' sense of identity and self-confidence in their own culture, thus promoting their all-round personal development.

## **3. Ways and strategies of integrating traditional Chinese culture in college English teaching**

### **3.1 Integration of word phrase interpretation into traditional culture education**

In college English teaching, the teaching of words and phrases is the foundation and the entry point. By integrating traditional Chinese culture into the interpretation of words and phrases, we can effectively enhance students' memory of vocabulary and deepen their understanding of cultural connotations. For example, when teaching vocabulary such as "silk", "tea" and "porcelain", we can introduce the background and influence of these items in Chinese history and culture. When teaching "silk", "tea" and "porcelain", we can introduce the background and influence of these items in Chinese history and culture, and talk about the history of the "Silk Road", the development of Chinese tea culture, and the production process of porcelain and the influence of foreign trade. This will not only help students to learn English, but also increase their understanding of and interest in traditional Chinese culture.<sup>[5]</sup>

### **3.2 Integration of unit theme interpretation into traditional culture education**

The design of unit themes is an effective way to achieve cultural integration in English language teaching. Teachers can design teaching units about traditional Chinese festivals, historical events, famous people or traditional arts. For example, by designing a unit on the Chinese New Year, students can learn relevant English vocabulary and expressions, as well as learn about the history, customs and modern celebrations of the Chinese New Year. Through role-playing, situational dialogues and group discussions, students can not only practice their English, but also gain a deeper experience and understanding of Chinese culture. In addition, it is also possible to study traditional Chinese theatre such as Peking Opera so that students can be introduced to the roles, costumes and performance characteristics of Peking Opera through English, thus experiencing the charm of traditional Chinese art in their language learning.<sup>[6]</sup>

### **3.3 Integration of traditional culture education in post-course exercise practice**

Post-class exercises are an important means of consolidating classroom learning. When designing after-class exercises, you can incorporate content related to traditional culture and ask students to complete related writing, discussions or project reports in English. For example, a task can be designed that requires students to investigate how a certain traditional Chinese festival is celebrated in different regions and write a report in English. Or, students could be asked to produce an English introduction video about traditional Chinese medicine, such as herbal medicine. Through such projects, students can not only improve their English skills, but also gain an in-depth understanding of and disseminate China's traditional culture.

### **3.4 Teacher roles and methodological innovations**

Teachers play a crucial role in the integration of traditional culture into teaching. Teachers not only need to have solid language teaching skills and deep cultural knowledge background, but also the ability to innovate teaching methods. Through the use of multimedia teaching tools, such as video, audio and interactive software, teachers can demonstrate the uniqueness of Chinese culture more vividly. In addition, teachers should encourage students to think critically about cultural differences and develop their cross-cultural communication skills so that they can become cultural communicators and bridges while learning the language.<sup>[7]</sup>

Through the implementation of the above strategies, university English teaching can not only effectively integrate traditional Chinese culture, but also stimulate students' interest in learning, improve their cultural understanding and cross-cultural communication skills, and lay a solid foundation for their development in a globalized world.

## **4. Discussion**

In practice, many comprehensive universities are already trying to combine cultural confidence with English teaching. For example, traditional Chinese festivals, classical literature and historical figures have been introduced into the English curriculum of a higher education institution, and through discussion and project-based learning, students are able to gain a deeper understanding and experience of traditional Chinese culture while learning English. This teaching practice not only increases students' understanding of and interest in culture, but also effectively improves their language application and cross-cultural communication skills.

To sum up, cultural confidence is an important force in promoting traditional Chinese culture education, and its

integration in English language teaching not only enhances the quality and depth of education, but also is a key path to the modernization and internationalization of education. Through the discussion in this chapter, we can see that cultural self-confidence not only influences the formulation and implementation of educational policies, but also actually promotes the innovation and development of educational content and methods.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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