

# The Integration Strategy of College English Teaching and Traditional Culture under the Background of Informatization

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**Abstract:** With the continuous development of Chinese education in English education, there are more and more phenomenon of light culture, which does not bring any advantages to improve college students' skills in cross-cultural communication. By drawing on traditional cultural elements to stimulate students' diversified thinking ability, so that they can improve their English ability, at the same time, they can more deeply understand and perceive the far-reaching influence of their regional culture. This can significantly enhance their sense of responsibility and give them the ability to truly take on the task of rejuvenating the motherland and the entire nation. Based on this, this paper explores the integration of college English teaching and traditional culture under the background of informatization, in order to provide reference for related work.

**Keywords:** informatization, college English, traditional culture

## Introduction

In the environment of cultural self-confidence, teachers should maximize the leadership role of the Ministry of Education, adopt classroom teaching strategies to strengthen the understanding of traditional culture, and assist students to understand and improve their cultural self-confidence. College English, a branch of linguistics, contains profound cultural heritage. Therefore, incorporating cultural education into the teaching system of English courses has become a basic need in the field of English teaching. Teachers should pay attention to the cultivation of students' cross-cultural education, and at the same time, use the cultural infiltration function of English teaching to give more in-depth training and education to traditional culture. In the face of the requirements of the digital age, educators should make full use of advanced information technology and digital platform to strengthen the ability of integrating traditional culture with English teaching.

## 1. The significance of integrating Chinese excellent traditional culture into college English teaching

### 1.1 'Cultural aphasia', we must constantly innovate language teaching methods

Language not only acts as an important communication channel in today's society, but also is a key carrier of display culture. However, in the English curriculum of higher education, students often face such a situation of 'cultural forgetting' caused by ancient Chinese culture. This not only means that students' views and values on ancient culture cannot be accurately expressed in English, but also covers students' lack of knowledge and understanding of ancient culture. The emergence of this situation, to a certain extent, reflects that teachers do not attach importance to cultural education in

language education, and there are some drawbacks in language education. To integrate Chinese excellent traditional culture into higher education, we must realize its importance in order to change this situation. Because of the close relationship between culture and language, language, culture and education should complement and promote each other. Integrating traditional culture into English teaching not only helps to enhance cross-cultural communication ability, but also strengthens students' performance in cultural pride and national pride. However, in order to understand its importance thoroughly, it is not enough to solve the problem. We must constantly innovate teachers' education methods. Because traditional language learning has not adapted to the learning needs of modern society, it relies on vocabulary and grammar. It is necessary to integrate richer cultural connotations into it, especially the broad and profound Chinese traditional culture.

Through multi-faceted activities, such as cultural exchanges, stage performances and film experiences, students can understand and feel the rich traditional cultural connotations of teachers in their daily lives. In order to achieve this goal, modern technological tools such as artificial intelligence and virtual reality can be used to create environments that enable students to participate deeply in learning and allow them to express their traditional culture in English in a simulation environment.<sup>[1]</sup> In addition, professionals in the education sector need to constantly optimize and improve the cross-cultural teaching model, not only to have a solid language foundation, but also to conduct in-depth understanding and exploration of ancient Chinese culture. In this way, they can be psychologically prepared to adapt to various changes in the classroom teaching process, and at the same time, they can really conduct effective student counseling through oral teaching.

### **1.2 Promoting cultural exchanges and improve cultural soft power**

There is a deep bond between language and culture. Integrating traditional Chinese culture into English classrooms can help students have a deeper understanding and communication of China's unique traditional culture when mastering language skills. Through in-depth exchanges and communication with global partners, they have the opportunity to clarify issues more clearly and show the world China's core values, rich historical lessons and the unique character of the Chinese people. Actively promoting Chinese civilization tradition can effectively enhance the softness and inner quality of Chinese civilization. Through the English education method, teachers have the strength to train more cross-cultural communication experts who play a key role in the process of Chinese civilization. In order to make Chinese culture more famous in all corners of the world, they are trying to spread this excellent traditional Chinese culture to all over the world. Therefore, the integration of Chinese excellent traditional culture into the English curriculum of higher education not only helps to enhance students' deep sense of identity and pride in Chinese civilization, but also provides a strong impetus for the further continuation and popularization of Chinese civilization. In this way, it is not only beneficial to enhance China's cultural status on the international stage, but also to enhance its international influence. Teachers express continuous and firm support for such development. On the basis of ensuring the harmony and unity of language and culture, teachers also need to continuously improve teaching methods and teaching tools.

## **2. Strategies for the integration of college English teaching and traditional culture under the background of informatization**

### **2.1 Internet access to traditional cultural knowledge, enrich the teaching content**

The current situation shows that there is a lack of traditional cultural materials in college English textbooks, which is an obstacle to the effective integration of traditional culture and English education. In this information-centered era, teacher educators can make full use of cutting-edge network technology and information technology to organize and collect the content of various traditional cultures and integrate them into English teaching. Even in recent years, relevant institutions have continued to emphasize and teach traditional cultural knowledge, but the interpretation of this in college English textbooks is still mainly integrated with Western elements, and the description of local content and Chinese traditional culture is relatively simple. Therefore, through the use of information technology and Internet platforms, teachers need to fully explore their unique advantages, so that higher education English courses can present a richer and more varied teaching content.

Through the Internet, teachers can contact and use a variety of traditional cultural resources, such as different ethnic customs, historical festivals, traditional Chinese medicine, calligraphy, tea culture, Peking Opera, Chinese cuisine and Chinese art and painting, which are regarded as China's valuable traditional heritage. Teachers can collect and integrate these data into English education, so as to design high-level teaching strategies. Educators have the ability to incorporate the essence of Chinese excellent traditional culture into teaching, which not only provides educators with rich traditional cultural materials, but also makes the content of English courses richer and more diverse. In the educational place, teachers can develop a set of courses tailored for college English teaching, and the members of the English curriculum teaching team are responsible for the research and development of this course. With the help of network resources, teachers can obtain a lot of knowledge and insights of traditional culture. Then, teachers will plan and compile English textbooks from the perspective of traditional culture, hoping that these contents can bring substantial help to college English teaching.

## **2.2 Multimedia presents traditional cultural knowledge and enhances the effect**

The use of multimedia for education, its benefits are extremely obvious. Therefore, when teachers try to integrate traditional culture into English teaching, this set of teaching methods can significantly improve the quality of teachers' courses and further strengthen the teaching effect of traditional culture. In the past, educators often used oral communication to convey information, but this form of presentation often focused on concise text, which made it difficult to stimulate students' interest in learning. Educators in the digital context, the use of electronic technology and multimedia resources for teaching, already have this ability. English reading materials with ancient civilization as the starting point can not only show the relevant photos and images of ancient civilization more clearly, but also greatly stimulate students' interest in learning and further improve the overall effectiveness of educational activities. Teachers can widely use various multimedia tools for demonstration. For example, when teachers introduce Chinese tea ceremony art to students, they usually use English as the teaching language. In this process, teachers can use various multimedia means to display pictures and images about Chinese production techniques and production processes, so as to improve the learning effect of traditional Chinese culture.

## **2.3 After class, guide students to learn online and extend traditional culture teaching**

With advanced technology and tools, students can experience a broader learning path. In the past, they mainly relied on classroom teaching and teachers' own explanations. However, their efficiency in reading books is often not very high. Despite the continuous progress of science and technology, teachers still have a lot of opportunities to further broaden their educational horizons through network tools and the latest technology. Teachers can use their spare time after class to lead students to study and understand the deeper level of Chinese traditional culture through online resources. This group of people can collect and arrange various information related to traditional Chinese civilization, and upload these materials to various online platforms, so that students only need to log in to easily obtain the learning materials they need. In addition, educators can use Internet technology to plan English learning activities or missions related to Chinese traditional culture, such as encouraging students to obtain information on their own to deeply understand Chinese traditional culture, and using English to explain. The following syllabus will organize various cultural interaction activities, aiming at encouraging students to use English to promote and popularize the Chinese traditional culture they are familiar with, which will not only strengthen their English application ability, but also deepen their understanding of traditional culture.<sup>[3]</sup>

## **3. Conclusion**

With the continuous progress of the school, we should continue to explore and integrate Chinese traditional culture, so that students can have a deeper understanding of it. In this way, a new generation of college students can have a more comprehensive understanding of socialist core values, and may become an influential promoter of Chinese voice. Through the innovation and innovation of English education, we can effectively deal with the problem of "cultural loss," improve the evaluation skills of language education, meet the needs of students' growth, shape a new culture that meets the needs of students' growth, further promote the progress of Chinese civilization, convey China 's voice, and improve China's cultural influence, so as to achieve the goal of national rejuvenation more quickly.

### **Conflicts of interest**

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

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