Research on the Development Trend of English Linguistics from the Perspective of Multi-culture and Cross-cultural Communication

Tingting Zhang

Abstract

With the continuous development and progress of society, modern society is formed by the multicultural, namely, an important feature of today's society is the diversity of cultures. English language and culture course combines both foreign language and cultural characteristics, which has very strong artistic and theoretical factors. Language is a part of culture, and plays an important role in culture. Language and culture are inseparable, if students do not understand the cultural background of foreign languages, cannot correctly understand and use foreign language. In the process of college English teaching, how to carry out cultural teaching and improve students' cross-cultural communicative competence has become an important topic in English teaching and learning. In order to help students overcome obstacles in intercultural communication and cultivate students' intercultural communicative competence, we should improve the level of college English teaching by integrating culture factors into English teaching. The culture we need to learn is not limited to the culture of the English-speaking countries. The cultural teaching in English teaching requires an all-round import

Keywords: English Linguistics, Multi-Culture, Cross-Cultural Communication, Development Trend, Teaching.

Introduction

Language is the most important communication tool for mankind, and people save and transmit the fruits of human civilization through language. As a carrier of culture, we people use language to express our thoughts. With the deepening of globalization, cultural exchanges between different countries or nations are becoming more and more convenient. As a result, we emphasize multicultural values in our higher education recently.

English is not only a language communication tool, but also a means of cultural communication. Cross-cultural communication research began in the 1950s. Many scholars around the world have constructed a unique theoretical approach to intercultural communication, according to some research results of anthropology, psychology, linguistics, communication, sociology, philosophy, culture and other disciplines. Intercultural communication studies make language teaching experts realize that language teaching cannot be separated from cultural factors, because foreign language communication is intercultural communication actually. An important criterion for measuring modern foreign language talents is whether they have the ability of cultural cognition or intercultural communication.
Learning a foreign language not only needs us to master the pronunciation, grammar, vocabulary and idioms, but also know how native speakers observe our world. With the development of society, we communicate with people of different cultural background more frequently, therefore, and our goal of learning a foreign language is to engage in cross-cultural communication with them. Combination of language teaching and cultural teaching has become an inevitable trend, the foreign language teaching based on cross-cultural communication is the focus of our future research.

When cross-cultural communication reveals the relationship between language, culture and communication, language teaching experts recognize that language teaching is inseparable from cultural factors, therefore, foreign language teaching has great potential for cultural teaching and intercultural communication. Today's English cross-cultural communication teaching is a new teaching philosophy and teaching mode, which is different from the traditional English teaching methods.

The Proposed Methodology

Relationship between Culture and Communication.

- First, cultures are created through communication.
- Second, communication is a bridge and a force.
- Third, communication may break down if there is no too much "cultural noise".

People of different cultural backgrounds have different lifestyles and habits in their lives. Take Western and Eastern cultures for example, Westerners love alone, and some Asians often love gathering in crowds and groups. Therefore, the collision of culture will bring a diversified way of communication and the way to make friends.

Figure 1. The Differences between Western and Eastern Culture.

Multicultural Environment. With the development of multicultural education, all countries in the world have formed a unique education model according to their own basic
national conditions. However, multicultural education is essentially the same, advocating students to form the concept of respect for other ethnic groups culture. Multicultural education represents an educational philosophy, and it is also an educational reform movement.

As an international language in today's world, English is widely used around the world. Language and culture are inseparable, if students do not understand the cultural background of a foreign language, they cannot fully understand and use a foreign language. Language is the carrier of culture, reflecting the idea of a nation, revealing the content of the national culture. In the process of cultural transmission, there will be some new words, new expressions, which make the language knowledge more abundant.

China's previous English teaching methods divided language into grammar and culture, which only focused on knowledge teaching and ignored the cultural factors. However, only when we understand the pattern and rules of culture can we learn a language well, said Robert Lado.

As a English teacher in new era, we must change the traditional concept of education, thinking, and teaching methods, and we have to explore new teaching methods in the reform of basic education curriculum. The development of modern science and technology has opened up a broad approach to English teaching, especially the application of multimedia technology, so that English teaching method gets into the new stage of the three-dimensional teaching. Multimedia can show the foreign culture in front of the students, which is a direct way to introduce cultural factors to us. Foreign language teaching not only includes the culture of the European and American culture, but also need a diverse culture, of course, including our mother tongue culture.

**Intercultural Communication Theory.** Intercultural communication refers to the use of oral communication in the same language with different cultural backgrounds, including the following aspects:

- The two sides of communication have different cultural backgrounds.
- Both sides use the same language to communicate.
- There are many ways of communication, including network communication and face-to-face communication.

There are three purposes of intercultural communication:

- Develop cross-cultural awareness and deepen the understanding of other cultures.
- Cultivate the adaptability of cross-cultural communication, and improve the students' self-confidence and language communication ability.
- Cultivate the interpersonal skills of speakers.

The origin of intercultural communication studies can be traced back to the United States in the 1950s. Its objective reason is to solve the problems that Americans face in cross-cultural communication. For more than half a century, scholarly enthusiasm for intercultural communication research has spread from the United States to Europe and Asia, and has spread throughout the world. Because of the unique social structure and ethnic composition of the United States, cross-cultural communication research first emerged reasonably in the US. The United States is an immigrant country whose populations are extremely complex in race, language and culture, and only Indians are native people, the rest are immigrants from all over the world. They brought different languages and communication methods, different cultural traditions and customs, constituting the cultural differences in communication. According to a statistic published in 1975, more than 200 American universities offered courses of intercultural
communication, and some of these universities even set intercultural communication studies as master degree and doctoral majors. Subsequently, many universities have opened a cross cultural communication courses in the department of psychology, linguistics, sociology, anthropology.

The development of intercultural communication in Europe is comparatively late, and has different traditions. In Europe, cross cultural communication is more closely related to linguistics.

Compared with University of the Americas, there are few universities offering cross-cultural communication courses in the UK. In the 1990s, there were only two universities offering intercultural communication courses in the UK: University of Leicester and Luton University.

The study of cross-cultural communication in our country has a short history, generally from the beginning of 1980s. The early intercultural communication studies were introduced by Mr. Xu Guozhang in 1982. Since then, cross-cultural communication research had risen in China. Although the study of intercultural communication in China has never been interrupted, there are few works and papers on cross-cultural communication research. We should learn from other countries in the relevant research results, while carrying out some cross-cultural studies under China's national conditions.

Foreign language teaching has always been a part of the teaching content from the beginning with the culture teaching, but people are not aware of it. Because the educational system and the language environment of each country are not the same, the foreign language teaching method presents different characteristic, and the teaching ideas are different either. Foreign language teaching was originally designed to meet the needs of a small number of elites to read and translate foreign literature, therefore, literary works were the main foreign language teaching materials at that time. Because of literary works, which contains rich cultural content, are the best materials to reflect the cultural reality, so the initial culture introduced into the foreign language teaching was through literature. Learners can understand the information of foreign culture in the process of reading literary works.

With the popularity of foreign language teaching, the motivation and purpose of foreign language learning is no longer limited to the reading and translation of literary works. It is important for people to learn and understand the cultural background of the target language, thus, some cultural courses are set up. In fact, cross cultural model is based on such a view, that is, there is a direct link between different cultures.

Figure 2. Culture Determines Values and Ways of Communication.
The Development Trend of English Linguistics.

Language is the most important communication tool for human beings, and is the symbol of people's communication. People use language to preserve and transmit the fruits of human civilization. English is the most important universal language around the world today. The study of English linguistics can be traced back to the early 17th century, after several hundred years of development. English has become a universal language. If we want to learn English well, we need to understand the background cultures and histories behind English. At the same time, we should analyze the development trend of English linguistics. At present, English linguistics has two development trends:

- **English Globalization Development**: The process of globalization of English should be attributed to the British colonial expansion. English is the native language of Britain, accompanied by the expansion of the British colony, eventually English has been widely used up to now. However, English has become an international language due to the greatest power from the United States. Since 1900s, with the development of the United States, the status of English has been further consolidated, and English has become an international language. At present, there are more than 60 countries use English as their mother tongue, especially in the Commonwealth countries and regions.
- **English Multi-polarization Development**: As an international language, although, English dominant position is unable to be changed, there are still some countries unwilling to use English without unified standard, as the result, the trend of multi-polarization are become obvious. English also have different expressions in different regions, for instance, there is a certain difference between civilian English and royal English. In addition, similar to the Chinese dialect, English also has different dialects and pronunciation.

**Conclusion**

With the continuous development and progress of society, modern society is formed by the multicultural, namely, an important feature of today's society is the diversity of cultures. In this paper, we introduce two theories in English linguistics: intercultural communication theory and cross-cultural communication, meanwhile, at the end of the article, we also analyze the future development trend of English linguistics. English is not only a language communication tool, but also a means of cultural communication and the origin of intercultural communication studies can be traced back to the United States in the 1950s. After many years' research, intercultural communication concept has been deeply rooted in the hearts of the English learners. Language and culture are inseparable, if learners do not understand the cultural background of a foreign language, they cannot fully understand and use a foreign language. Therefore, in the process of English learning, we should make efforts to understand and contact with different culture and cultivate cross-cultural awareness. As a English teacher in new era, we must change the traditional concept of education, thinking, and teaching methods, and we have to explore new teaching methods in the reform of basic education curriculum.
References


