Research on the application of cultural communication teaching in college English class

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Abstract: *This study explores the application of cultural communication method in English classroom teaching, aiming at improving students' intercultural communication ability and English language skills. The cultural communication approach emphasizes the key role of culture in language learning and helps students better understand and use English by teaching cultural background, social etiquette and rules of language use. Through practical application of CIT, this study examines its effectiveness in English teaching and explores students' feedback. The results show that CIT can help improve students' cultural sensitivity and communicative competence, and also promote the improvement of English language skills.*

Key words: *CIT, English classroom teaching, cross-cultural communication, cultural sensitivity*

Introduction

English has become the universal language of communication. However, pure grammar and vocabulary teaching can no longer meet the needs of students in cross-cultural communication. Under the background of globalization, cultural communication competence has become an indispensable part of learning English. As a teaching method, cultural communication emphasizes the key role of culture in language learning. It not only teaches language knowledge, but also pays attention to cultural background, social etiquette and rules of language use. Cit aims to help students better understand and apply English, while also improving their cultural sensitivity to communicate more effectively across cultures. This study aims to explore the application of CIT in English classroom teaching in order to improve students' English language skills and intercultural communication competence.

1.The concept of cultural communication method

The Cultural communication approach is a teaching method and theoretical framework that emphasizes the key role of culture in language learning and intercultural communication. It not only teaches language knowledge, but also focuses on the teaching of cultural background, social etiquette and rules of language use. The method of cultural communication holds that culture is a part of language and cannot be separated from culture. Therefore, in order to understand and use a language effectively, learners need to understand and respect the values, beliefs, social structures and norms [1] of behavior of the relevant culture. The method of cultural communication introduces cultural differences and encourages students to think about cultural relativism in order to reduce misunderstandings and conflicts in cross-cultural communication. It teaches social etiquette, cultural norms and social habits to help students better adapt to a particular cultural environment. In addition to the language itself, CIT also emphasizes rules of language use, such as different language styles, expressions, and politeness in different situations. Cultural communication approaches help students understand language more fully by teaching cultural context, history, and traditions. Cit is a teaching method that emphasizes the pivotal role of culture in language learning and intercultural communication. It aims to develop students' cultural sensitivity, teach social etiquette and cultural norms, and highlight rules of language use. Through the application of CIT, students can better understand and use the language, and at the same time improve their intercultural communication ability. This method is of great significance to English education and other foreign language teaching.

2. The theoretical basis of the cultural communication method

Cultural communication law reflects the view of cultural determinism, that is, culture has a profound

influence on the way individuals think and act. Culture shapes not only language, but also people's values, beliefs, and social behavior. This view emphasizes the key role [2] of culture in intercultural communication. Cultural communication law advocates cultural relativism, which holds that people in different cultural backgrounds have different values and norms of behavior. Cultural relativism opposes the application of the standards of one culture to another, emphasizing that each culture should be understood and respected in its particular context. The law of cultural communication draws on the idea of social constructionism, which holds that language and culture are products of social construction. This theory holds that the social and cultural environment shapes the meaning and ways in which language is used, so teaching should relate language to its sociocultural context. Cross-cultural psychology provides the psychological basis for the approach to cultural communication. This field studies mental processes and behaviors in different cultural contexts to help explain the influence of culture on intercultural communication. Cultural communication approaches incorporate these psychological principles into teaching to help students better understand and adapt to interpersonal relationships in different cultural contexts. Cit is related to theories of pedagogy, especially theories of educational diversity and intercultural education. It emphasizes the importance of introducing cultural context and intercultural communication education into the educational environment to help students better cope with the challenges of a globalized world. The theoretical basis of the cultural Communication approach incorporates perspectives from multiple fields and emphasizes the importance of culture to language and interpersonal communication.

3. The effectiveness of the method of cultural communication

Cit helps students better understand and respect people from different cultural backgrounds. By teaching cultural background, social etiquette and cultural differences, it improves students' cultural sensitivity and enables them to better cope with challenges in cross-cultural communication. The method of enhancing intercultural communication competence helps students to better master intercultural communication skills by explaining cultural norms, social etiquette and language usage rules. Students are able to communicate more effectively with people from different cultural backgrounds and reduce the possibility [3] of misunderstanding and conflict. The cultural communication approach not only emphasizes culture, but also focuses on language use. By introducing the use of language in different cultural contexts, students can improve their English language skills by better mastering grammar, vocabulary and pronunciation. Promoting Deep Learning This approach gives depth to learning by introducing cultural elements. Students not only learn about the language, but also understand the cultural background behind the language. This helps to develop their ability of comprehensive thinking and analysis. The method of cultural communication can stimulate students' learning motivation because it makes learning more interesting and meaningful. It is easier for students to participate in class activities because they are able to see that language learning is related to real-life intercultural communication. By teaching cultural norms and cultural relativism, cultural communication approaches help reduce cultural conflicts and misunderstandings. It is easier for students to adapt to and understand people from different cultural backgrounds, reducing the possibility of conflict and cultural confrontation. The method of cultural communication has significant effectiveness in English classroom teaching, which improves students' cultural sensitivity, cross-cultural communication ability and English language skills. It provides students with a deeper learning experience that helps them better adapt to the challenges of a globalized society. Therefore, the method of cultural communication has an important place in foreign language education.

4. Comparison between cultural communication and traditional teaching methods

Cultural communication emphasizes the importance of culture and integrates cultural background, social etiquette and cultural differences into teaching. Students not only learn the language, but also understand the cultural elements associated with the language. Traditional teaching methods focus mainly on grammar, vocabulary and language structure, with cultural elements usually less involved. They may overlook the importance of culture to language use. The main goal of learners is to acquire a comprehensive competence in cultural sensitivity, intercultural communication skills, and language skills. This approach places more emphasis on practical application and deep understanding. Traditional methods may be more focused on the transfer of language knowledge, such as grammar rules, vocabulary and pronunciation [4]. The learner's main goal is to master the structure and usage of the language. Cultural-communication approaches include teaching cultural context, social etiquette, cultural norms and cultural differences. Teaching materials usually cover cultural elements related to language.

Traditional methods mainly focus on the grammar and vocabulary of the language, and the course content is usually dominated by grammar textbooks and vocabulary books. The cultural communication approach uses more interactive and hands-on teaching methods, such as role playing, simulated situations, group discussions and cultural experience activities. Traditional methods may rely more on lectures, textbooks, and notes, emphasizing written exercises and the teaching of grammar rules. Learners are more actively engaged, and they need to use their knowledge of the language and culture for practical communication. This helps to improve the learners' practical communication skills. Traditional methods may not emphasize cross-cultural adaptation and understanding of cultural differences enough. There are significant differences between cultural communication and traditional teaching methods in teaching objectives, content, methods and learner participation. Cultural communication emphasizes more on cultural elements, and pays attention to students' practical application and the cultivation of cross-cultural communicative competence. The traditional teaching method lays more emphasis on the teaching of grammar and vocabulary. Which method to choose depends on the teaching objectives and the needs of the learner.

5. The application of cultural communication in English classroom teaching

5.1 Teaching materials and course design

Teachers can use cultural materials, such as books, articles, videos, audio, etc., to introduce the culture of English-speaking countries. These materials can cover festivals, traditions, customs, history, literature and so on. Make use of multimedia resources such as cultural films, documentaries, music and short videos to present cultural elements in a vivid and vivid way. Multimedia resources can attract students' interest and help them gain a deeper understanding of culture. Use real cases and stories to give students an insight into actual intercultural communication experiences. These cases can include successful cross-cultural communication, resolution of cultural conflicts, etc. Teachers can use interactive teaching materials, such as online simulation games, virtual cultural experiences and cultural communication role-playing activities, to engage students in cross-cultural situations and experience cultural communication firsthand. Integrate cultural elements into language learning resources such as cultural word lists, texts on cultural backgrounds, exercises and assignments on cultural topics to help students integrate language and culture. Identify learning objectives in the course design, including improving cultural sensitivity, intercultural communication skills, and comprehensive competence in language skills. This helps guide the selection of teaching activities. Create courses based on cultural topics. Make sure each topic has an in-depth cultural explanation and cross-cultural communication practice [5]. Develop diverse assessment methods, including oral performance, project reports, group assignments, cultural studies papers, etc. The assessment should cover cultural knowledge, cultural sensitivity, and intercultural communication skills.

5.2 The introduction of social etiquette and habits

The introduction of social etiquette and habits is crucial in the method of cultural communication, which helps students better understand how to interact with others in different cultural environments, avoid offending others, and establish good interpersonal relationships. Social etiquette is an important part of cultural communication, which covers the code of conduct and politeness norms when getting along with others. Understanding and respecting social etiquette helps to build good interpersonal relationships and avoid offending others. Social etiquette varies from culture to culture. Teaching these differences helps students better adapt to different cultural environments. For example, some cultures may focus more on direct communication, while others may focus more on indirect expression. Social etiquette varies from culture to culture. Teaching these differences helps students better adapt to different cultural environments. For example, some cultures may focus more on direct communication, while others may focus more on indirect expression. Etiquette also includes the use of body language and posture. Students need to understand the meaning of postures and body language in different cultures to avoid inappropriate postures or movements. Etiquette also covers the giving and receiving of gifts, as well as other social courtesies such as ceremonial meals and ceremonial ceremonies. Knowing these courtesies helps students behave appropriately and respectfully in a particular cultural setting. Etiquette also includes rules of conduct in different social situations, such as business meetings, family gatherings, religious ceremonies, etc. Students need to know how to behave in different situations to make sure they are comfortable in social situations. The introduction of social etiquette and habits is crucial in the approach to cultural communication [6]. It helps students better understand how to interact with others in

different cultural contexts, avoid offending others, and build effective cross-cultural relationships. This element of education enhances students' cultural sensitivity and intercultural communication skills, enabling them to better cope with challenges in different cultural environments.

5.3 Explanation of rules of language use

The explanation of rules of language use is very important in cultural communication, because people in different cultural backgrounds may have different rules of language use. Language is a reflection of culture, and people in different cultural backgrounds have different rules [7] for using language. Knowing these rules helps students better understand and adapt to different cultural environments. Politeness is an important part of the rules of language use. Different cultures may have different manners and communication styles. Students need to understand how to use polite language in order to respect others. Different cultures may prefer direct or indirect communication. Students need to understand how to use appropriate communication styles in different cultural Settings to avoid misunderstandings and conflict. Different cultures may have different ways of addressing and honorific titles. Students need to understand how to address others properly in order to show respect. Grammar and vocabulary may also vary from culture to culture. Students need to understand how to use appropriate grammatical structures and vocabulary in different cultural Settings to ensure their delivery is accurate. Rules of social interaction include codes of communicative behavior in different cultural contexts, such as greetings, goodbyes, gift giving, and ceremonial meals. Students need to be aware of these rules to ensure that they behave appropriately in social situations. The explanation of the rules of language use also helps to develop students' cultural sensitivity. They learn to understand and respect the language rules of different cultures to reduce the possibility of offending others. Interpretation of rules of language use is a key element in cultural-communication approach. It helps students to better understand the rules of language use in different cultural backgrounds, improve their cultural sensitivity and cross-cultural communication ability. This element of education enables students to better cope with linguistic communication challenges in different cultural environments.

5.4 Approach to cultural communication

Cultural communication is a teaching method widely used in foreign language education, which focuses on combining language learning with cultural background to cultivate students' cultural sensitivity, intercultural communication skills and language competence. Cit emphasizes the importance of intercultural communication competence in a globalized society. Students need to be able to communicate effectively with people from different cultural backgrounds to avoid misunderstandings and conflicts. This approach combines language learning with cultural education. Students not only learn the grammar and vocabulary of the language, but also understand the application and meaning [8] of the language in different cultural contexts. The communicative approach includes an introduction to the cultural background of English-speaking countries and other countries, including traditions, values, social etiquette, history, and so on. This helps students better understand cultural differences and similarities. Students learn how to behave appropriately in different cultural Settings, including understanding polite language, social etiquette, ways of addressing, etc. This helps them avoid offending others. The cultural communication approach emphasizes practical applications, including role playing, simulated situations, group discussions, and cultural experience activities. Students are able to apply what they have learned in practical intercultural communication. Students learn to compare the similarities and differences between different cultures, which contributes to a deeper understanding of the characteristics of different cultures. The Cultural Communication approach uses a diverse approach to teaching, including understanding cultural backgrounds, role playing, group discussions, project research, and the use of multimedia resources. Students are assessed through oral performance, project reports, group work, etc. Teachers provide feedback to help students improve their intercultural communication skills. The Cultural Communication approach aims to cultivate more well-rounded foreign language learners so that they can better adapt to a multicultural social environment and improve their cultural sensitivity and intercultural communication skills. This approach helps students better understand cultural differences and respect the cultural backgrounds of others, while also improving their language skills to communicate more effectively with people from different cultures.

5.5 Role play and simulation

Role playing and simulation are an important part of cultural communication approach. They provide learners with the opportunity to apply language and cultural knowledge in simulated situations, thereby

improving their intercultural communication skills. Role-playing and simulation activities aim to simulate real-life cross-cultural communication situations. Students take on specific roles, such as negotiator in a business meeting, traveler, restaurant waiter, etc., to practice communication skills in these situations. In role plays and simulations, students are required to use their knowledge of the language to communicate. They will use grammar, vocabulary, politeness and other language skills to consolidate and practice what they have learned. Role play and simulation activities involve not only language, but also cultural context and social etiquette [9]. Students are able to deeply experience the differences between different cultures and understand how to respect the cultures of others in these situations. These activities require students to apply their cultural knowledge and language skills in real situations. They need to take appropriate actions and decisions, interact with other characters, solve problems and complete tasks. Role-playing and simulations provide feedback and learning opportunities. Students can receive feedback from teachers and fellow students about their performance in order to improve and learn more.

5.6 Group discussions and projects

Group discussions and projects encourage students to engage in collaborative learning and teamwork. Students can work together in small groups to solve problems, share ideas and knowledge, and improve their communication skills. These activities require students to delve into and explore specific topics or cultures. They need to gather information, analyze data, write reports, etc., to gain a deep understanding of the cultural context. Students can choose cultural topics, such as traditional festivals, historical events, literary works, etc., to carry out project research. This helps students gain a more comprehensive understanding of cultural elements [10]. Group discussions and projects can include discussion and debate activities that encourage students to exchange ideas, debate issues, and improve their verbal skills. Projects and group discussions require students to apply their cultural knowledge and language skills to real-world situations. They can make plans, design activities, simulate situations, etc., to solve practical cross-cultural communication problems. Students can come from different cultural backgrounds in small groups, which helps them learn about multicultural perspectives and experiences and promotes cross-cultural understanding and respect.

Conclusion

In general, this study emphasizes that the application of cultural communication approach in English classroom teaching has a positive impact on the cultivation of students' cultural sensitivity and intercultural communication competence. This method helps students to better adapt to the multi-cultural social environment, improve their cultural sensitivity, and strengthen their language skills. The cultural communication approach not only provides opportunities for language learning, but also promotes comprehensive cultural experience and learning, enabling students to better understand cultural differences, respect the cultural backgrounds of others, and communicate more effectively with people from different cultures.

Fund Project

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