

# To Explore the Lack of Traditional Culture in College Business English Teaching and Countermeasures

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**Abstract:** Business English teaching in colleges and universities mainly focuses on business theory and English language knowledge, with little reference to traditional Chinese culture. This neglect of traditional Chinese culture often leads to the "westernization" of students' thinking, which also affects the quality of translation to a certain extent. In order to cultivate compound business English talents with international competitiveness, it is particularly important to strengthen the proportion of traditional Chinese culture in college business English teaching.

**Keywords:** Business English teaching, Traditional culture, Cultural confidence.

## 1. Introduction

With the development of The Times, the society and enterprises have higher and higher requirements for talents, and college business English teaching is also facing new challenges. Business English is very practical, only mastering business knowledge and English language knowledge can no longer meet the needs of the development of The Times. Since the implementation of the Belt and Road Initiative, China has been increasingly connected with other countries in the world, and the influence of traditional Chinese culture on the world is also increasing. Business English, as an important bridge in the communication of international business activities, plays a huge role in the dissemination of excellent traditional Chinese culture [1]. Therefore, in college business English teaching, we must attach importance to the integration of traditional Chinese culture, to help business English majors better understand and spread the excellent traditional Chinese culture.

## 2. Reasons for the Absence of Traditional Chinese Culture in College Business English Teaching

### 2.1. Lack of cultural confidence

In recent years, with the continuous enhancement of China's comprehensive national strength, traditional Chinese culture is increasingly popular in the west, learning Chinese culture becomes a new western craze. However, many young people in China lack the understanding and cultural confidence of the excellent traditional Chinese culture. In college business English teaching, too much attention is paid to the study of Western culture, while the study of traditional Chinese culture is ignored. As a result, many students have a good understanding of Western culture, while their understanding of traditional Chinese culture is very simple. This phenomenon boils down to a lack of confidence in our culture.

### 2.2. Wrong understanding of cross culture

In college business English teaching, cross-cultural is a

very important course. However, in the study of cross-cultural courses, both students and teachers have the phenomenon of wrong understanding of cross-cultural. In the cross-cultural class, students will learn a lot of European and American cultures, but the content of traditional Chinese culture is very little. In fact, culture is a two-way street, if we only learn the Western culture unilaterally and ignore our own culture, we can't really understand the meaning of cross-culture.

### 2.3. College teachers lack traditional cultural knowledge

When Chinese universities select business English teachers, they often focus on the teachers' ability of business and English language, but neglect the business English teachers' understanding of traditional Chinese culture. Therefore, some teachers have a high level of business English, but lack of traditional cultural knowledge. They only blindly teach students business and English theoretical knowledge and follow the traditional teaching model. When it comes to the knowledge of traditional Chinese culture, students can only use English to introduce it in plain English, but cannot explain the meaning behind the text.

## 3. The Application Strategy of Chinese Excellent Traditional Culture in Business English Teaching

### 3.1. Optimize the ranks of college business English teachers

We should put forward new requirements for college business English teachers in the new era. We should not only pay attention to the teaching ability of business English, but also pay attention to the ability of teachers in teaching traditional Chinese culture. Teachers should assume the role of inheriting traditional culture in business English teaching, cultivate students' cultural deposits, make students really understand traditional Chinese culture, and better spread Chinese culture in future business occasions.

All colleges and universities should strengthen the training of business English teachers, regularly carry out cultural and

academic exchanges, sinology discussion and other activities, enrich the cultural heritage of teachers, broaden the thinking mode of teachers, so as to better teach students. In addition, teachers can also use their spare time to further study and research traditional Chinese culture, dig out relevant knowledge in textbooks and integrate it into classroom teaching, so as to enhance students' sense of identity of excellent traditional Chinese culture.

### **3.2. Improve business English teaching materials**

Most of the business English textbooks selected by colleges and universities have rich and comprehensive contents such as business knowledge and English language knowledge, but generally lack the ideological essence and application of traditional Chinese culture. Integrating excellent traditional Chinese culture into business English textbooks can not only make business English courses more localized and add Chinese characteristics, but also help students establish cultural confidence, truly make business English talents take root in reality, and cultivate compound business English talents with international competitiveness.

## **4. Conclusion**

With the rapid development of The Times, the requirements for business English talents are getting higher and higher. However, there is still an obvious lack of traditional culture in Chinese college business English teaching. In college business English teaching, we must be aware of the importance of inheriting excellent traditional Chinese culture, carry out reasonable reform of college teaching methods, let the excellent traditional Chinese culture deeply rooted in the hearts of the people, help students establish cultural confidence, and actively guide students into the right socialist track, so as to cultivate excellent business English talents for the new era [2].

## **References**

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