



Research on the Role of College English Teaching in China's Discourse System and International Communication Capacity Building

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Abstract

Strengthening the traditional cultural education of College English major students can effectively address "Chinese cultural aphasia", enhance the quality of cross-cultural communication talent training, and boost the cultural self-confidence of university students. One of the key missions of Chinese educators is to nurture students to be confident in their own culture while also being proficient in English to promote Chinese culture globally. Exploring the role of university English teaching in developing international communication skills will contribute to establishing a robust support system for such talents. By gaining a deeper understanding of the practical experience of university English teachers in terms of their training orientation, curriculum, and teaching methods, it can provide a reference for relevant decision-makers and promote alignment of the domestic higher education system with the requirements of international communication. This paper first introduces the role of university English teaching in the construction of China's discourse system and international communication capacity and then puts forward some effective construction strategies in terms of strategic systems, communication channels, and talent cultivation for reference.

Keywords

College English, Chinese discourse system, International communication, Transmission capacity

1. Introduction

Translation of Chinese ideological and cultural terminology is an important task of China's international communication, which is related to China's international discourse and cultural confidence (Wang Shaoshuang, 2023). However, as a training base for translators and college students with international perspectives, the educational programs of universities play a crucial role. University English teaching in the construction of China's discourse system, as an important way to improve the country's cultural soft power, can enhance the ability to disseminate China's good voice, promote China's wisdom, and recognise our traditional culture. Therefore, it is very important for the improvement of the Chinese discourse system, which is an important means of exploring traditional culture, letting people in the world see Chinese culture, and ultimately enhancing the effectiveness of cultural communication.

2. Analysis of the current status of domestic research

Wang Wenbin, a professor at Beijing Foreign Studies University, said that "building capacity in foreign language education is a basic prerequisite for enhancing international communication power", "International communication

is different from domestic communication in that we basically need to borrow foreign languages, preferably the language of the recipient country, to disseminate the necessary information". Wang Maohu (2023) points out that China, as a country with a long history and rich culture, should focus on demonstrating its uniqueness and charisma in international communication, and at the same time engage in effective dialogue and communication with the international community. Ou WA, Gu M M, Hult F M. (2023) introduced the concept of translanguaging and explored its role in facilitating cross-language and intercultural communication in international higher education. The study believes that communication in multiple languages can go beyond the limitations of English as a common language, promote deeper and more effective communication between different cultures, and realize the cross-border transmission of information between countries and regions.

3. The Role of University English Teaching in the Construction of China's Discourse System and International Communication Communication Capacity

3.1 Improvement of students' cultural literacy

College English, as an important course in university education, can introduce the world's excellent culture to Chinese students, and can also introduce the excellent traditional Chinese culture to the people of the world through dissemination (Duan Li, 2023).

The construction of the discourse system is very necessary for university English teaching, and to some extent epitomises the development of culture. The spread of Chinese culture somehow symbolises the development and rise of the country, and conversely promotes the exchange and development of other cultures. College English teaching is not technical teaching, but cultivating students' linguistic ability and improving their comprehensive quality (Liu Haijuan & Zhao Yu, 2022). Therefore, in actual teaching activities, the appropriate integration of traditional culture enriches the content of English teaching and deepens students' comprehensive knowledge of the Chinese cultural system. Overall, the construction and improvement of the Chinese discourse system provides a comprehensive display of the characteristics of China's distinctive culture, helping enhance students' overall quality, in line with the inevitable needs of the reform and development of higher education (Huang Shuyu, 2021).

3.2 Highlighting the subjectivity of Chinese culture

The integration of English into China's education has long neglected the importance of local cultural development. On the one hand, Chinese culture has been influenced by foreign cultures and has undergone very great changes, the most obvious is that traditional festivals have been replaced, and in the long run, our culture will gradually die out. In order to further promote the traditional culture and penetrate Chinese culture into the heart of every student. It should be analyzed from an educational perspective to ensure that Chinese culture is recognized for its long history. To broaden the channels of cultural dissemination, modern science, and technology can be utilized in classroom teaching. This approach helps students intuitively, comprehensively, and systematically understand the unique characteristics of Chinese culture. It aims to promote and develop culture while enhancing the quality of college English teaching.

3.3 Interpenetration and Interpretation of English and Chinese Culture

Chinese and English are both communicative languages. The process of integrating them mutually helps students learn more effectively, promotes the development of knowledge, and preserves Chinese traditional culture on the global stage. Especially in the context of economic globalization, cultural integration is an inevitable trend. Therefore, English teaching should appropriately incorporate foreign cultures to further promote traditional Chinese culture (Ran Jingtai & Lu Ping, 2019). According to Claire Kramsch, "If language is seen as a social practice, culture is at the heart of language teaching." Based on this understanding, it is essential to integrate knowledge related to Chinese culture in the development of English teaching materials. This integration helps students gain a better understanding of cultural aspects such as folklore, geography, traditional cultural ideas, etc. During explanations, teachers should compare and contrast to enrich students' cultural understanding and achieve a true integration of cultural elements in English teaching.

3.4 Build an international communication talent support system

Studying the role of college English teachers in cultivating international communication talents can help build a

perfect support system for international communication talents. An in-depth understanding of the practical experience of training direction, curriculum, and teaching methods can provide a reference for relevant decision-makers and promote the docking of the domestic higher education system with the needs of international communication.

3.5 Realisation of the combination of industry, academia, and research

Through strengthening the cooperation between the university and the foreign affairs and foreign propaganda departments of the government and international enterprises, and carrying out activities such as curriculum co-construction covering Chinese culture and translation practice, we promote the combination of industry, academia, and research, so as to enable the students to improve their linguistic literacy and translation ability on the one hand, and to tell a good story about China and disseminate Chinese culture on the other hand, and to make efforts for the continuous upgrading of China's status in international discourse system.

4. University English Teaching in Chinese Discourse System and International Communication Capacity Building Strategy

4.1 Improving the strategic system and enhancing the effectiveness of international communication

With the urgency of constructing China's foreign discourse system and enhancing China's international discourse power, the focus of China's translation activities has gradually changed from "translate the world" to "translate China". The focus of China's translation activities has gradually shifted from "translating the world" to "translating China", and a large number of demands for Chinese and foreign translations have emerged.

Chinese translation work has become the "new normal" of China's translation activities in the new era (Huang Youyi, 2022). How to tell China's story, convey China's voice, and build a perfect Chinese discourse system in the construction of international communication in English language teaching requires systematic design, reasonable analysis from the perspective of the national strategy, repeated discussions on the concept of communication, clear goals and objectives, clear understanding of the methodology and strategy, and reasonable planning for the effectiveness of international communication. In terms of the goal of strategic development, teachers actively promote Xi Jinping's Socialist Thought for a New Era, always focusing on the Chinese spirit and Chinese culture, grasping the core ideas, and stimulating the vitality of Chinese culture.

When it comes to actual teaching, adhere to the principle of student-centredness, construct a perfect Chinese discourse system and international communication work, improve the Chinese narrative work, and incorporate the elements of China's excellent traditional culture, which can be seen in Figure 1.

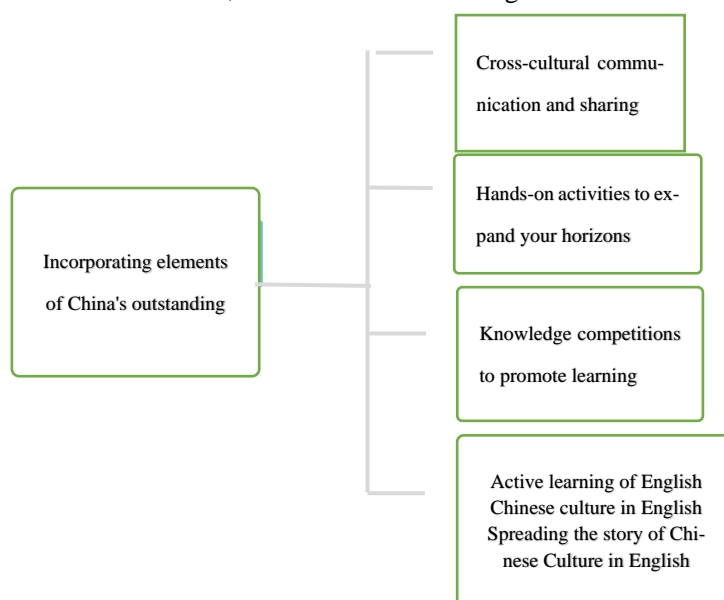


Figure 1. Practical sessions incorporate elements of excellent traditional Chinese culture to cultivate students' international communication abilities.

University classroom teaching can be based on Chinese culture and incorporate corresponding translation practices with different themes. For example, quoting Foreign Ministry spokesman Geng Shuang's "Throw me a wooden peach, and I will return it with a Qiong Yao", students are led to explore different translations of the Classic of Poetry and to appreciate the essence of China's culture and great nation's sentiment. Naturally, it inputs students' knowledge about Chinese culture and its English translation and enhances their cultural translation literacy (Chen Ruimin, 2023). In addition, students can follow the traditional stories in the textbook as the theme, with the main line of "My Familiar Chinese Stories", integrating the knowledge of English, arts and sciences, and other disciplines, to communicate and share cross-culturally on the theme of the activity in a well-ordered way. Through practical activities, students' inner potential is awakened, their cognitive horizons are continuously developed, and the differences between Chinese and Western cultures are felt by students so that they can continuously enhance their self-confidence in national culture and spread the Chinese spirit (Fan Hong & Su Xiao, 2022). By promoting learning through competition, college students can maintain a strong appreciation for traditional Chinese culture during their university years. They take the initiative to acquire English knowledge for their future studies and dedicate themselves to spreading Chinese cultural stories through English, aiming to become outstanding students with a blend of Chinese sentiment and international vision.

4.2 Contributing to the enhancement of the effectiveness of international communication through the use of modern information technology

The effective application of media technology makes international communication channels present new characteristics, so it is necessary to build a perfect knowledge system, use new media technology to give new content to the communication platform, expand the integrated communication channels, realize the effective integration of individual elements, and make the system function to achieve the effect of $1+1 > 2$ through the mode of multi-platform, multi-level and multi-dimensional approach. Using the effective application of new social media platforms to continuously expand the work of international communication, to strengthen the interactive characteristics of the work, it is necessary to achieve resource supplementation in social media platforms, in-depth analysis, and integration of related issues. Therefore, the effective application of the media system is strengthened in the social media platform to achieve the effective dissemination of English, so that students can fully express their own views, no longer subject to regional and time constraints, affecting the dissemination of Chinese culture, and helping to continuously improve the effectiveness of international communication (Liu Zhijia, 2020).

With the effective integration of traditional media and new media, China's discourse system and international communication are developing in the direction of precision and intelligence. Artificial intelligence technology impacts the traditional translation mode and gives rise to a new translation industry, which is of great significance for China to strengthen its international communication capacity and the construction of foreign discourse system (Wang Maohu & Qiu Xiange, 2023).

In order to tell a good Chinese story, teachers can make full use of AI technology to innovate the form of international communication. Specifically, with the help of big data, AI vision, and artificial intelligence technology, the concerns and interests of national audience groups are analysed, and the promotion of information technology is completed, so as to achieve the effect of accurate dissemination, and constantly improve the dissemination and influence of Chinese culture in the international arena. Through the form of algorithmic technology, it allows the audience to better perceive and understand, realises the effective integration of the context and various information inputs, and makes the presentation of the context more three-dimensional and realistic, to attract the audience.

4.3 Improve the English+ talent training system to meet the needs of high-end think tank talents

In order to build a support system for international communication talents and achieve a deep integration of theory and practice, it is to continuously improve the effectiveness of international communication influence in accordance with the advantages of organisations and talent organisations. For example, the cultivation of high-end talents in think tanks, and new foreign language talents require comprehensive analyses of regional issues, international issues, etc., and good cross-cultural awareness. The realisation of language thinks tanks can interact with and complement other think tanks in China, linking their voices in international affairs and promoting the construction of a foreign discourse system.

On the one hand, efforts to cultivate English+complex talents have been strengthened. Continuously expanding

and promoting the construction of the Belt and Road requires the number of composite talents with proficiency in foreign languages and professional knowledge of trade laws and policies, and improving the quality of training for composite talents. Therefore, combining the needs of the Belt and Road construction and establishing close ties with the countries along the route meets the needs of nationalised and specialised talent training. At the same time, We should enhance and improve the existing teaching resources, strengthen their foreign language ability, and through the combination of local recruitment and global recruitment, We should build a team of compound teachers with strong professional ability for the think tank experts, retired diplomats, and trade and commerce who are proficient in foreign languages, which is the basic need to strengthen the cultivation of high-level students.

On the other hand, Foreign language + talent internationalisation training mechanism. For the construction of the international exchange practice platform, combined with the basic laws in line with the growth of talents. Focusing on highlighting the basic characteristics of teaching, to achieve an effective combination with the outside world, teachers and students of colleges and universities, as well as personnel of foreign-related think tanks should not only learn foreign languages but also understand the knowledge of the humanities, with the ability to research and speak in the field of economy, politics, culture and other fields. In this regard, China's colleges and universities focus on the goal of talent development, actively and foreign think tanks, and international organisations in close contact, to create a comprehensive talent training mechanism. In addition, it is also necessary to learn intercultural communication skills. Intercultural competence is a very important ability for foreign language professionals, and international communication itself is a kind of intercultural. We need to know the nationalities, cultures, and languages of the target countries by heart, and understand and respect the diversity and differences of cultures.

4.4 Enhancing teachers' professionalism in international communication capacity-building

University teachers, as preachers and educators, play an important role in the teaching process, especially college students in the stage of outlook on life, society, outlook, and world outlook, teachers' words and deeds will affect students. College English teachers need to learn the world advanced knowledge at the same time, also want to learn their own national traditional excellent culture, at the same time to use critical thinking to understand the differences between Chinese and Western culture and interlinked, don't be world complex culture system, timely geography clear their own thoughts, their national cultural confidence (Ou W A, Gu M M, & Hult F M, 2023).

In order to improve the cultivation of international communication ability, on the one hand, it is necessary to conduct teachers' training from time to time to understand the demand for international communication talents and the connotation and strategy of the construction of the foreign discourse system with Chinese characteristics. They should also learn about the current trends in international cultural communication and the latest social media applications. On the other hand, teachers can also study the teaching of college English and English majors under the integration of international communication competence training and foreign language teaching, and learn how to design new multi-course teaching practices such as reading and writing synthesis, translation, speech, writing, intercultural communication, etc. Teachers of foreign languages in colleges and universities should always keep abreast of the times, innovate their teaching concepts, and improve their teaching levels.

5. Conclusion

In short, under the background of economic globalisation development, college English teaching is designed to reflect the role of the Chinese discourse system and communication and to enhance students' sense of identification with local culture. Taking the international discourse system as the background and teaching and research as the centre, this study investigates the role of university English teaching in cultivating international communication talents, which helps to improve the system of international communication talents. Teachers are needed to change their concepts, keep abreast of the times, analyse from the perspective of cultural strategy, make use of modern science and technology, improve the effectiveness of international communication, strengthen the English language training of high-end talents, Let the world know China, Let Chinese culture go to the international stage, master the dominant right of international public opinion, and push forward the construction and development of the system of foreign discourse and the system of translation knowledge.

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