

Research on the Interactive Path Between College English Education and Regional Culture

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Abstract

The two cultures are closely related to each other and promote the co-existence and co-development of English education and culture, which is of great practical significance. There are some problems in the interactive development of College English education and regional culture, such as the interactive content needs to be expanded and the mechanism has not been established. Colleges and universities bear the historical responsibility of carrying forward China's excellent regional culture. At the same time, language is an important carrier of traditional culture. The universality of College English curriculum makes college English play a role of cultural inheritance. The lack of college culture makes the integration of English and regional culture more necessary. Regional culture influences and nourishes local colleges and universities. College culture affects and promotes the change of regional culture. Colleges and universities interact with regional culture, so as to promote the development of colleges and regions. Campus co construction, "industry university research" combination, innovation coordination and function leading are the basic modes of interaction between local universities and regional culture. Taking the right mode will help to form a system and further promote the interaction between school and local culture.

Keywords

College English education; Regional culture; Interaction.

1. Introduction

Function is the basic function of college English education, and all the work of college English education is actually to promote cultural development. Service and cultural guidance are the basic functions of local college English education [1]. College English education in local colleges and universities is promising in the inheritance and innovation of local culture, the development of local cultural research, the conciseness of urban cultural spirit and the improvement of cultural taste [2]. Generally speaking, the actual concept of culture is a kind of summation, which is the summation of material and spiritual achievements of social practice. College English education, as a relatively unique subject, contains material and cultural factors such as natural development and humanistic education environment, and spiritual and cultural contents such as academics, systems and educational methods [3]. Local culture also has a broad background and complex connotations. The independent interaction between pure college English education and colorful regional culture is not only the inherent requirement of cultural development, but also the deliberate pursuit of college English education and regional culture [4]. As far as its initiative is concerned, the purpose is mutual benefit and win-win. It is of great cultural sociological significance to study the mechanism of cultural interaction between local universities and their regions.

What is regional culture? Regional culture is a cultural feature formed by residents living in a specific region through a long historical process [5]. Regional cultures are different from region

to region. Regional culture reflects the living habits and thinking characteristics of local people. With the change of history and living environment, regional culture has been inherited and developed accordingly. Regional culture not only embodies the wisdom of local people, but also is an important part of traditional culture. The inheritance and development of regional culture is conducive to the inheritance of Chinese traditional culture [6]. The combination and interaction of regional cultural education in college English has an important influence on the improvement of college students' English cultural communication ability. At present, people don't know much about the lack of regional culture in college English teaching, the influence of regional culture on college English education, the reasons for the lack of interaction, the specific ways to improve it, and the related theoretical research are not mature enough, all of which are imperceptibly hindering the all-round development of both sides [7]. In view of this, it is of great practical significance to explore the interactive ways between college English education and regional culture.

2. The Relationship Between English Education and Regional Culture

2.1. The Necessity of Interaction Between English Education and Regional Culture

Regional culture is not only the driving force of social development and can improve the level of social and economic development, but also the business card of a place. It is the fundamental attraction and influence of regional development and urban planning. College English education is an important link to promote the high-quality development of regional culture and promote the multiple organic connection between talent training and industrial innovation and development. It helps to promote the coordinated development of education and teaching, talent training and cultural industry [8]. The interaction between College English education and regional culture is conducive to shaping regional citizens with high cultural literacy; The interaction between College English education and regional culture is conducive to building a distinctive regional brand culture; The interaction between College English education and regional culture creates unique historical and cultural resources; The interaction between College English education and regional culture is conducive to the formation of several cultural institutions and groups; The development of English industry is conducive to the interaction between English industry and regional culture; The interaction between College English education and regional culture is conducive to the harmonious development of mass culture; The interaction between College English education and regional culture provides a platform for cultural quality project. Constructing the interactive development mechanism of College English education based on regional culture is not only the objective requirement of the reform of regional management system of higher education in China, but also the internal demand of realizing that college English education better serves the development of regional economy and culture. On the one hand, constructing the interactive development mechanism between College English education and regional culture can help to improve the efficiency of regional cultural communication and improve the form of educational and cultural exchange; On the other hand, constructing the interactive development mechanism between College English education and regional culture can further lead the direction of cultural inheritance and stimulate the concept of cultural innovation. Only by fully mobilizing their own positive development factors and promoting the construction of the interactive development mechanism between College English education and regional culture, can college English education and regional culture effectively play the role of mutual radiation between cultures and jointly promote the all-round and harmonious development of College English education and regional social culture. Figure 1 shows the interactive relationship between College English education and regional culture.

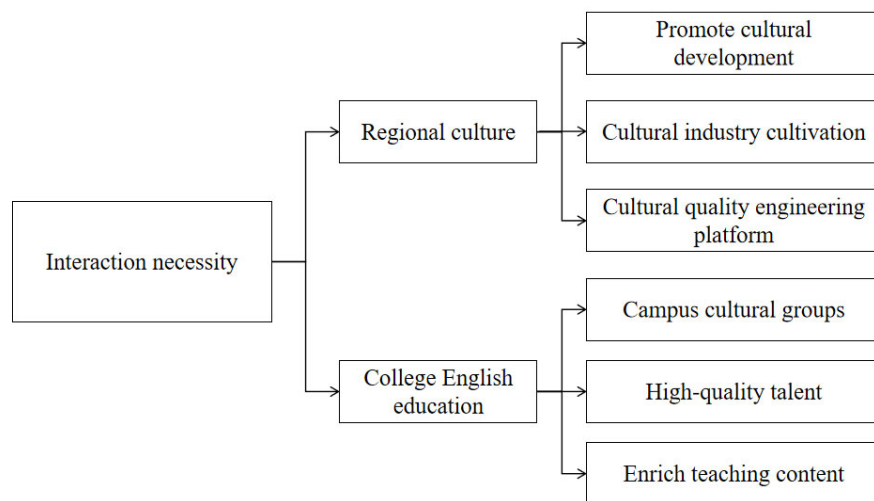


Figure 1. Interactive relationship between college English education and regional culture

2.2. The Lack of English Education and the Current Situation of Regional Culture

Although there is a strong demand for cultural interaction between college English education in local universities and regional culture, some local universities and local schools have already made some achievements in cultural interaction and cooperation. However, due to the lack of mature cases, rich practical experience, smooth interactive channels and reasonable cooperation mechanism, there are still some problems to be solved in the interactive development of college English education and local culture in local universities. Taking tourism English in college English education as an example, more and more students have achieved excellent results in the large-scale English test, which mainly tests their language ability, but they may not be able to become excellent workers in the local tourism industry. The reason is that in the current tourism English teaching, there is a general phenomenon of emphasizing the cultivation of theoretical skills and neglecting the infiltration of regional culture [9]. Most English teachers focus on the teaching of language itself, such as teaching grammar and vocabulary, but just ignore the infiltration of culture, especially regional culture, in English teaching. From the aspect of textbook content, the current college English textbooks are short of textbooks on Chinese cultural content, especially the regional culture, which is rarely involved in the CD-ROM version and online version of the texts and exercises. These deficiencies make students lack ways to learn relevant English vocabulary, sentences and contents. This also leads to the lack of correct cognition of cultural integration and development in college English education in local universities. College English education needs to play a function-oriented role in talent cultivation, scientific research and social services, which are short of links with the coordinated development of regional cultures. The regional culture has obvious regional characteristics, and it has healthy, active and rich resource support for the content construction of college English education.

3. Interactive Path Exploration

3.1. Analysis of the Interactive Path at the University Level

To effectively solve the problems existing in school local cultural interaction, we need to enrich the content and form of school local cultural interaction, improve the overall quality and cooperation consciousness of school local cultural construction team, and improve the effect of school local cultural interaction. In terms of College English education, colleges and universities can make use of regional cultural resources to enrich the forms of campus associations. In

practice, we should make full use of local cultural resources, take students as the center, incorporate the regional cultural content loved by students into the College English education system, as the starting point for the integration and development of cultural diversity, actively carry out college students' humanistic quality education and enhance the effectiveness of College Students' English quality education. Encourage community members to develop and improve themselves. Local English clubs should integrate with regional characteristic culture, and use regional characteristic culture and commemorative activities with humanistic spiritual value to cultivate the humanistic quality of club members [10]. With the help of regional culture and based on culture, College English education in local colleges and universities can establish community publications and peripheral products, set up regional culture columns in community publications, integrate historical celebrities, cultural sites, local characteristic landscapes and literary works, and play a good role in publicizing local culture. Build a guarantee mechanism for College English education to participate in local cultural construction, and set up regional culture related topics in the English corner or library, so as to tap cultural resources, promote cultural interaction, and promote the harmonious development of College English education and regional culture. In addition, promoting "campus culture into the community" by means of popular regional traditional culture demonstration, elegant art exhibition and other forms is also an important channel to promote regional and university cultural interaction and enhance regional cultural taste. And the necessity of Chinese culture input should be clarified in the curriculum teaching design.

3.2. On the Interactive Path at the Institutional Level

The necessary measures to increase the content of regional culture examination and improve the phenomenon of regional culture deficiency in college English teaching. Usually, the oral English and writing of college students' English course assessment tend to be official in the national unified examination theory, which hinders the deepening of college students' regional cultural English ability to a great extent. Increase the proportion of regional culture in the unified examination, and promote the emphasis of college English education on regional culture. The development of follow-up supplementary teaching courses is an important link to improve the phenomenon of regional cultural deficiency in college English teaching. Offering college English courses with regional characteristics to supplement the traditional teaching can also improve students' systematization and comprehensiveness in mastering the content of regional cultural English, thus meeting the learning needs of more students. According to the reasonable input of regional culture by different textbooks, textbooks are the main basis of a course teaching. Teachers need to design teaching and classroom teaching according to textbooks, and students need to learn classroom knowledge and practice after class according to textbooks. Therefore, textbooks are an important carrier and main means to achieve teaching objectives. By adding the space proportion of relevant thematic articles about regional culture to college English textbooks, students can contact and communicate with regional culture, make their self-cultural identity clear, and realize the idea of exam-oriented education and identity reconstruction. Combining college English education with Industry-University-Research of regional culture, giving full play to the cultural and scientific research advantages of local college English education, and taking local college English education as the center, forming a consortium of education, scientific research and production. To build a high-tech industry-intensive area, colleges and universities can become regional cultural and creative centers and high-tech research and development centers. Industry-University-Research consortium development model can give full play to the leading role of colleges and universities, realize the integration and promotion of educational culture and academic culture to social culture, and make the cooperation between regional culture and college English education culture win-win. Figure 2 shows the interactive road map.

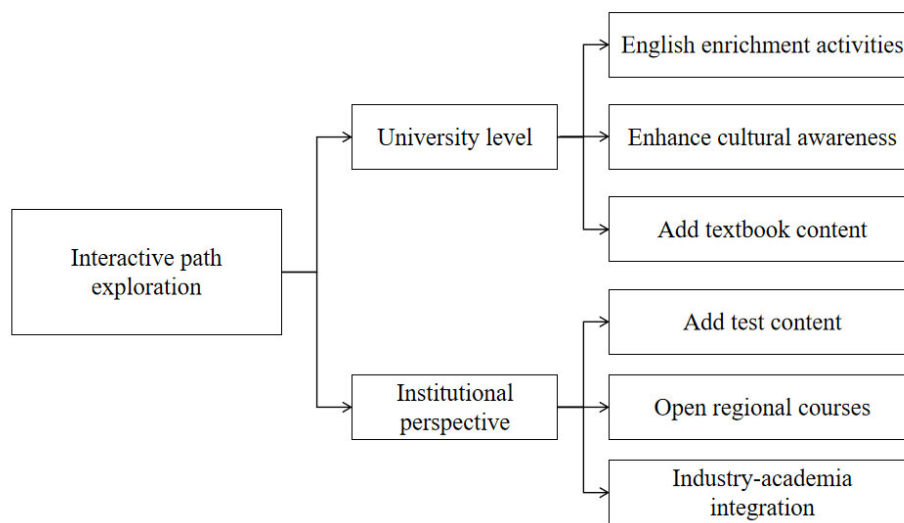


Figure 2. Interactive path diagram

4. Conclusions

The interactive development mechanism of college English education and regional culture is an important link to improve cultural creativity, and it is also a key measure to promote the reform of socialist cultural system and build a strong socialist cultural country. The benign interactive development of college English education and regional culture can not only further guide the cultural construction of local college English education, promote the characteristic development of local college English education and strengthen the core competitiveness of local universities; But also can give full play to the leading function of local university culture to regional culture and promote the development level of regional culture. They are closely related, complement each other, influence each other and penetrate each other. To sum up, analyzing the interactive path of regional culture in college English teaching and exploring scientific ways to improve it can not only promote the optimal development of regional culture teaching in college English education, but also enhance college students' understanding of regional culture and promote their English international cultural communication ability. According to the differences of interest subjects and interaction objectives, we should innovate various standardized and effective regional cultural interaction and cooperation modes of English education to achieve mutual benefit and positive interaction, and then promote the prosperity and development of regional culture and college English education.

Acknowledgments

This article is supported by the 2022 annual project of the "14th Five-Year Plan" for social science research in Nanchong City: "Exploration of the Interaction Path of College English Education and Regional Culture (No.: NC22B192)".

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