

新编研究生英语系列教材

主编 许力生

跨文化交际

Intercultural Communication

Teacher's Guide
教师手册

 上海外语教育出版社
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出版说明

1992年11月国家教育部颁布了《非英语专业研究生英语(第一外语)教学大纲(试行稿)》,对教学的要求更多地体现在语言基础训练和阅读能力的培养与提高上。随着我国国际化进程的加速和世贸组织的加入,社会对高校毕业生的整体素质——特别是外语素质——的要求不断提高,这对我国高校人才培养——当然也包括研究生的培养——提出了新的任务和挑战。

到了21世纪,新颁布的《大学英语课程教学要求》对本科大学英语教学目标作了新的描述,即“培养学生的英语综合应用能力,特别是听说能力,使他们在今后工作和社会交往中能使用英语有效地进行口头和书面的信息交流。”按照这个要求组织教学的学生在几年后将陆续进入研究生阶段。对于多数在本科时已打下了一定语言基础的学生,到了研究生阶段,他们更期望的是提高语言的的实际应用能力。因此,非英语专业研究生的英语教学理念应顺势随着本科大学英语教学理念的转变而转变,与本科英语教学的终点目标相接轨。

在当前研究生教学需求呈现多样化、实用化的情况下,需要为教师提供合适的教材,为学生提供实用的学习资源。学校不同,学生个人需求不同,市场千差万别,对教材编写的要求也更高。外教社经过广泛的市场调研,在详细分析当前研究生教学需求并对教学发展趋势进行多次专家论证后,组织了全国10余所重点高校的专家、教授,针对我国研究生教学的实际情况和需求编写并推出了这套“新编研究生英语系列教材”,以满足新时期人才培养的需要和多样化、个性化的学习需求。

由于研究生阶段英语课相对较少,进校学生水平参差不齐,要在有限的时间内把每位学生的每一项技能都提高到相当的水准恐怕不现实。但毋庸置疑,研究生已经普遍具备了独立思考能力和较强的自主学习能力,针对他们的教学方法和教学手段也应该适时更新,以区别于本科阶段的英语学习。在教学中应更强调以学习者为主体,强调个性化教学,强调对学生自主性学习能力的培养。因此,在新的教材品种设计上,出版者也是煞费苦心。《基础综合英语》和《学术综合英语》将“听、说”和“读、写、译”很好地融合起来,可以说是对基础英语的一个巩固和提高,它们既可单独使用,也可跟其他选修课程结合起来使用。选修课的科目都是实践性比较强且比较强调英语实际应用能力的课程,学生可以根据自己的专业特点、兴趣爱好以及时间安排,自由选择相关课程,学校也可以根据学生对选修课不同的热衷程度,建立起符合自己学校专业特色的研究生英语教学体系和评估体系,使学生能够真正学有所用。

在教学安排上,对部分起点一般的学生,可以选用综合教程,以打下扎实的语言基本功;对于起点较高的学生,可以选用综合教程+选修课的模式;而对一部分基础很好的学生,可以跳

过综合教程而直接进入选修课程的学习。这样有的放矢、针对学生英语学习的薄弱环节进行有针对性的学习,有助于满足个性化的学习需求。部分教材配套的电子出版物为学生提供了自主学习的工具,为教师提供了立体化教学的帮手,相信更能适应现今研究生英语教学的需要。

社会在发展,需求在变化,人才培养规格在提升。时代对研究生英语教学改革提出了挑战,同时也提供了机遇。我们希望这套教材的编写能够对我国研究生英语教学提供值得探索的方法和途径。

上海外语教育出版社

前 言

世界上不同文化之间的交流很早以前就已经有了,但由于交通和通讯手段的限制,跨文化交际在过去很长时间里基本上只是涉及少数人的活动。

从上个世纪开始,尤其是近几十年来,情况有了根本性的变化。科学技术突飞猛进的发展带来了交通和通讯手段的迅速改善,跨文化的交际在广度、密度和深度上都达到了空前的地步。人们发现,地球变小了,成了名副其实的“地球村”,身居其中而老死不相往来的情况一去不复返了。不管你愿意不愿意,大家都成了痛痒相关、休戚相系的“邻居”。

进入 21 世纪,“全球化”浪潮更是汹涌澎湃,欲将世界各地不同文化的人群统统卷入其中。跨文化交际更是成为越来越普遍的日常现实,我们不可避免地要和许多有着不同文化背景和取向的人们进行交往。而近年来国际社会所发生的一系列事件与变化,更是将跨文化交际推到了至关重要的地位。不同文化群体的人们能否在“地球村”这个人类拥有的唯一家园中共处共存,共同努力来解决关系人类命运的一系列重大问题,很大程度上取决于我们能否有效地进行交往并逐步达到相互理解。

因此,培养跨文化意识,发展跨文化交际能力,学会与来自不同文化背景的人进行交往,对于生活在 21 世纪、肩负着人类未来希望的青年学子来说,就显得尤为重要。无论你所学专业是什么,将来从事何种职业,具备超越文化局限的眼光和意识,拥有跨文化交际的知识和技能,都是十分必要的,其意义对于社会进步和个人发展来说怎么强调都不过分。

我们在多年从事跨文化交际研究和教学的基础上,编写了这本教材,主要供研究生公共英语教学使用,同时也适合一切具有中级及以上英语水平、对跨文化交流感兴趣的学习者和其他人士阅读、学习。我们希望,通过使用本教材,不仅能使学习者进一步掌握运用英语获取知识信息、表述意见观点、分析问题和解决问题的技能,全面提高英语水平,更有助于学习者认识跨文化交际对当代世界所具有的重要意义和作用,了解文化对人类生活各个方面、尤其是交际活动的制约和影响,理解并把握交际活动的重要性、丰富性、复杂性,熟悉跨文化交际的基本构成以及所涉及的各种因素,培养跨文化意识,形成和发展对文化差异的敏感和宽容以及处理文化差异问题的灵活性,为最终获得与不同文化背景人们进行深入交流的实际能力奠定坚实基础。

本教材由八个单元共十六课构成,每个单元围绕与跨文化交际有关的一个方面或范畴展开,其中的两课既相互关联又各有侧重、相对独立。

第一单元 **Challenges in the Multicultural World** 主要描述当今席卷世界的“全球化”浪潮和由此产生的不同文化之间的碰撞和冲突,并在此时代背景下来认识身处“地球村”中的不同文化群体所共同面对的跨文化交际问题。

第二单元 **Culture and Cultural Differences** 以文化和文化的多样性为中心话题,主要说明

文化构成了人们的基本生存环境,人类社会生活中的一切无不受到文化的制约和规定,不同文化之间在许多方面,尤其是价值观上存在很大差异。

第三单元 **Understanding Communication** 以交际为中心话题,主要介绍交际及其过程所涉及的各种因素,揭示交际的复杂性与开放性以及文化与交际的不可分离性。

第四单元 **Language Use in Communication** 主要介绍人们社会交往中的语言使用和文化与语言之间的相互关系,分析不同语言在使用上所存在的显性与隐性文化差异以及这些差异对跨文化交际的影响。

第五单元 **Culture and Nonverbal Communication** 主要介绍各种形式的非言语交际,包括手势、表情、眼神、姿态、身体接触以及时间和空间的使用等,同时描述了不同文化在非言语行为上的种种差异。

第六单元 **Communication Between Co-Cultures** 从跨文化的角度审视男女之间、不同代人之间在交际话题、话语量、话语方式等方面存在的差异以及由此产生的误解、对立与冲突。

第七单元 **Culture and International Business** 主要介绍和分析国际商务活动中的文化差异问题,对跨文化市场营销、跨文化商务谈判、不同文化环境中的商务与企业管理等都有涉及。

第八单元 **Developing Intercultural Competence** 介绍的是不同文化群体的相互感知与认识、民族中心主义倾向对跨文化交际的影响,跨文化调节与适应过程中发生的文化冲击及其应对方法以及生活在多元文化世界中会面临的问题等。

除课文外,每课都包含了一些形式不同的练习,用于加深学习者对跨文化交际中有关方面和问题的理解与认识,丰富跨文化感受,增强文化意识。课后还提供了许多跨文化交际案例,供分析研讨之用,旨在培养学习者应对跨文化交际具体问题的能力。每课最后是补充阅读材料,所选文章的内容都有一定深度,是对前面学习内容的深化或补充,其中有一些介绍了跨文化交际领域的一些重要思想和方法,特别适合有兴趣对跨文化交际作进一步全面了解和深入钻研的学习者阅读。

由于英语的国际性语言地位,当今世界的跨文化交际大多使用英语来进行,这也是“跨文化交际”被列入英语课程的一个重要原因。但是,有必要指出,“跨文化交际”并非单纯的英语课程,也不同于传统的语言技能课,学习内容和学习方式更具开放性和多样性,其中涉及的许多问题都没有、也不可能有所谓标准的统一答案,而是允许有不同的、甚至截然相反的看法,常常没有什么绝对的正确或错误可言,只有认识的深浅、范围的宽窄、视角和参照系的不同之分。总的说来,学习“跨文化交际”的目的主要是培养和增强跨文化敏感性与自觉性,开阔心胸,开放头脑,能够从更为广阔的视野去看大千世界和包括自己在内的芸芸众生,以更灵活、更富创造性的方式去与和自己有着不同文化背景和取向的人们进行交往。从这个意义上说,“跨文化交际”不只是一门英语课程,而是人文素质教育中不可缺少的一个组成部分。

跨文化交际是当代世界所面临的重大问题之一,关系人类社会的生存与命运。跨文化交际研究涉及人类学、心理学、社会学、语言学、文化学、传播学、管理学等众多不同学科,具有十分典型的跨学科和超学科性质。因此,跨文化交际所涉及的内容非常丰富,很难将其统统包括在一本教材之中。再加上我们的学识水平及客观条件的局限,这样一本用英文编写的教材一定还存在不少缺憾,敬请使用者批评指出,以便今后加以改进和完善。

编者

2008年6月

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Unit One

Challenges in the Multicultural World

We may all be members of the same village, but we are sitting at our own campfires.

— Anonymous

Our most basic common link is that we all inhabit this planet.

— John F. Kennedy

The world has grown so small that we all depend on each other now. What happens in one place in the world affects other places. The last few decades have seen dramatic changes in human society and an enormous increase both in amount and in the quality and intensity of communication among people of different cultural backgrounds. Whether we like it or not, intercultural communication is already well on its way to becoming an everyday phenomenon in our life. It is the first time in history that peoples of the world have to take one another very seriously.

Globalization

▶▶▶ PREVIEW QUESTIONS

1. What is globalization? Is it good or bad?
2. To what extent are our lives influenced by the process of globalization?

▶▶▶ TEXT A

Living Between Three Worlds

Globalization, for better or for worse, has changed the world greatly. Though still in its early stages, it is all but unstoppable. The challenge that people face nowadays is learning how to live with it, manage it and take advantage of the benefits it offers.

Many people believe that, because of globalization, productivity throughout the world will be boosted and, as the world becomes richer and more prosperous, living standards everywhere have the potential to rise. However, there are still a lot of naysayers who take the opposite view, claiming that globalization will have increasingly devastating effects on our lives. Both sides can point to ample examples to support their cases. But in the end, both are probably exaggerating to some extent. What is irrefutable is that the world economic pie is indeed becoming bigger because of globalization — and it is being sliced differently than before.

As a matter of fact, globalization means different things to different people, especially when it comes to touchy issues like jobs outsourcing or

globalization 全球化

boost 增加;提高

naysayer 反对者; 否认者

devastating 破坏性的

ample 大量的;足够的

irrefutable 无可辩驳的;不可否认的

touchy 须小心对待的

outsourcing 将(工作)外包

immigration. Globalization may create more jobs than it actually destroys, but they are in different sectors and in different geographic regions. In today's world, it takes more skills, education and mobility to be employable.

In the following, Sujan Pandit, an Indian writing from Calcutta, describes how he is caught between several tectonic shifts in the global labor market. He also explores how his unique situation gives him choices afforded to few other Indians.

My fate is not that of a corporate foot-soldier, which — as the television images and newspaper photographs would suggest — involves a life of labor in a little cell and in tandem with many other, equally industrious honey-bees, armed only with a workstation and telephone.

My job in marketing and business development does not eschew face-to-face contact. The company I work for is a small one, but it is spaced over three time zones: in Dallas, New York and Calcutta.

But what makes the company distinctive is that it is a post-modern firm, since such a firm could scarcely have existed ten years ago. It is what Manuel Castells — Professor of City and Regional Planning at the University of California, Berkeley — would have called a network company, held together through e-mails and teleconferences alone.

Stepping out of the air-conditioned office, I am greeted with the hot, damp touch of a Calcutta dusk. I hail a black and yellow boneshaker of a taxi and instruct the driver to head for my club.

His is an old Ambassador car, a poor Morris Oxford imitation dating back to the 1950s and still unchanged — a veritable monument of the pre-globalization License Raj era.

As the taxi makes its way through the hustle and bustle of Calcutta's streets, the blaring music and the garish film posters, dodging cows and errant rickshaw pullers, I meditate on the scene around me.

What a contrast between the work I do and the lives they lead! What does globalization mean to these people? If globalization has to mean anything significant to the Indian poor, it must mean a transformation of their lives.

And yet, I can bet 100 to one that their lives will differ in no significant way from their fathers' or grandfathers' before them. The only consolation I can offer myself is that my job makes me the avant-garde of a movement which may — over the course of this century — improve their great-grandchildren's lives.

Finally, the taxi reaches the club and an old Victorian clubhouse comes into view amidst the sprawling golf course, manicured lawns and

immigration (外来) 移民; 移居

Calcutta 加尔各答 (印度港市)

tectonic 结构上的

in tandem 合作地, 协同地

eschew 避免(某种行为等); 避开(危害等)

Dallas 达拉斯(美国得克萨斯州东北部城市)

teleconference (通过电话、电视等召开的) 电信会议

hail 招呼

boneshaker 破旧摇晃的车子

veritable 名副其实的; 真正的; 确实的

Raj 英国(对印度的) 统治(1858-1947)

hustle and bustle 熙攘喧闹

garish (衣物等) 色彩艳丽的; 打扮(或装饰) 得花哨的

errant 无目的地移动的

avant-garde (文学艺术敢于创新实验的) 先锋派

Victorian 英国女王维多利亚时代的

sprawling 扩展开的

manicured 被修剪了的

tennis courts. I head for the tea-lounge.

With its Daniels' water-color prints, richly brocaded chairs, dark mahogany paneling and wooden parquetry, this is the place to enjoy coffee after work. A liveried waiter brings me some.

The club itself is a product of that last great age of globalization, what Eric Hobsbawm called "The Age of Empire". Now that we are in another age of globalization, little of the *décor* seems to have changed since then.

Only then, as an Indian, I would not have been allowed to enter its hallowed portals. Perhaps some things do change after all!

Sipping my coffee, I ponder over the question that is being debated in England: "Import workers or export jobs?" The first thing that strikes me is that it presents a so very First World perspective.

Sitting in a Third World country, the proposition could equally be phrased as: "Export workers — or import jobs?" Actually, whichever way you state it, the economist's answer is the same and is very simple: It does not matter.

As a graduate student of economics, I have imbibed the theorems of microeconomics almost with my mother's milk. If we view the right to work and citizenship as a bundle of legal rights, then their free exchange will move resources to their highest valued use, thereby maximizing global output.

Under such conditions, migration and outsourcing are two sides of the same coin, temporary disequilibrium conditions leading to an eventual equilibrium.

An admirable goal? Indeed! Realizable? It will founder on the frailties of human nature. Equal real wages for equivalent work throughout the world is most heart-warming as long as it doesn't affect my own lifestyle. Equality is good so long that I am immune from its pressures.

By a strange quirk of fate, I am condemned to view the problems of migration and outsourcing from both sides.

As a child of an Indian father and English mother, I have Indian citizenship, but also a Right of Abode which allows me to work in the United Kingdom. At the same time, I am an applicant for a U.S. Green Card.

Much of my higher education occurred in the United States and I have worked in India, the U.K. and the United States. A real citizen of one country, I remain an imaginary citizen of two others.

Trapped between three worlds, I feel justifiably proud at India's success in outsourcing. Yet, I am equally aware that as a potential migrant to the U.K. or the United States, the reduction in transaction costs that

Daniel 但以理(《圣经》中的希伯来先知); 贤明的人

brocaded 织有锦缎的
mahogany 赤褐色

paneling 镶板

parquetry 镶木地板

liveried 穿特殊制服的

décor (房间、家具等的)装饰,布置

hallowed 神圣的

ponder over 沉思,深思

imbibe 吸收,接受
(思想、知识等)

theorem 原理;理论

microeconomics 微观
经济学

disequilibrium 不平衡

equilibrium 平衡

founder 失败

immune 不受影响的

quirk 意外的转折

condemn 迫使(某人)
处于(某种状态)

abode (在某地的)
暂居

justifiably 可证明为
正当,有理由