跨文化研究
Intercultural Research 6

INTERCULTURAL ADAPTATION (Ⅰ): THEORETICAL EXPLORATIONS AND EMPIRICAL STUDIES

跨文化适应(一): 理论探索与实证研究

主　编：戴晓东　(*Xiaodong Dai*)
顾力行　(*Steve J. Kulich*)

上海外语教育出版社
外教社 SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS
www.sflep.com

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上外跨文化研究中心
Edited by the SISU Intercultural Institute

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图书在版编目(CIP)数据

跨文化适应(一)：理论探索与实证研究 / 顾力行，戴晓东主编.
—上海：上海外语教育出版社，2012
(跨文化研究系列)
ISBN 978-7-5446-2950-8

Ⅰ. ①跨… Ⅱ. ①顾…②戴… Ⅲ. ①文化交流-文集 Ⅳ. ①G115-53

中国版本图书馆 CIP 数据核字(2012)第 271294 号

出版发行：上海外语教育出版社
（上海外国语大学内） 邮编：200083
电　　话： 021-65425300（总机）
电子邮箱： bookinfo@sflep.com.cn
网　　址： http://www.sflep.com.cn http://www.sflep.com
责任编辑： 周岐灵

印　　刷： 上海华业装璜印刷厂有限公司
开　　本： 850×1168 1/32 印张 14.25 字数 418千字
版　　次： 2012 年 12月第 1版 2012 年 12月第 1次印刷
印　　数： 1 000 册

书　　号： ISBN 978-7-5446-2950-8 / G · 0965
定　　价： 48.00 元

本版图书如有印装质量问题，可向本社调换

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Acknowledgements

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Professor Xiaodong Dai and his team at Shanghai Normal University (SHNU) express their gratitude that the SHNU biennial IC conference has been and continues to be financially supported and enabled by the Foreign Languages College, the Foreign Affairs Department, and the Social Science Management Department of SHNU. They look forward to the continuing contribution that these thematic intercultural conferences can make in the coming years, as evidenced by the ongoing publication of these companion volumes.

Professor Steve Kulich and his editorial team in the SISU Intercultural Institute (SII) are indebted to the leaders of Shanghai International Studies University, the Disciplinary Development Department, the Research Department, and the SFLEP press for their continued support of this series. It is our hope that these volumes continue to contribute to the internationalization and interdisciplinary cooperation of the university, the SII, and the field by linking cooperating intercultural researchers on interdisciplinary research and writing projects, selecting and editing the best new work, and publishing continuing topical volumes in this monograph series of *Intercultural Research*.

On behalf of our institutions, we are also grateful to represent the active network of scholars in the CAFIC Shanghai Branch, national CAFIC leaders, and those participating from the IAICS and ACCS,

many serving on our editorial board. This provides evidence of the increasingly strong cooperation among the faculty members of universities locally, nation-wide, and internationally that are teaching or doing research on intercultural communication.

For the encouragements and contributions of each that have made this and the other volumes possible, we express our sincere thanks.

The Editors
Shanghai, September 12, 2012

Intercultural Research Series Preface

Michael H. Prosser
Chair, SII International Advisory Board (prossermichael@gmail.com)

Ancient Athens served as an intercultural and intellectual crossroads for Asia and Europe. The Greek philosopher, Socrates' famous statement "I am neither a citizen of Athens, nor of Greece, but of the world" speaks eloquently of the impact of intercultural communication, comparative analysis, and the importance of identity clarification both in his and contemporary society. Greek philosophers Socrates, Plato, and Aristotle all looked outward from their own culture, identifying or debating major world value orientations such as goodness, justice, truth, and happiness. For East Asia, multiple schools of thought developed during the Spring and Autumn Period, shaping China's cross-state communication. Confucius' *Analects* articulated the role of *ren* (benevolence and kindness), *li* (propriety and right living through ritual), *de* (moral power), *dao* (internalized moral direction), and *mianzi* or *lian* (externalized social image and harmony). These Confucian orientations were integrated into what became the fabric of not only the Chinese state, but the educational and philosophical orientation of much of East and South Eastern Asia.

All of these early cultural conceptualizations of identities and values strongly support the potentially positive intercultural, multicultural, and global world orientations that have enhanced a dialogue of civilizations and cultures, and stress factors that are unifying rather than divisive. The challenge continues to be substantial since intercultural, multicultural, and global communication might just as easily be highly negative with increasing war, poverty, crime, and pandemics. The goal of all those

interested in promoting a better local and global society vastly prefers the former.

The location from which this series originates shows some of these dynamics and contradictions. Just as each nation and people must deal with highs and lows, China is grappling both with some of the positive dialogues of modernization and internationalization, and also the challenges of divergent cultural or global discourses. From the depths of the Wenchuan earthquake in Sichuan that rallied not only the nation's, but the world's sympathy, engagement and commitment to rebuild, to the heights of the spectacularly well-orchestrated and successful 2008 Beijing Olympics; from the ongoing challenges of natural disasters like floods or human tragedies and accidents or the global financial crisis, to the futuristic development of Shanghai and its visionary and record-breaking participation and cooperation at the 2010 Shanghai Expo, we see these human and intercultural dynamics at work.

I would suggest that intercultural communication as a field has emerged to embody and embrace both these challenges of human clashes and the dialogues across cultures and civilizations. The anthropologists Edward T. Hall and Ruth Benedict serve as the symbolic grandparents of intercultural communication in North America, though neither set out to begin a new field. Others in North America in the 1960s and 1970s and coming from various viewpoints (see Vol. 2 for the complete list of influencing scholars, or the updated IJIR Special Issue on early Intercultural Leaders, 2012) and I sought early to develop an intercultural communication discipline or sub-discipline, which has now spread broadly through much of the academic world.

When the field of intercultural communication began to develop rapidly in China during the 1980s and 1990s, such Chinese scholars (listed alphabetically) as Ruiqing Du, Yihong Gao, Wenxiang Gong, Jiazu Gu, Shijie Guan, Daokuan He, Wenzhong Hu, Yuxin Jia, Dajin Lin, Hongyin Wang, Qi Wang, and their contemporaries each brought and Sinocized many of these western intercultural theories and practical implications for China. Michael Harris Bond (originally from Canada), Kuo-Shu Yang,

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Kwang-Kuo Hwang, Chong-fan Yang, Kwok Leung, Lianxiang Sha (in Beijing), Kai-ping Peng (originally form Beijing, now at UC Berkeley) and others have also sought to indigenize social and cultural psychology to strengthen Chinese scholarship on intercultural communication. Currently many Chinese scholars, either in China itself, in North America, or other regions around the world, have developed robust theories and models or have postulated newer ones, as has been well articulated and documented by Hui-ching Chang, Guo-Ming Chen, Ling Chen, Wenshan Jia and Mingzhi He, in the premier volume of this series, *Intercultural Perspectives on Chinese Communication* (2007).

The SISU Intercultural Institute (SII) of Shanghai International Studies University's (SISU), under the executive leadership of Steve J. Kulich (Gu Lixing 顾力行), has accepted a mandate to undertake an *Intercultural Research* series of volumes which seeks to publish "cutting edge and seminal articles on the state of the intercultural field" in a variety of areas. As formulated in the establishment of the series, Kulich emphasized that "Each volume will focus on one primary domain and will include diverse theoretical and applied research from cultural, intercultural or cross-cultural approaches for that area, seeking to present and frame a 'state of the art' or an extended development summary on the topic."

The SII is committed to close cooperation with both Chinese and international scholars, and that was reflected in the first volume entitled *Intercultural Perspectives on Chinese Communication* and each since, where domestic scholars of the CAFIC were joined by international scholars from a variety of disciplines and approaches. SII is also committed to highlight and bring some integration to the diverse disciplines that influence, contribute to or are informed by intercultural scholarship. This is illustrated particularly by efforts in that first and subsequent volumes to invite contributions from communication studies at both the interpersonal (*jiaoji*) as well as mass communication (*chuanbo*) levels and also to include the perspectives of cultural psychology, cultural anthropology and other related fields. The interdisciplinary nature of IC

motivates the SII team to identify and integrate those aspects that contribute to shared foundations for the field, especially as these reflect intercultural, multicultural human development, in keeping with our motto to "develop a discipline to develop people."

This focus on cooperation continues with the biennial thematic IC conferences held by Shanghai Normal University, part of the dynamic cooperation among CAFIC Shanghai Branch institutions (which also includes regular cross-city scholar forums and a regular outstanding IC MA thesis conference). Subsequent volumes have highlighted such interdisciplinary and multi-perspective scholarship on *Identity and Intercultural Communication*: focusing on *I: Theoretical and Contextual Construction* (Vol. 2), and *II: Conceptual and Contextual Applications* (Vol. 3). Other volumes in the series take up the important topic of IC values — *Value Frameworks at the Theoretical Crossroads of Culture* (Vol. 4) and *Value Dimensions and their Contextual Dynamics Across Cultures* (Vol. 5). These current volumes (Vols. 6 and 7) address the latest research on a continuing and important theme of intercultural communication studies — how people adjust and adapt to new cultural contexts. Later volumes will focus on subsequent IC research areas or SHNU conference themes like IC Competence, IC research methodologies, or other important topics for IC disciplinary development.

Naturally, since Shanghai Foreign Language Education Press is publishing the series, Chinese academic contributions are especially encouraged, as well as those from the wider international academic community. In his foreword for the first volume, *Intercultural Perspectives on Chinese Communication* (2007), Shijie Guan noted that three features characterize the book: (1) It serves as an interdisciplinary platform for China's IC research; (2) It emphasizes the importance of scientific methodology in IC research; (3) It focuses on the localization of IC research. He concludes his remarks by saying that "The publication of this series is an occasion to celebrate for the entire Chinese community: My hope is that it develops into a series that is interdisciplinary, methodology-promoting, indigenized into the Chinese settings and blend

well theories with practice (p. xvi)." As he also notes in that foreword, "In today's world, communication between various cultures have become an important task for human beings. Just as Lourdes Arizpe, chair of the Scientific Committee of the *World Culture Report, 2000,* says, 'Cultural exchanges are in fact the axis of the new phenomena' as global cultures develop and change (p. ix)."

Since the initial books by Edward T. Hall, *The Silent Language*, *The Hidden Dimension*, *Beyond Culture*, and *The Dance of Life* began to shape the early study of intercultural communication theoretically and practically, so too, it is reasonable to assume that these volumes might provide new impetus for the academic study of various cultural contexts. The historical development, frameworks, and research approaches presented both by well-established and emerging scholars in these volumes will surely move the academic understanding of key intercultural topic areas ahead. Each volume's contribution toward highlighting theoretical constructs, clarifying the "state of the art," and presenting cutting edge research and practical applications will hopefully contribute to a new apex in the field of intercultural communication. It is to the ongoing development of the intercultural communication discipline both in China and abroad that this series is dedicated.

September 12, 2012, Charlottesville, Virginia, USA

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