

Research on the Planning of Cultural Identity in College English Education since Reform and Opening-Up

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ABSTRACT. *Cultural identity is a sense of group cultural identity, a sense of personal consciousness influenced by group culture. The recognition of cultural identity can undermine a country's political system and national cohesion. People's strong recognition of their own culture is conducive to the integration of national cohesion and the establishment of a national spirit.*

KEYWORDS: *College English, Educational culture, Identity*

1. Introduction

Cultural identity usually occurs in two unequal cultures. Disadvantaged people are often familiar, accepted, and internalized, so they end up learning and using culture.

With the widespread use of English, almost every place may be influenced by British and American culture. Western countries headed by the United States have the support of economic powers based on western countries, use English as a means of spreading their values around the world, and try to conduct dialogue and cultural exchanges. Gradually change the lifestyles and perceptions of people in other countries. In these countries and regions, due to the economic value of English, English education has been greatly promoted, and the spread of British and American culture has been promoted.

2. Multicultural Identity

Multiculturalism refers to the cultural diversity of human society, involving linguistic, religious, and economic diversity. Multicultural identity highlights the coexistence of multiculturalism. National multicultural identity includes the

recognition, acceptance and appreciation of different cultures in an open and inclusive manner.

In today's fast-growing economy, multicultural identity is a trend, and we must have an open mind to face cultural diversity. Local cultural identity also strengthens multicultural identity. Kindness is an essential feature of world survival. The common progress of human society can only be expressed through different civilizations. People's ideals of life can be realized through different development paths. All civilizations and development paths must live in harmony, learn from each other in competition and comparison, and move forward while seeking common ground while retaining differences.

3. The relationship between national identity, national identity and multicultural identity

First, economic globalization has promoted cultural pluralism. Every country in the world is inevitably affected by the culture of other countries, especially the Western culture. When the cultural identity of other countries dominates, it will inevitably affect the national identity of a country. However, "multicultural identity" advocates the principle of value neutrality, and advocates "harmony and difference" and "compatibility". Multicultural identity based on national identity will not only weaken national identity, but also resist "cultural hegemony" and promote the construction and development of national identity.

Second, with the proliferation of immigrants and "global villages", more and more unique nation-states in the world. The United States, Canada, Australia, Germany, Britain, China, South Korea, Japan and other countries have become multicultural countries. Canada and Australia also have a series of related multiculturalism laws, to ensure the development of multiculturalism within nation states. In a multi-ethnic country, the host country often regards its own culture as orthodox, authoritative, and coercive. For other countries, the culture of their own country is restricted and it is difficult to develop and prosper. At present, many multi-ethnic countries still adhere to the concept of "national identity", and extreme "multicultural identity" will inevitably weaken the dominant position and dominant position of the dominant culture. Undermine the country's basic values and political authority, and affect the country's rule and social stability. Therefore, at this stage, we must insist that the dominant position of national identity remains unchanged and appropriate. Develop multicultural characteristics and promote the development and stability of multi-ethnic nations.

To sum up, in the relationship between the three, national identity is the ultimate goal, national identity is the foundation, and multicultural identity is the condition. In other words, in a contemporary multi-ethnic country, "national identity" should be the ultimate political goal of a multi-ethnic country." National identity" is the foundation of a nation's identity, and "multicultural identity" is to reach multiple people. The only way for a nation-state to turn to "national identity" is to get rid of racial conflict. Defending national identity and multicultural identity can truly

achieve national identity. At the same time, national identity and many multicultural identities are the relationship between control and balance. Overemphasis on national identity can make multicultural identity difficult. Too much emphasis on multicultural identity today will weaken national identity. While retaining national identity, it promotes multicultural identity.

4. Language and national identity

Language is the product of human society. Human history and social transformation are the basic principles that promote language development and change. After the development of human society reaches a certain historical stage, the nation has formed different social stages and various people. Therefore, language comes first, nation is second, and language is the "existence" of a nation. Since the formation of a nation in human society, the language has been marked as a token. Since then, the language has been subordinate to every story, and the term "language" is often used to refer to the ethnic group that speaks the language.

For example, Chinese, German, and French are different common languages. Since then, there are no longer languages that do not belong to a nationality, and some languages carry the national logo, and the language has become the main symbol of national identity.

German linguist Humboldt said in his book "On the Differences in the Structure of Human Language and Its Impact on the Development of Human Mind" that "the spiritual characteristics of a country are extremely tightly integrated with language training." From another aspect: language is the external manifestation of national spirit; national language is the national spirit. Nation is the language of a nation, what kind of thought will have what kind of language; on the contrary, what kind of language will have what kind of thought a nation has, because when a person falls to the ground, he will fall into a specific state society Cultural networks, and must be influenced by the rules and regulations and cultural practices of the society, and these characteristics will be expressed through language and will educate future generations and human civilization. Therefore, national languages are related to national and cultural characteristics, and the languages of different nationalities are also different in structural form and meaning.

From another Humboldt speech, we can also see the impact of language on national identity and national identity. Read freely, organize ideas and build language within the originality and understanding of national intelligence. It acquires such characteristics, which in turn has a negative effect on the country. Therefore, we can infer the nationality associated with it from all languages.

Camoblethwaite first introduced the term "national language" in a 1979 speech at Harvard University. Fichte is a national whose actions have affected the world. In 1806, the French-Prussian War broke out. In 1807, the German romantic nationalist John Goth Lieb Fichte in his "Speech to German Nationals" in 2010, "As long as we can find an independent language, there should be an independent country that has the right to decide its own devil. Fichte's speech greatly inspired German

nationalism at the time. Chinese scholars mentioned in "Language: The Last Home of Mankind" that "language" is the cultural and psychological foundation of ethnic integration. Culture, way of thinking, customs, production methods, etc. cannot be escaped, everything is absorbed. "

As an objective language, it appeared before the rise of the nation, and shared the national traditions and ideas among members of various ethnic groups. It is one of the objective foundations of racial composition. In addition, language as a communication tool can promote communication among ethnic members. The exchanges and contacts between them will strengthen national cohesion and contribute to the national identity of members. Especially after the emergence of national society, due to political reasons, people artificially constructed the saying of "national language", making it the most important symbol of national identity and national identity.

5. Language and National Identity

However, after the rise of the nation state, the pursuit of national language unification has become an important guiding principle of the national language policy. For example, the promotion of Putonghua throughout the country, the promotion of the use of official languages, and the promotion of national unity and national unity; by taking measures and consolidating the national language level, effectively preventing and resolving the problem of national unity of language and identity within a multi-ethnic country. The differences have promoted the formation of cohesion within the nation. In general, the languages that eventually become the common language of a country are generally the national languages of this type of human society. In a nation-state with multiple subject nations, if their national languages are different, an official bilingual or multilingual policy is often implemented.

This consistency is reflected in two aspects: one is that the significance of a single multi-ethnic group that accounts for the majority of the country's population is obvious. After the formation of a nation-state, this national identity that is linked to language is basically the same. The national language is both its identity sign and the universal language of the country. National identity is consistent with national identity; although the sign represents an identity sign, the universal language has also become their language of communication.

6. Conclusion

The realization of universal language process and the resulting communication and integration between different ethnic groups played an important role in promoting the realization of national identity. Therefore, to promote common language, 27 countries in East, South and Southeast Asia were designated as official countries. Language is the official language of the country. Serving national identity

by promoting a common language and designating an official language is one of the main guiding principles of contemporary national language policy.

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