

# **The Cultivation of Cultural Competence of Non-English Majors under the Strategy of "Culture going out"**

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**Abstract:** Most college English classes pay too much attention to the introduction of cultural background knowledge of English speaking countries and ignore the promotion and dissemination of traditional Chinese culture, which leads to serious deviation in the proportion of English culture and Chinese culture in College English teaching. "Chinese Cultural Aphasia" is a major defect of College English Teaching in China. College English teaching is not only language teaching, but also culture teaching. Therefore, increasing the cultural content in College English teaching should be an important aspect of English teaching reform in China.

## **1. Introduction**

With the process of globalization and deepening of reform and opening up, English teaching as a second language has been highly valued in China for a long time. However, in the process of Chinese culture moving to the international stage, English has not fully played its role. College English Teaching for non-English majors has the problem of attaching importance to the introduction of western culture rather than the output of Chinese culture, which leads to the serious cultural aphasia in China. The strategy of "Chinese culture going out" puts forward new requirements and great challenges to college English teaching, which needs to be strengthened. As the most influential form of English test in China, CET-4 and CET-6 have played a very important role in strengthening College English culture education. How to expand college English culture teaching under the guidance of "Chinese culture going out" strategy is the focus of this paper.

## **2. Guiding Strategies for College English Culture Teaching**

Aiming at the problem of cultural aphasia in College English teaching, many experts and scholars call for the introduction and strengthening of Chinese cultural education through all levels of English teaching. This is conducive to the cultivation of students' cross-cultural communication ability. It is also the requirement of the era of cultural integration under the trend of economic globalization, and the strategic need of building a cultural power.

### **2.1 The Global Economic Integration Makes the Game between Cultural Power and Competition Among Countries go Beyond Economy and Politics.**

Countries pay more and more attention to the export of their own culture. As China's foreign trade and economic cooperation continue to rise, China's foreign cultural exchanges, foreign cultural publicity are getting more and more attention. In this context, in October 2000, at the Fifth Plenary Session of the 15th CPC Central Committee, the strategy of "Chinese culture going out" was put forward for the first time. Later, the "12th Five Year Plan" of the Ministry of culture proposed to establish a new image of "cultural China" in November 2013.

The decision of the Third Plenary Session of the 18th CPC Central Committee puts forward the importance of further expanding cultural exchanges with foreign countries. It points out that it is necessary to strengthen the cultivation of international communication capacity and the construction

of foreign discourse system, and shape the image of China as a cultural power. It can be achieved by expanding the international influence of Chinese culture and further enhancing the cultural soft power of contemporary China by creating an international environment for China's peaceful development. Under the strategic vision of "Chinese culture going out", many scholars discuss the importance of Chinese culture education of College English from the perspective of communicative function and cross-cultural ability.

Therefore, in English teaching, the English language as a communication tool should be used to serve China's political economy and culture. In order to let China go to the world, we have already built an English teaching system with Chinese characteristics.

## **2.2 Policy Guidance on the Strategy of "Chinese Culture going out"**

The strategy of "Chinese culture going out" is an important strategy to build a strong cultural country and improve the soft power of Chinese culture. This programmatic document emphasizes that students should not only have a deep understanding of western culture, but also have the communicative ability to express and spread Chinese culture in English.

In addition, the outline of China's medium and long-term education reform and development plan (2010-2020) proposed that the cultural and educational goal of China's cultural communication is to make students become ambassadors of cultural exchanges, so they can introduce Chinese culture to foreigners who are interested in it while they conduct academic exchanges. As the key course to cultivate students' foreign language ability in culture communication, college English class undoubtedly bears the important responsibility of implementing the outline.

## **3. The Exploration of College English Culture Teaching**

CET-4 and CET-6 is a national standardized test sponsored by the Ministry of education of China. The reform of CET-4 and CET-6 translation has played an active role in effectively measuring the comprehensive English application ability of Non-English Majors since it was officially implemented in 1987. Since 2005, great reforms have been made in the examination content, test type, scoring system and performance reporting methods, especially in the translation part.

From the content of the examination, the theme and vocabulary of the new translation questions are all very "Chinese style". The contents of the examination involve all aspects of Chinese culture, including not only Chinese traditional culture, such as Chinese food, Chinese tea, Chinese art, Chinese traditional architecture, Chinese festivals, but also hot issues of Chinese society, such as education equity, economic development, etc.

The difficulty of translation lies in the English expression of Chinese culture. I have conducted a test concerning Chinese culture and its English expression ability. The results from 58 non-English major students reflects the students' unfamiliar with Chinese culture vocabulary. "Four major inventions" are translated into star farming, "Silk Road" is translated into Chinese Pinyin plus English words "sichou road", so we have to think about the serious problem of Chinese culture aphasia.

## **4. The Enlightenment of College English Culture Teaching -- the Development of Chinese Culture**

### **4.1 The Expansion of Cultural Communication Ability.**

Under the guidance of the strategy of "going out of Chinese culture", the students' cultural communication ability should be developed and expanded on the basis of the traditional ability goal of "listening, speaking, reading, writing and translation". The ability of cultural communication can be further divided into five abilities: first, the ability of bilingual communication and cross-cultural communication between Chinese and English; second, the ability of cultural communication between China and foreign countries, the ability to correctly treat cultural differences and effectively deal with cultural conflicts; third, the ability to learn English and Chinese language and

culture. The fourth is the comparative ability between Chinese and English language and Chinese and Western culture; the fifth is the ability to spread Chinese language and culture in community activities and daily life. The combination of five cultural communication abilities and the language abilities like listening, speaking, reading, writing and translation can effectively improve students' comprehensive application ability.

#### **4.2 The Expansion of Teaching Content Bilingual Culture.**

With the goal of developing students' cultural communication ability, we should integrate the Chinese language and cultural content, expand the teaching content, embody the dual cultural connotation of Chinese and English, and highlight the integration of Chinese and Western cultural values; select the teaching content with cultural awareness and cultural innovation, take students' Chinese language and cultural background as the exploitable resources, and learn English according to the characteristics of Chinese students. The content should be properly integrated into the language materials and real situations with Chinese cultural characteristics. On the one hand, it helps students to enhance their understanding of the rich mother tongue culture and further enhance their interest in learning; on the other hand, it helps students to improve their ability to express Chinese culture in English and intercultural communication. Besides, it provides students with reading materials related to Chinese history, economy and social development, such as Beijing review, China today and other Chinese English newspapers to help students accumulate vocabulary and knowledge.

#### **4.3 The Development of Teaching Methods -- Comparison of Similarities and Differences.**

First of all, we should develop students' cultural communication ability as the goal to expand college English teaching methods so that students can improve their cross-cultural communication ability and their own humanistic quality in critical thinking activities. In order to avoid the cultural identity anxiety caused by English learning and increase students' cross-cultural awareness and sensitivity to cultural differences, students should be given such practices as to make comparisons between Chinese and Western cultures through discussion, debate, etc.

Secondly, the task driven approach should be used to implement communication and translation tasks for different cultural situations in order to improve cross-cultural communication ability and comparative translation ability of language and culture. In addition, it can not only enhance the practicability of English teaching, but also improve the students' interest in learning Chinese culture and the effect of cultural expression.

Under the guidance of the strategy of "Chinese culture going out", the goal of College English teaching is not only to understand all aspects of foreign society, but also to make Chinese culture go to the world and make the world understand China more comprehensively.

The reform of College English teaching shows the expansion of College English Teaching in the field of cultural communication, adhering to the concept of making English teaching serve China.

### **5. Conclusion**

Under the call of the era of building a cultural power, College English teaching must be guided by the strategy of "Chinese culture going out". To shoulder the historical mission of spreading Chinese culture, we should improve students' ability to spread Chinese language and culture in English.

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