

Problems and Strategies in College English Intercultural Communication Competence Education

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Abstract

Nowadays, with the rapid development of economy and science and technology, the process of globalization is accelerating and deepening, people-to-people and state-to-state exchanges and communication are constantly strengthening. The cultivation of intercultural communication competence has become an important issue in the field of education, and college English education has an important influence on it. This thesis aims to analyse the current situation and problems in college English intercultural communication education and put forward solutions and strategies to improve the ability of intercultural education and help cultivate intercultural communication talents.

Keywords: intercultural communication, college English, teaching methods and strategies

1. Introduction

Intercultural communication refers to the communication between native speakers and non-native speakers or the communication between people with different linguistic and cultural backgrounds, while intercultural communication competence refers to the ability and quality that individuals must possess in the communication across different cultures. Under the background of globalization, intercultural communication teaching plays an important role in the export of domestic culture, the study of foreign culture, and the development of economy and other aspects. College English education as an important part of intercultural communication ability training, has been valued, but there are still many problems. Under the current circumstance, we need to improve teaching quality and teaching methods to achieve effective intercultural communication.

2. The Importance of College English Intercultural Communication Teaching

(1) When the youth prosper, the nation prosper. College students are the main force of social and national development and the main body of cultural exchange. College English intercultural communication competence teaching is an important way to cultivate intercultural communication talents. The help and guidance of professional teachers and the arrangement of school courses have laid a certain foundation for the education and training of students.

(2) The cultivation of intercultural communication ability is an inevitable requirement and effective response measure under the background of globalization. The changes and development of *The Times* have brought people from different countries and backgrounds closer together, and intercultural

exchanges have been increasingly enhanced. Intercultural communication education can help respect each other's cultural differences, reduce conflicts, strengthen international cooperation, and keep pace with *The Times*. To a certain extent, it can also improve national competitiveness. At the same time, while learning about other cultures, I can export my own culture and enhance my cultural confidence.

(3) Intercultural communication is the bridge of multi-cultural communication. Intercultural communication teaching has its own charm and is a subject combining theory, practicality and practice. Different from other English subjects, it can allow students to learn in fun, enrich students' study life and extracurricular life, broaden students' horizons, improve inclusiveness, and promote cultural inheritance and innovation.

3. Research Status

3.1 Current Situation of Overseas Research

In foreign countries, the research on intercultural education accounts for the largest proportion of acculturation and intercultural training. With the development of *The Times*, foreign intercultural education experiences constant evolution and development. Taking James A. Banks, representative of multicultural education in the United States, as an example, he summarized the main stages of the development of Intercultural education in the United States: Monotonic Courses, Multiethnic Studies Courses, Multicultural Education and Institutionalization. Another is Spitzberg and Cupach (1984) proposed a four-dimensional model of intercultural communicative competence, including knowledge, motivation, skills and other factors. This model provides an important theoretical basis for the subsequent study of intercultural communicative competence.

3.2 Current Situation of Domestic Research

In China, more and more scholars begin to pay attention to the cultivation and research of intercultural communication competence. They discussed the definition, importance and cultivation strategies of intercultural communication competence from different angles and put forward many useful views and suggestions. Domestic scholars pay attention to two key points. One is that non-native speakers are always influenced by their native language background and culture when they speak a

different language. The second is intercultural communication and foreign language teaching. However, at present, there are few in-depth systematic studies on intercultural communication teaching.

4. Problems in College English Intercultural Communication Education

4.1 Textbook Simplification

There are many kinds of English teaching materials for intercultural communication in colleges and universities, but they are all introduced in text, which is monotonous and boring to read. Most of the contents are based on the introduction of theoretical knowledge, also few of them can be classified according to the topic and subject and rarely involve practical application. The exercises contained in the books are basically about the theory of intercultural communication, with little or no reference to cultural communication. At the same time, the introduction of national culture is less, and most of the content is known to everyone, which cannot be well filled with the required cultural knowledge reserve.

4.2 Teachers Lack Intercultural Awareness

Due to the influence of traditional education, intercultural communication competence education has not been paid much attention in universities. Secondly, most teachers do not have intercultural teaching methods, and they seldom expand cultural knowledge. They rigidly conduct theoretical teaching according to textbooks, and still focus on language mastery, such as students' reading ability, listening and speaking ability. Of course, it's not that these skills aren't important, it's just that there's a little bit of noise in the teaching process.

4.3 Teaching Methods Simplification

At present, most of the teaching is still dominated by traditional teachers' output and textbooks, without innovative methods, and ignores culture itself, resulting in students' lack of interest in intercultural communication. The most important thing is that it fails to provide students with good opportunities for practice and application. Many colleges and universities have not set up a special teaching group for intercultural communication teaching, which makes teachers' teaching have no basis to support and cannot form a special set of teaching methods and models.

4.4 Lack of Practical Opportunities

Practice is the most important thing in intercultural communication teaching, but it is also the most lacking of intercultural communication education in colleges and universities. Intercultural communication teaching is different from other basic English courses. In addition to mastering relevant theoretical knowledge and cultural knowledge, it is necessary to practice. At present, the examination form of this course is still based on examination papers or theoretical examination, and it is impossible to know the real cultural communication situation and state of students. For a long time, there are many cross-cultural research talents, but few practical talents.

5. Strategies in College English Intercultural Communication Education

5.1 Combined with Internet +

In the context of today's Internet +, take advantage of science and technology. First of all, courses can be shared online, which breaks educational barriers and helps teachers learn from each other. This can also make up for the difference in resources caused by regional differences and give more support to students. At the same time, through the Internet, both students and teachers can get in touch with cutting-edge theories and knowledge, communicate with international friends through connection, which let the Internet play its role as a bridge. Secondly, Internet + AI can be used to help with teaching analysis and evaluation and build effective after-school tracking and feedback. At the same time, it can also be used for student analysis, analyzing the weak points of each student, accurately finding problems, and realizing individualized teaching, stratified teaching and personalized teaching.

5.2 Hold out Intercultural Communication Activities and Competitions

Activities can be organized by theme, such as diet, daily habits, etc., or by country. It can provide students with a platform for exercise and practice, so that students can truly feel the cultural exchange, and improve students' enthusiasm and enthusiasm for learning. In addition to Intercultural competence competitions held by education departments or related organizations, colleges and universities should also hold some relevant competitions innovatively to raise the attention of teachers and students.

5.3 Regular Teacher Training

The teacher is the guide in teaching, although college students have the ability to learn independently, but the teacher's guidance is essential. First of all, let teachers pay attention to cross-cultural ideas. Second, understand the core and connotation of cross-cultural communication. Teachers should conduct teaching research from a global and intercultural perspective. Come out from the traditional education and complete the transformation of teaching ideas. At the same time, it is also necessary to strengthen students' understanding and confidence in their own culture while learning the culture of other countries. Teachers of other courses can also incorporate relevant cross-cultural knowledge in their teaching. Thirdly, a cross-cultural teaching system should be built, teaching design should be carried out according to the intercultural core content, and teachers should be trained and communicated regularly to improve their teaching ability and level.

5.4 Colleges and Universities Reform the Curriculum Arrangement

At present, many colleges and universities still focus on the improvement of students' mechanical English skills and level in their English learning curriculum and pay insufficient attention to intercultural communication education. It is necessary to appropriately increase the class hours of intercultural communication and establish an effective and reasonable evaluation mechanism. Intercultural communication, as a kind of cultural communication, cannot be graded like ordinary courses. It is also necessary to set up some appropriate courses to introduce the culture and habits of different countries as an aid to the teaching of intercultural communication competence. And at present, most intercultural communication competence education courses are offered in English majors, and students from other majors have few opportunities to contact it. However, multiculturalism is multi-faceted, and schools can add it to other majors and departments as an elective or part of the training program. What's more, as the first platform for students to contact, schools should build Bridges with the outside world and give students opportunities to go out and truly practice cross-cultural communication in real life.

5.5 Enrich Teaching Materials

Intercultural communication teaching is a

practical, lively and interesting course, some appropriate illustrations and real pictures etc. can be added to the teaching materials, rather than large explanations. Secondly, it can be used with other teaching materials to complement each other. In addition, we should jump out of the fixed thinking of the teaching materials is equal to textbooks we have now, daily news, newspapers, periodicals, materials in life, etc., can also become teaching material, these examples are real, more vivid images, help students learn to understand, deepen the impression.

6. Conclusion

Nowadays, with the accelerated process of globalization, trade, cooperation and exchange between people and countries are frequent, and the training of intercultural talents is an effective way to cope with and adapt to globalization. By analyzing the current teaching dilemma and proposing solutions, we can improve the teaching quality of intercultural communication competence, and promote and carry out teaching efficiently and stably, also can cultivate talents with international competitiveness and adapt to multi-culture, further can make culture really live and reduce conflicts. All in all, intercultural communicative competence education is an indispensable part of all colleges and universities.

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