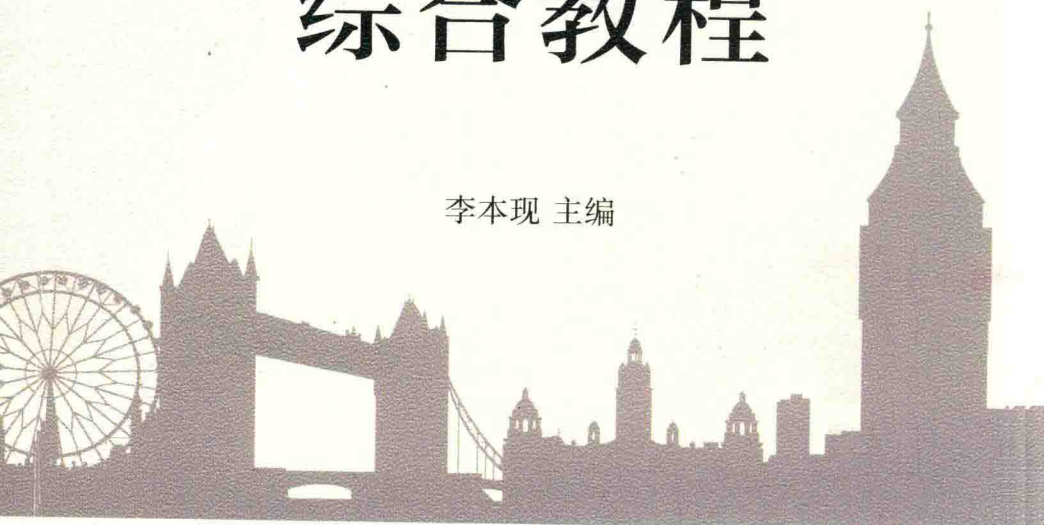


# 跨文化交际 综合教程

李本现 主编



Communication Across Cultures:  
Reading and Doing



商务印书馆  
The Commercial Press

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# 序

加拿大著名传播学学者麦克卢汉(McLuhan)在半个多世纪前提出的“地球村”(Global Village)概念今天几乎全部变成了现实,而广泛使用的互联网,辅之以其强大的衍生功能,更是将生活在21世纪的人们之间的距离急剧缩小。世界上任何地方发生的任何事件都可以现场同步报道,世人即时观看新闻的同时,视觉、听觉及心理受到的冲击前所未有的,这种亲临现场的感觉将地球村的居民紧密地联系起来,曾经的“远在天涯,事不关己”的年代一去将不再复返。国家与国民的界限也因通信技术的发达、交通往来的便利、经济文化交融等因素引起的频繁互动变得模糊不清。全球化进程愈快,涉及的范围愈广,人们的这种感觉愈是强烈。无怪乎有学者在公开演讲中多次告诫大家应该思考全球化、行动本土化(Think globally, act locally),提醒人们注意培养辩证思维,学会用大众的与小民的、宏观的与微观的视角解读现实。面对人口的移动、信息的多元、文化的交流、新时代对世界公民的要求,具有远见的教育家开始了新的思考,并提出了要“培养具有全球意识、跨文化交际能力、国际竞争力的专业人才”的主张。的确,时代的挑战,民族振兴的需要,地球村公民的共同愿望和关注,要求当代高等院校培养的学生必须具备“全球视野、世界公民

道德素养及良好的跨文化交际技能”，使年轻学子成为人类文明马拉松跑道上的优秀选手。

地球村的公民需要探索有效的跨文化沟通手段，需要携手构建不同文化可以协商、吸纳和融合的公共平台，需要建立基于多种文明、多元文化之上，为绝大多数人所认可的兼容并蓄的地球村文化。毫无疑问，要实现这一目标，人们首先需要自觉践行“己所不欲，勿施于人”(Do as you would be done by)的公理，学会换位思考，尊重不同文化享有的平等发展权和话语权，以开放态度拓展行为范畴，在包容差异、平等对话的前提下实现有效的跨文化沟通。

我的学长西安外国语大学李本现教授在跨文化研究领域长期勤勉跋涉，发表了一些有一定见地的学术论文，和他的团队为当地培养了一批热爱跨文化沟通的年轻教师，得到同事们的认可。正是在这个背景下，他和他牵头的跨文化交际项目组着手编写了这本《跨文化交际综合教程》。这本教材的特点是，在西方主要跨文化交际理论的基础上，加入了一些人们在不同文化语境中所遇到的各种各样文化适应和文化冲突问题，以深入浅出的方式，通过任务学习、案例研究和关键术语解释，使学生能够深切领会跨文化交际中碰撞、协商和对话的真谛，以便在今后的工作和学习中能够运用批判性思维(critical thinking)的方式，找出更加合理的跨文化冲突解决方案。每个单元之后的参考书目，更是拓展视野和进行更深入细致研究的路标(sign posts)。

当然，说到跨文化交际我们预设的前提大多数都是有显著差异的、具有国界(country boundaries)的国民之间的交际问题，然而，这种概念也适用于小到民族、村落、行业、机构和个体之间的文化差异。因此，这本教程具有抛砖引玉、一石二鸟的功能，它不

但适合于高年级的大学生,也适合于对这个专题感兴趣的其他读者或者研究者。

是为序。

英国西敏斯特大学  
现代语言与文化系

徐社教博士

2014年6月22日

# 前 言

我国的跨文化交际教育起步较晚,但是 30 年来的发展速度却令人触目,目前绝大多数外语院系开设了跨文化交际这门课程,相应的原版教材引进和国内学者编写出版的教科书堪称丰富。然而,随着该学科的迅速发展,新的学术理念、理论和研究方法不断涌现,现有的大部分教材因时代、视域或国情等的变化而显现出一定的滞后性,不能完全满足这门课程的教学要求。为尽快解决合宜教材短缺问题,我们先后出版了《跨文化交际学选读》(杜瑞清主编,2005 年出版),使用者定位为研究生,接着又于 2011 年出版了《跨文化交际选读》,旨在满足大学生相关阅读的要求。

《跨文化交际综合教程》这部教材使用者依然定位为本科生,但是,我们在编写思路却做了较大的调整:这是一部教科书性质的教材。其重要思想——培养学生跨文化交际能力——贯穿整个语篇与练习。全书共分 12 个单元,每个单元侧重点不同,但前后又以编者的明确宗旨自然衔接。每单元均由 6 部分组成:1 名人名言;2 作为引子的小案例分析;3 文章阅读;4 读后活动、自测、同桌间或小组讨论;5 重要术语及含义(针对文中下画线词);6 参考文献(其中加 \* 号的为该单元阅读部分的主要出处)。

本教材具有以下特点:

第一,这部教材并非纯粹让学生通过阅读获取跨文化交际知

识与概念,而是引导学生在阅读之后为困惑所激发,进而互动交流、积极讨论、提高文化敏感性与包容性。

第二,这部教材在编写时考虑到国内教科书的某些共性,如套用国外书籍生硬讲解理论过多或者练习设计过于单一,因而力图在文章信息传导与练习方式、方法上做到新颖活泼、丰富有趣。

第三,这部教材将国内同类教材很少考虑的“跨文化交际与全球化”及“跨文化交际与伦理问题”特意补充进去。其意图在于扩展学生的跨文化视野并引导其对传统的跨文化交际学说进行批判性思考。

第四,编写者充分考虑了当代大学生查找信息的习惯与偏好,在每单元之后都列出了相关参考文献,既利于读者进一步检索有关文献,也有利于他们进行扩展阅读。

第五,每一单元的阅读内容及课后练习难度循序渐进,学习者迎接挑战的同时思辨能力也得到逐步培养。

第六,教材最后附了一至十二单元部分练习的参考答案,旨在给教材使用者提供一种讨论与思考的路径。

全书由 12 个单元及附录组成,具体编写分工如下:李本现负责本书的总体规划和体例,并编写了 12 个单元的导入小案例和两个附录;第 1 单元,Why Study Intercultural Communication,由颜沁编写;第 2 单元,History of Intercultural Communication,由罗星编写;第 3 单元,Review of Intercultural Communication Theories,由赵璟编写;第 4 单元,Verbal Communication,由李堃编写;第 5 单元,Nonverbal Communication,由杨妮花编写;第 6 单元,Identity and Intercultural Communication,由赵挺宇编写;第 7 单元,Culture Shock and Acculturation,由张俊丽编写;第 8 单元,Culture, Communication and Conflict,由郭冰清编写;第 9



单元, Intercultural Communication Competence, 由付姝恒编写; 第 10 单元, Intercultural Communication in the Globalizing World, 由郝旭姣编写; 第 11 单元, Intercultural Communication and Glocalization, 由瑞雪编写; 第 12 单元, Intercultural Communication and Ethic Issues, 由吕晶编写。

在本书编写的过程中, 编写组成员参考了国内外学者近年出版的许多书籍、论文和电子读物, 也从研读老一辈跨文化交际学学者的大量论著中得到不少教益。美国的 Calvin Li 教授审校了全部书稿, 责任编辑刘军怀也就体例等的完善提出了宝贵意见。同时, 本书在编写过程中得到陕西省教育厅 04JK024 项目的资助。借此机会, 编写组一并表示真诚的感谢。受水平和经验所限, 难免粗疏和不当之处, 敬请指正。

编 者

2015 年 5 月

# Contents

<b>Unit 1</b>	Why Study Intercultural Communication .....	1
<b>Unit 2</b>	History of Intercultural Communication .....	20
<b>Unit 3</b>	Review of Intercultural Communication Theories .....	40
<b>Unit 4</b>	Verbal Communication .....	63
<b>Unit 5</b>	Nonverbal Communication .....	85
<b>Unit 6</b>	Identity and Intercultural Communication .....	107
<b>Unit 7</b>	Culture Shock and Acculturation .....	128
<b>Unit 8</b>	Culture, Communication and Conflict .....	146
<b>Unit 9</b>	Intercultural Communication Competence .....	168
<b>Unit 10</b>	Intercultural Communication in the Globalizing World .....	189
<b>Unit 11</b>	Intercultural Communication and Glocalization ...	216
<b>Unit 12</b>	Intercultural Communication and Ethic Issues .....	239
<b>Appendix I</b>	Discussion Hints on Lead-in Critical Incidents and Reference Keys to the T/F Statements ...	260
<b>Appendix II</b>	Quiz to Test Your Knowledge and Application of What You Have Learned .....	264

## Unit 1

# Why Study Intercultural Communication

If a man be gracious and courteous to strangers, it shows he is a citizen of the world, and that his heart is no island cut off from other lands, but a continent that joins to them.

— Francis Bacon

We live in a house of mirrors and think we are looking out the windows.

— Fritz Perls

## Lead-in Critical Incident

Mr. Li and Mr. Robinson from two different cultures have a conversation. When they are ready to part, the latter that has enjoyed the conversation says they should really get together to have a lunch sometime and the former replies that he would enjoy that. However, for quite a few weeks Mr. Robinson has not followed up his “invitation” with a specific time and place, which makes Mr. Li feel that the other party has been rather insincere.

*Question:* What caused the misunderstanding?

## Unit Objectives

*After completing this unit, students are expected to:*

- Have a basic notion of intercultural communication;
- Know how technological progress necessitates intercultural communication;
- Understand the effect of economic globalization on intercultural communication;
- Explain the relationship between demographic changes and intercultural communication;
- Realize the peace imperative for studying intercultural communication;
- To be able to present the benefits of studying intercultural communication.

Since the emergence of the human race, people from different cultures have never stopped interacting cross-culturally. To put it another way, intercultural communication is as long as human history itself. In the modern world, the cross-cultural activity takes more diverse forms and runs as a common daily occurrence that is going on everywhere and every moment. When we strike up a con-

versation with a foreign stranger in the street, or send an email to maintain friendship with a pen pal coming from and living in another country, or negotiate for a foreign direct investment, we meet people from different cultures and are engaged in intercultural communication. A fundamental definition of intercultural communication is a minimum of two persons from different cultures or co-cultures exchanging verbal and non-verbal messages. As great changes and progress have occurred in the world, over the past few decades in particular, the desire for us to communicate with those whose cultures are different from our own is greater than ever before. These changes and progress include but not limited to the following:

## 1. Technological progress

- **Progress in communication technology**

New and state-of-the-art communication technology introduced for the past few decades has turned the global village that McLuhan envisioned in 1967 into a reality. TV, radio and new services bring news to every corner of the world. Answering machines and faxes connect people to others whom they have never met in person. The emergence of the Internet, perhaps the most revolutionary advancement in communication technology, has proved to contribute more. Email, instant messaging, chat room, and

electronic bulletin boards along with the rise of the Internet and the World Wide Web provide means for us to interact with anyone in the world without face-to-face contact.

These changes in communication systems have tremendous implications for intercultural communication. On one hand, they create an almost free flow of news and expose us to increased information throughout the world. Less than half a century ago, people had to wait months for reports to arrive by mail or appear in newspapers and it was virtually impossible for the ordinary to be informed of what was going on in the world. Yet, with existing communication technologies, we can keep track of any event anywhere on the earth without leaving home. On the other hand, the advanced communication technology allows us to know about peoples and cultures that we are not familiar with. As already noticed, the Internet provides ample information about other cultures and other peoples. By searching Google, we can readily find out almost anything about any group in the world and come to contact with those from different cultural backgrounds that we might never have the opportunity to know otherwise. This should give us a better understanding of our global neighbors and perhaps motivate us to coexist peacefully in our global village.

- **Progress in transportation technology**

Trips once taking years, months, weeks, and then days are now measured in a matter of hours and will be even in minutes in the future. Tourism, transnational tourism in particular, is now one of the most promising industries in the world and helps people to discover cultures different from their own under the support of sophisticated transportation technology.

## 2. Economic globalization

The ongoing globalization has brought earthshaking changes to many aspects of the world, and intercultural communication is one of them. Globalization necessitates the need and urgency for intercultural communication, which plays an integral part of life both for the general humankind and for the individual.

The time when the U.S. was the only superpower and relied primarily on its internal market is gone. In the context of globalization, the economy of one country is now tied to that of others. A drop in the New York Stock Exchange may lead to a decline in another across the ocean. The interconnectedness of the global economy can be bolstered by the following statistics, with China as an example. The amount of China's export to the U.S. has reached 399.3 billion dollars, a number that has tripled since

2001, ranking China as the second largest trade partner of the U.S. Now, China has more than 400,000 joint ventures and companies solely owned by foreigners, which has brought more than 800 billion dollars contracted foreign investment with almost 45 billion dollars actually utilized. China received about 100 billion dollars foreign direct investment (FDI) in 2010, up 27% from five years ago. In the future, as these numbers are expected to keep increasing, they will create even more demand for intercultural communication and drive more intercultural interactions.

In addition, the expansion of globalization has also contributed to the increase of multinationals. Multinationals are moving their operations to new locations where cheap labors or resources are available, thrusting their managers and employees into international relationships. These individuals find it hard to escape or even ignore these changes brought by the global economy as they work for foreign-owned companies or have to deal with foreign suppliers, clients, and partners. They will need to understand how business is conducted in other countries and should be able to negotiate deals that are advantageous to the development of their organizations. In the meantime, these multinationals usually employ people of different ethnic groups and cultures. Because of that, teams across languages and cultures increase rapidly,



which means cultural differences in business practices have implications not only when people from different companies conduct business together but also when people from different cultures work on the same team. These teams present huge challenges in intercultural communication. Individuals that work with diverse colleagues will have to be more internationally aware and cross-culturally adept.

### 3. Demographic changes

The latter half of the previous century witnessed rapid increase in the world population. In 1960, there were 3 billion people in the world. By 1999, the number had soared to 6 billion. Now as the first decade of the new century has just passed, the world population reached 6.4 billion. Sharp increase in the world population can lead to problems like fighting for the finite resources, deteriorating pollution, and tension among countries. As the world population increases, so does the chance for people to interact with each other. When those of different nationalities and ethnic groups speaking different languages and worshipping different gods attempt to live and work together, conflict can arise easily. This calls for effective and productive intercultural communication.

The second reflection of demographic changes is dif-