

CULTURAL INFLUENCE IN ENGLISH LANGUAGE TEACHING AND LEARNING**E. R. Kumar¹, P. Revathi², K. V. Rama Rao³, A. R. Bonthu⁴ and N. Sankara Babu⁵**¹Avanthi Institute of Engineering and Technology, Tagarapavalasa, AP,²Raghu Engineering college,^{3,4}Sri Vasavi Engineering College, Tadepalligudem, Andhra Pradesh,⁵Government Degree College, Palakonda,

drranjitphd@gmail.com, sairishi2@gmail.com, ramarao.karibandi@gmail.com,

banandarao1972@gmail.com, bhagyasankar7@gmail.com

ABSTRACT

English plays an essential and significant role in our daily work and life. English teaching is a big and popular project in China, with the further development of China's reform and opening-up. There is a natural relationship between culture and language. Whenever we teach English, we transmit western cultures to our students unavoidably. When taking in the essence of western culture, students may learn English quickly and well. This thesis focuses on the relationship between Culture and language and difficulties and challenge on how to teach English effectively considering the cultural impact.

Keywords: Culture introduction, Cultural Teaching, English teach

Introduction

With the development of modernization, as we all know the world itself is becoming a "global village". Opportunities for Indian to contact with westerners are growing more and more. Due to the differences in history, geography, development level, culture, Misunderstandings often occur in English teaching and learning process. For people with different cultures, the same words or expressions may not mean the same. A serious question may cause amusement or laughter due to cultural differences; speakers may get blank faces or stony silence. After several years of English study, even English majored college students still find it's difficult to deal with English speakers, especially for some slang or buzz words. Teaching should focus on culture study and learn the skills of communication.

This paper includes five parts. The first part is about the differences between language and culture. The second part is about the differences between Indian and English teaching. The next part is a brief introduction on difficulties in teaching English aroused by culture differences. The third part is about the importance of Cultural Background Knowledge in Language Teaching. The last part concerns some advice on English with culture. It is about suggesting teaching methods in cultural learning and teaching.

Language-culture relationship

What is culture? Different people may have their own answer. It can be approached from different perspectives and therefore defined in very different approaches. Most of us agree that culture refers to a country or group's customs and beliefs, art, way of life and social organization. It's fictitious, actually, but leads one's thought, way, work and life. Culture broadly means a nation's or person's way of life, including customs, customs, objects, institutions, techniques and languages that characterize the lives of the human community. Culture, in a narrow sense, can refer to local practices, beliefs or customs, mainly found in folk culture, corporate culture, food culture and so on. Culture is an inclusive complicated system, and can be broadly divided into material culture and spiritual culture. Material culture refers to all the concrete and substantial cultural aspects of human society. Spiritual culture, on the contrary, refers to abstract and implicit cultural aspects of human society, including ideology, patterns of thought, values, beliefs, conventions, traditions, social norms and customs, assumptions, interpersonal relationships, etc.

Through mentioned above, we can have a brief understanding of culture. So what is the connection between language and culture? Who can reply to that question? All we can say at least is that language and culture have a