THE IMPORTANCE OF CULTURE IN TEACHING ENGLISH

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ABSTRACT.
It is true that some language learners still feel discomfort while learning stage of English although they have a good command of language skills. There are contexts needed to explain while in teaching process for children. In such situations, cultural factors seem to be one of the main roots of this problematic issue. This chapter, therefore, justifies the importance of teaching cultures in foreign language classrooms. In the same vein, the concept "culture" and key differences between Eastern and Western cultures will be defined and clearly compared. On the other hand, cultural awareness and tradition play important roles in helping young children develop a positive sense of identity and build self-esteem as well as educating them in English. Studies show that cultural appreciation and awareness contribute to building a positive self image and comprehension of another language without difficulties. Reading the following pages will give teachers a greater understanding of culture, its importance in language teaching, considerations and techniques to teach culture effectively.

KEY WORDS.
Culture, traditions, importance, cultural difference, learning, linguistic skills, significance of culture.

Teaching foreign language requires many challenges since it needs adequate methodology together with strategies of educator. But there is one concept to fully understand while teaching English for teachers. It is culture which has deep communication in language acceptance. As the concept of culture is non linguistic aspect for teachers, they may miss the significance of learning it during teaching process. But it is important to mention that culture is a good way of communication to convey thoughts. In many educational places, culture is the weakest component of learning journey and teachers less focus on it in school curriculum. According to my experience, learning culture helps to have a good communication with natives later on life, students who do not understand authentic language might have difficulty in communicating with native speakers or even are in trouble to understand complex texts in English classrooms.

To support this, it is vitally important for teachers to highlight on terms of culture or cultural beliefs of English rather than just pointing grammar, lexicology or syntax. This is not only handy to develop linguistic skills but also more useful in communication skills in English classrooms. Now, let's compare Asian and western culture in terms of relationships, criticism and punctuality.

1. Relationships

When it comes to relationships in business, it can be tricky to know what's expected when you head off to a new country. The first step towards success in this area is simply understanding that expectations may be different to what you're used to.

In the West... People tend to prefer formal meetings in which to engage in business activities. While you're at work, you're working, and it's fairly common for employees to avoid building

close relationships with each other. That said, the occasional office get-together provides the opportunity to bond through any mutual embarrassment that may ensue.

In terms of the employee's relationships with the company they work for, Western societies have lesser expectations as to whether corporations take care of their workers (beyond what is required by law). The majority of Westerners likely wouldn't be surprised by a company terminating their contract as a result of poor performance. Similarly, employees have no issue leaving their current employment to greener pastures if the opportunity comes up.

In the East... Instead of keeping relationships strictly professional, personal sharing and the development of closer long-term bonds is favored and encouraged. There is a desire to form relationships with colleagues, something which requires time and trust to create, and individuals can often feel offended or shamed if others do not reciprocate. Efforts to develop these relationships are commonplace. In Japan, for example, activities such as karaoke are a perfect example of after-work engagement between colleagues.

In comparison to the West, corporate Asia tends to be less strict on hiring from the outset, and is generally more lenient to any under-performers on staff. Employees are loyal to their employers, and there is a societal expectation that employers will take care of their employees. People don't wish to work with strangers, and they don't form relationships easily. That said, when a relationship has been established, it can often last for a lifetime.

2. Criticism

What constitutes criticism—or where the line between advice, expert opinion, or seniority is even located—can be very different depending on the cultural work context you're enveloped by.

In the West... Calling people out on their mistakes is pretty standard. In fact, it's often seen as an important part of developing a strong and effective team. Tackling problems head-on and letting colleagues know about their shortfalls or errors is totally acceptable, though the way you do so may vary between territories. A snarky joke about a problem might be an effective approach in the UK, but it may be seen as offensive in Germany, where people might prefer to receive only the bare facts related to their error and nothing more. Similarly, a polite email would do the job in the US. No matter the approach, the fact is, in the West problems are flagged and fingers are pointed at those responsible. Furthermore, the related anger, frustration, and other applicable emotions may be on display.

In the East... Criticizing a workmate in front of other members of the team is practically unthinkable. People will try to avoid these sorts of situations as much as possible. In fact, if there's any way to do away with unpleasant circumstances altogether, this is the preferred route to take. In China, for example, the concept of "saving face" sits at the core of the culture. Criticism is reserved for private interactions, and is often delivered through a third party. "Face" is a tricky thing to get your head around, and if you're heading to China we recommend you research far deeper into the subject.

In general, populations in the East are more reserved and don't readily expose their emotions. Maintaining harmony and avoiding conflict is considered an essential aspiration to uphold.

3. Punctuality

Being on time for work or work-related engagements is a big part of corporate culture in both the East and the West. Nobody likes to wait around for someone else to arrive and it's generally considered rude and unprofessional to be tardy. Time is money etc. and there's nothing fashionable about being late when business is concerned. Still, there are a few potential complications that you ought to be aware of.

In the West... Local norms can be challenging even between Westerners of different origins. Though people try to arrive at a designated time and start meetings without much delay, it's become more and more commonplace to adhere to "flexible hours". In this context, as long as the work gets done, and meetings are attended, no problem. The expectation is simply that other team members are reliable. Furthermore, as we discovered in the previous section, if someone proves not to be reliable, they'll soon be called out on it!

Nevertheless, if you've agreed to meet a Spaniard at 10am, they might not arrive until 11am (though they likely understood that you already knew this would be the case when you arranged the meeting). Germans will arrive early. So a meeting between the two, without assurances of the rules being followed, can be a frustrating affair.

In the East... Punctuality isn't quite as clear cut in the Eastern cultures. The higher and more powerful a person's position is, the less important it is that they are prompt. It is totally acceptable for management to be late to a meeting, but less so for workers with lower ranks. Nevertheless, arriving late to the office or to a meeting in Asia may well pass without comment. There is an assumption that you had a good reason, so expect to be queried on what that reason was once the meeting is over.

Additionally, meetings in the East might begin with some unofficial socializing and "warming up" between those in attendance. As we discovered earlier, relationships are important in Eastern business cultures, so diving straight in would be considered a bit odd.

By analysis of western and Asian culture students are more likely to comprehend most difficult contents when they are learning.

In my experience, students who do not learn culture find understand English texts more difficult, are likely to misunderstand them. Now that, students do not have access to authentic language environment in an English as a foreign language (EFL) setting, especially, for non-major English learners who learn different disciplines, teaching culture is becoming more important since the lack of cultural knowledge leads them to encounter more culture shocks in real-life communications with foreigners later in their future workplace. It is largely due to the fact that language teachers seem to ignore foreign cultural instruction or they may not have deep knowledge of its importance or how to integrate it into teaching curricula and lesson.

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