

On the Innovation of College English Teaching Mode Based on Culture

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Abstract: With the growth of social economy and the sustained progress of scientific and technological levels, how to integrate cultural factors into students' daily learning is a topic worthy of research and discussion. This paper analyzes the innovation of College English teaching (CET) mode from the perspective of culture. Firstly, it introduces the current situation and characteristics of College English education. Secondly, it expounds the analysis of the construction of foreign language teachers in Colleges and universities (CAU) from the cultural perspective. Then it introduces the importance of cultural background on English learning and uses the questionnaire method to investigate the innovation of current CETM. Finally, the paper proposes to build a "people-oriented" foreign language talent training model in CAU, to better promote China's social and economic growth level and improve the country's comprehensive strength.

1. Introduction

With the rapid growth of China's economy and the sustained progress of people's living standards, college students as a group have an essential and special significance in English learning. Therefore, it is necessary and necessary to study and practice it effectively [1-2]. As an important and special communicative tool, College English has become a necessary language for students. Therefore, CAU should attach importance to the quality of education and teaching, improve the overall level of the school, and promote the all-round growth of students as the goal to carry out curriculum setting and implementation.

At present, the research on college foreign language teaching mode mainly focuses on the analysis and discussion of College Students' English learning motivation, learning process, and students' psychology. From a theoretical point of view. Some developed countries abroad have formed relatively perfect education systems. For example, the school management system in the United States requires every teacher to participate in classroom activities. Japan has set up a special organization to be responsible for the communication between teachers and students and the solutions [3-4]. Germany takes "teaching method" as its guiding ideology. From the domestic research status, the current CETM in China is mainly teacher led, and students passively accept knowledge in the classroom [5-6]. This traditional way of education makes college students less motivated to learn English. Therefore, CAU must change the previous single and mechanical methods of inculcating and explaining the contents of teaching materials to cultivate talent. At the

same time, they should pay attention to giving full play to students' subjective initiative and dominant position, and stimulate their creativity, innovation, consciousness, and ability through cross infiltration in different disciplines. Therefore, based on the cultural perspective, this paper makes an innovative exploration on CET.

With the rapid growth of China's economy, people pay increasingly attention to the spiritual aspect in their lives and have higher requirements on the cultural level. From the perspective of culture, this paper integrates the concept of "people-oriented" into the process of classroom teaching and discusses how to realize the innovation and growth of talent training mode in combination with the actual situation.

2. Discussion on the Innovation of CET Mode Based on Culture

2.1 Current CET Mode

At present, China's education reform has been in progress. CAU and the government have also taken a series of measures to deal with this new situation. On the one hand, some policies and regulations are formulated to strengthen the support for the cooperative growth between higher education institutions and schools. On the other hand, it also provides a strong guarantee for CET by establishing and improving relevant legal systems and standardizing market order [7-8]. In addition, we should actively encourage social forces to participate in the campus construction, and vigorously promote English cultural knowledge and skills training courses to improve students' learning interests and practical ability. At the same time, we should also pay attention to cultivating the quality of foreign language talents. The current CETM is mainly "teacher + student". Under this mode, the relationship between teachers and student union is also essential. There are many problems in this traditional teacher-student relationship. For example: on the one hand, the teachers' arrangement of class time is unreasonable. Due to the educational system and the growth level of higher education in China, there are too few English class hours or even more than the normal class hours. On the other hand, students are under too much pressure to learn and do not like to participate in the teaching process. Under the new educational model, CAU should analyze and summarize the problems existing in the process of students' learning English knowledge. First of all, the teaching content should be divided into three parts: first, cultural background, second, language ability, and third, language application level. When educating college students, we should not only impart theoretical knowledge and skills, but also pay attention to cultivating their comprehensive quality and interdisciplinary scientific knowledge, so that they can better adapt to the changing trend of social growth and talent demand, and continuously improve their English level to achieve their learning goals [9-10].

2.2 Cultural Perspective

Culture is formed in the process of social and historical growth in a country or region. It has regional and ethnic characteristics and forms a unique multiethnic group with other ethnic minorities, Han, and other groups. From the perspective of the origin of human history, it means that different types and forms of spiritual activities have been produced in different regions, which are diverse and integrated with each other, showing a variety of forms, rich and attractive spiritual activities. From the perspective of economic foundation, it refers to the material wealth and cultural products created by people in the process of social life and production. These material cultures include various production tools and facilities. Everyone has his own unique understanding of the same thing. College English education is based on this understanding. CET should not only teach students knowledge and skills. It is also necessary to train them to have a comprehensive

understanding of the cultural connotations such as language and writing, and to carry out comprehensive training in many aspects such as the ability to use language and thinking methods, and to improve their communication expression abilities. At the same time, it is also necessary to pay attention to improving students' understanding of Chinese culture and their mastery of application skills. Therefore, when we design and select teaching content according to students' own characteristics, we should also consider whether it is suitable for college students to learn English courses in combination with local language environment, cultural and historical background and other factors, to achieve the ideal goal and achieve the goal of sustainable growth [11-12].

2.3 Data Mining Technology

Cultural factors are an important part of CET quality, and how to improve the professional competence of college foreign language teachers has become an urgent problem to be solved. In the process of CET, teachers can use data mining technology to analyze and process a large amount of information and form corresponding conclusions. This method also provides a good learning environment for students. Therefore, in the case of large cultural differences, weak understanding ability, and low knowledge level, it is necessary to use the specialized computer network system to realize the resource sharing and collaborative cooperation mode to solve these problems. At the same time, it can further strengthen the relevance between the disciplines involved in the teaching process, to promote teachers to understand and master more English knowledge, apply scientific and reasonable analysis and prediction in practice, and then deal with it effectively. Through the construction of new media technology to achieve information resource sharing. The application of multimedia in the classroom can make students express their required knowledge more intuitively and vividly. At the same time, it can also make better use of modern information technology to enrich the research on teaching models and methods, to achieve the purpose of improving the professional ability of College English teachers. Data mining technology can give full play to the advantages of new media English teaching, as shown in formula (1):

$$\text{Confidence}(X \Rightarrow Y) = \frac{\text{Support}(XUY)}{\text{Support}(X)} \quad (1)$$

The support of a rule $x \Rightarrow y$ in database D is the ratio of the number of transactions containing X and Y in the transaction set to the number of all transactions, which is recorded as:

$$\text{Support}(X \Rightarrow Y) = \text{sup port}(X \cup Y) \quad (2)$$

Data mining technology is to extract useful value from the original and hidden information through analysis, and transform it into usable and easy to understand and apply to the human brain. In the process of CET, we should pay attention to cultivating students' thinking ability.

3. The Investigation Process of CETM Innovation Based on Culture

3.1 Construction of CETM Based on Culture

In the process of CET, teachers should actively guide students' autonomous learning. As can be seen from Figure 1, we should first combine theoretical knowledge with practical experience, then pay attention to the cultivation of students' comprehensive ability, and finally pay attention to the issue of cultural differences. We should formulate relevant strategies and schemes according to the differences and growth between different regions and schools to a certain extent, to achieve the expected results and finally achieve the improvement goals For some representative and practical teaching models, it should be noted that teachers should avoid focusing on theoretical knowledge in

the process of classroom explanation.

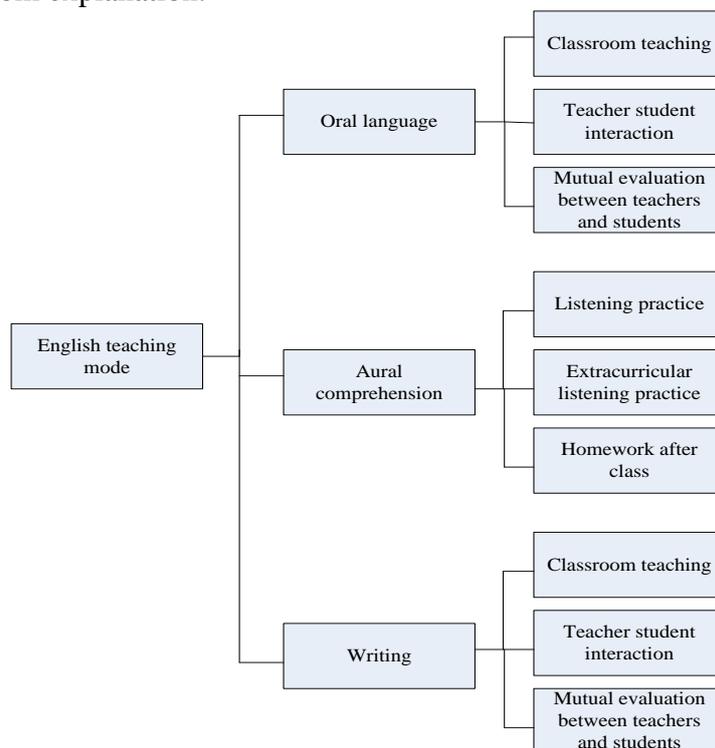


Figure 1: CETM Based on Culture

3.2 Investigation on the Innovation of CETM

3.2.1 Investigation Purpose

The purpose of the innovation of CETM is to improve students' language learning, mastering ability, and applied skills, so that they can better adapt to social life in the future society. As a talent training base, CAU should also take "knowledge-based" as the core of their educational philosophy. Therefore, we should carry out targeted reform and adjustment according to the growth of different regions and schools. At the same time, we should strengthen the research on the innovation of CETM and establish corresponding mechanisms to promote the improvement of students' English learning ability and applied skills, so as to improve China's dominant position and influence in international competition.

3.2.2 Respondents

The investigation object of CETM innovation is mainly to investigate the current situation of CET and make a corresponding analysis of the survey results, to better promote the training and growth of college talents. In the current situation of college foreign language teaching, although some CAUS have begun to pay attention to English curriculum reform, they still can not meet the needs of social growth for talent.

3.3.3 Investigation Process

In the process of investigating the innovation of CETM, this paper mainly adopts the methods of questionnaire interview and literature research. The students will be informed and recorded by issuing the test questions on the innovation strategy of CETM. Then, according to what they have

learned, design corresponding questions to answer, what they want to express or understand, and what ideas they have, etc.

4. Investigation and Analysis on the Innovation of CETM Based on Culture

4.1 Investigation on the Innovation of CETM

Table 1 shows the survey data on the innovation of CETM from the perspective of culture.

Table 1: Innovation of CETM

	Be completely in conformity with	Compare in line with	Basically in line with	A little out of line	Not at all
Teaching of cultural phenomena	14%	30%	50%	5%	1%
Cultural connotation teaching	13%	23%	45%	7%	2%
Teaching of cultural difference analysis	10%	32%	55%	2%	1%

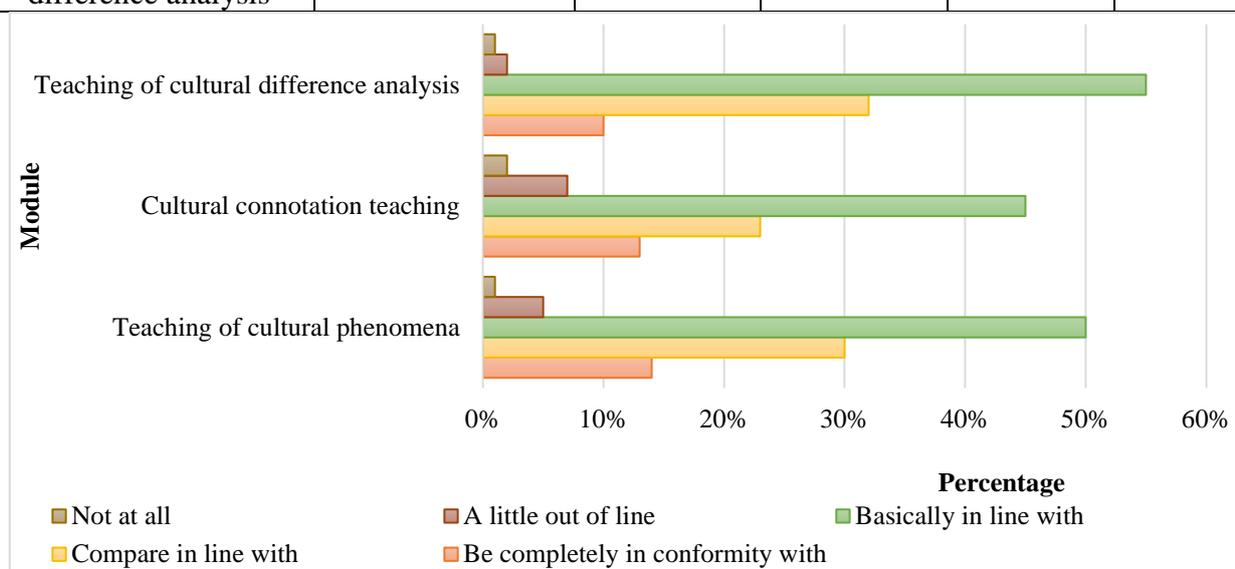


Figure 2: Model innovation survey results

Through the investigation and research on the CETM of college students, it is found that, as shown in Figure 2, most students in China have adapted to the social and economic growth and talent needs in the new era, and have gradually formed their own unique way of thinking and value in the learning process. However, on the whole, there are still the following problems, that is, students' understanding of knowledge structure and content is not comprehensive. At present, most people believe that college English courses mainly focus on the traditional teaching modes such as basic language courses and cultural courses. Schools should formulate corresponding curriculum plans and teaching materials for cultivating excellent talents, establish a perfect and systematic education system and relevant systems to promote the combination of autonomous learning and practice of college students. At the same time, they should strengthen the research on CETM and means constantly improve the level of language skills that college students master in English class and take this as one of the future growth directions.

5. Conclusion

With the continuous growth of society, the level of science and technology is also improving rapidly. As a new language, English has its own particularity to a certain extent. Therefore, to better meet the needs of the new era and students' growing thirst for knowledge, effective reform and innovation is a problem that needs to be paid attention to and solved well in CET. From the cultural perspective, this paper explores how to combine the educational concept, curriculum system, and social growth in CAU to realize the transformation and optimization of talent training mode, to make it play a greater role in the future growth.

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