



英美文化实用教程

陈明阳 楼荷英◎主编

*Practical Course of British
and American Culture*



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英美文化实用教程

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前言

美国大选一波三折，成为全球关注的焦点；英国公投退出欧盟，引发一片喧嚣和骚动。21世纪的世界瞬息万变、日新月异，看懂它需要一双慧眼，更需要一个富有文化意识的大脑。

“什么是文化？”英国人类学家泰勒的定义是：“文化或文明，就其广泛的民族学意义来讲，是一复合整体，包括知识、信仰、艺术、道德、法律、习俗以及作为一个社会成员的人所习得的其他一切能力和习惯。”文化这个词很大，包罗万象，涵盖政治、经济、教育、艺术、文学等方方面面。文化这个词又很小，日常生活中说的一句话，做的一个选择，无意中就折射出行为主体潜意识中的文化倾向。当今世界，各个国家的人们有越来越多面对面沟通交流的机会，因此具备良好语言基础的大学生有必要了解、掌握基本的英美文化常识，以便在沟通交流的舞台上扮演得体的角色。

鉴于此，英美文化课程教学团队经过多年的教学研究，把经验体悟编进了《英美文化实用教程》一书。该书和国内同类教材相比有以下特点：

1. 以英美文化内容为依托，精心挑选、改编适合学生语言水平的文章。所选文章有思想深度，适合开展课堂讨论。一般常识介绍放在附录，便于学生自学了解英美基本概况。

2. 以价值观为统领，从这个根本点出发，辐射到沟通交流、学校教育、家庭教育、人际关系、社会体制、工作休闲等方方面面，引导学生更深入地思考、分析、批判问题，拓展思辨能力。

3. 适合课堂教学。每章一个主题，既自成一体，又紧密联系。对文中较难的词汇和专有名词，文后给出了中英文释义。对一些文化内容作了注释，便于学生了解背景知识。对于影响学生理解的难句，文后给出了翻译。课后配有多种类型的习题，便于教师检查和学生自测。

教材共有八章，每章围绕一个主题展开。第一章是对文化概念的总体介

绍,激发学生的学习兴趣,引导他们了解英美文化的基本概况,领会文化差异所带来的影响,提升学生对文化学习的重视。第二章介绍英美文化的基本价值观,阐述英美国家的不同价值观对人们思想、行为、人生态度等各方面的影响。第三章探讨跨文化语言交际方面的问题,分析英语语言风格 and 特点,培养学生准确、得体的英语表达能力。第四章涉及跨文化交流方面的非语言交际,帮助学生了解身体语言、面部表情、眼神交流、语音语调等在沟通中的重要作用,尤其是关注和把握西方人的时间观和空间观。第五章概述英美的教育体制,探讨英美国家的高等教育体制及不同的教育方法,拓展学生的国际视野。第六章简要介绍英美的社会体制,讨论英美国家的社会制度和现行制度对两国人观念的影响,理解相关的一些行为习惯。第七章探讨英美国家人的工作和休闲理念,列举英美国家的一些职场规范和休闲娱乐活动中的行为规则,拓宽学生的生活视野。第八章探究英美国家人的社会关系,分析西方社会的家庭关系和人际关系,帮助学生更多地了解社会。

每章包括六个部分。第一部分为单元学习目标;第二部分为单元内容的概论;第三部分为文化知识要点;第四部分是案例分析;第五部分是3~5篇阅读文章;第六部分是相关影视拓展。六个部分互为补充,组成一个整体篇章。

本教材得到浙江工业大学重点教材建设项目的支持,由陈明阳、楼荷英担任主编,郎晓黎、郭铭莉、邵芳、郑秀华担任副主编。

在本教材的编写过程中,编者引用了国内外书籍、报刊以及网络上的文章作为阅读文本,在此一并致谢。限于编者水平,书中难免有不足之处,敬请广大读者和同行专家、学者批评指正。

编 者

浙江工业大学

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Chapter 1

An Introduction to Culture

Part 1 Learning Objectives

- To get acquainted with some basic cultural concepts, such as culture, cultural shock, multicultural person, cultural stereotype
- To gain some knowledge about American culture, British culture, and cultural differences between the East and the West
- To understand the negative effects of stereotype, generalization and monoculturalism
- To learn useful words and expressions about culture description and improve language skills

Part 2 Introduction

Culture is the characteristic of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts. It gives a particular community an identity with its own character and personality.

Our culture measures our quality of life, our vitality and the health of our society. Through our culture we develop a sense of belonging, personal and cognitive growth and the ability to empathize and relate to each other. Direct benefits of a strong and vibrant culture include health and wellness, self esteem, skills development, social capital and economic return.

Part 3 What to Know

Iceberg Model of Culture

Culture is like an iceberg. It's very beautiful but very dangerous. Only a small part of culture is visible. For instance, food, dress, paintings, architecture, and dance, etc., are apparent to the eyes. But a greater part of culture is hidden under the water, such as views, attitudes, preference, love and hatred, customs and habits, and so on. They are out of our awareness. This makes our study of culture difficult.

Part 4 Case Study

Some years ago, several international businessmen were on a conference cruise when the ship began to sink.

"Go tell those fellows to put on life jacket and jump overboard," the captain directed his first mate. A few minutes later, the first mate returned. "Those guys won't jump," he reported. "Take over," the captain ordered, "and I'll see what I can do."

Returning moments later, he announced, "They're gone."

"How'd you do it?" asked the first mate.

"I told different people different things. I told the Englishman it was the sporting thing to do, and he jumped. I told the Frenchman it was chic; the German it was a command; the Italian that it was forbidden; the Russian that it was revolutionary; so they all jumped overboard."

"And how did you get the American to jump?"

"No problem," said the captain, "I told him he was insured!"

Questions

1. How to interpret the captain's success in communication in this case?
2. What could be said to persuade a Chinese businessman to jump into the sea?

Part 5 Readings

Reading 1

The ABCs of the USA¹

① America can be a strange experience for a foreigner. My wife and I arrived in the United States in January after seven years overseas—four in France, three in Poland. From the jumble of first impressions, we compiled an A-to-Z explanation of why America can be such a foreign country to those who arrive here from Europe.

② I should explain at the outset that I am from Britain, but my Florida-born wife Lisa is as

American as apple pie. In our list, however, A doesn't stand for apple pie. It stands for:



- ③ *Ambition*. In the Old World, people are taught to hide it. Here it's quite proper to announce that you're after the boss's job or want to make a million dollars by the age of 30.
- ④ *Breakfast*. The American habit of conducting business at breakfast has reached Europe, but I doubt it will ever really catch on. In France and Britain, breakfast is a family affair. Here, it's become part of the power game.
- ⑤ *Credit Cards*. You really can't leave home without them. It's interesting, and somewhat frustrating, to discover that bad credit is better than no credit at all: I was refused a VISA card on the grounds that I didn't have a credit profile (信用记录).
- ⑥ *Dreams*. The American Dream is still very much alive. Dreaming great dreams is what keeps American society going—from the waitress who wants to become a car dealer to the street kid who wants to become a basketball star. Europeans dream dreams too, but don't seem to believe in them so much.
- ⑦ *Exercise*. A couple of years ago, I came to Washington with some French journalists. As our bus passed a health club on the way to the hotel, the French visitors cheered at the sight of body-conscious Americans bending, stretching and leaping around. America's obsession with physical fitness really amuses—and puzzles—Europeans.
- ⑧ *First names*. In Europe, people progress in a natural and orderly way from the use of last names to the use of first names. Here, it's first names at first sight. This can cause confusion for Europeans. With everyone on a first-name basis, how can you tell your acquaintances from your friends?
- ⑨ *Gadgets*. These can be addictive. It's difficult to imagine now how we survived for so long without automatic ice machines and microwave ovens.
- ⑩ *Hardware Stores*. If I were in charge of arranging the programs of visiting delegations from less-developed countries, I'd include a compulsory visit to a hardware store. These temples of American capitalism reveal a whole range of American values, from the do-it-yourself pioneer spirit through a love of comfort that absolutely astonishes most foreigners.
- ⑪ *Insurance*. Americans have policies to cover every possible risk, no matter how remote. So far, we've refused supplementary insurance for our car radio, death insurance for our mortgage and accident insurance for our cat. It gives us a feeling of living dangerously.
- ⑫ *Junk food*. Anyone who wants to understand why Americans suffer from higher rates of cancer and heart disease only has to look at what they eat.

- ⑬ **Ketchup.** I had to come to America to discover that it can be eaten with anything—from French fries to French cheese.
- ⑭ **Lines.** American lines—beginning with the yellow line at immigration control—are the most orderly in the world. The British queue, once internationally **renowned**, has begun to **decay** in recent years. The French queue was never very impressive, and the Italian line is simply a **mob**.
- ⑮ **Money.** In Europe, everybody likes money, but no one shows it off. Unless it's been in the family for several generations, there's often an assumption that it was acquired dishonestly. In America, no one cares how you got it.
- ⑯ **No smoking.** No longer just a polite request in America, this phrase has become the law. Nobody would dare ask a Frenchman to put out his Gauloises² in a restaurant.
- ⑰ **Oliver North³.** What other major Western democracy lets army officers take over foreign policy? A hero for some, a traitor for others, Ollie (see *First names*) is an example of an American recklessness that **awes** and alarms Europeans.
- ⑱ **Patriots.** They exist everywhere, of course, but the American version is louder and more self-conscious than the European. In Britain, it's taken for granted that politicians love their country. Here, they're expected to prove it.
- ⑲ **Quiet.** American cities are quieter than European cities—thanks to noise controls on automobiles and to recent environmental legislation. This was a major surprise for someone brought up to assume that America was a noisy place.
- ⑺ **Religion.** The idea of putting preachers on TV is alarming to Europeans. It's even more alarming to see them in action.
- ⑺ **Sales.** Ever since arriving in Washington, we've been hurrying to take advantage of this week's unrepeatable offer, only to discover that it's usually repeated next week. We're just catching on that there's always an excuse for a sale.
- ⑺ **Television.** That grown-ups can watch game shows and **sitcoms** at 11 a.m. amazes me—but the national habit, day or night, is **contagious**. I recently found myself nodding in agreement with a professor who was saying that American kids watch too much television. Then I realized that I was watching him say this on television.
- ⑺ **Ulcers.** See *Work*.
- ⑺ **Visas.** Americans don't need visas to visit Britain (or most European countries, for that matter). To enter the United States, I had to sign a document promising that I would not **overthrow** the government by force and had no criminal record. One wonders if many terrorists and criminals answer "yes" on these questionnaires.
- ⑺ **Work.** People in less developed countries often imagine that they can become rich

simply by **emigrating** to America. But America became a wealthy society through work, work and more work. It's still true.

②⑤ *X-rated movies*. We have them in Europe too, but not on motel-room TVs.

②⑦ *Yuppies*⁴. The European counterpart remains a pale shadow of the all-American original.

The animal seems more ambitious, and more common, on this side of the Atlantic.

②⑧ *Zillion*. What other nation would invent a number that's **infinitely** more than a billion?

America may not always be the best, but it certainly thinks big.



Vocabulary

jumble *n.*

a lot of different things mixed together in an untidy way, without any order 混杂；混乱

compile *v.*

to make a book, list, record, etc., using different pieces of information, music, etc. 编辑，编纂，编制；汇编

obsession *n.*

an extreme unhealthy interest in something or worry about something, which stops you from thinking about anything else 着迷，痴迷

gadget *n.*

a small, useful, and cleverly-designed machine or tool 小配件；小工具

delegation *n.*

a group of people who represent a company, organization, etc. 代表团

compulsory *adj.*

something that is compulsory must be done because it is the law or because someone in authority orders you to 必须做的，强制的；义务的

ketchup *n.*

a thick cold red sauce made from tomatoes that you put on food 调味番茄酱

renowned *adj.*

known and admired by a lot of people, especially for a special skill, achievement, or quality 有名的

decay *v.*

to be slowly destroyed by a natural chemical process, or to make something do this 腐烂；衰败

mob *n.*

a group of people of the same type 民众

awe *v.*

if you are awed by someone or something, you feel great respect and liking for them, and are often slightly afraid of them 使敬畏; 使惊惧; 使惊奇

contagious *adj.*

if a feeling, attitude or action is contagious, other people are quickly affected by it and begin to have it or do it 有传染性的

ulcer *n.*

a sore area on your skin or inside your body that may bleed or produce poisonous substances 溃疡

sitcom *n.*

situation comedy: a funny television programme in which the same characters appear in different situations each week 情景喜剧

overthrow *v.*

to remove a leader or government from power, especially by force 打倒; 推翻

emigrate *v.*

to leave your own country in order to live in another country 移居国外

counterpart *n.*

someone or something that has the same job or purpose as someone or something else in a different place 相对物; 配对物

infinitely *adv.*

very much, used especially when comparing things 极其; 无穷地, 无限地

Notes

1. The author of this text is Michael Dobbs.

2. **Gauloises:** Gauloises is a brand of cigarette of French manufacture. Gauloises cigarettes first appeared in 1910. The brand is most famous for its cigarettes' strength, especially in its original unfiltered version. Between the World Wars, the smoking of Gauloises in France was considered patriotic and an affiliation (联系) with French "heartland" values. The brand was associated with the cigarette-smoking poilu (a slang term for the French infantryman in the trenches) and the resistance fighters during the Vichy Regime. The brand was also linked to high-status and inspirational figures representing the worlds of art (e.g., Pablo Picasso)

and the intellectual elite (e.g., Jean-Paul Sartre, Albert Camus and Jean Baudrillard) and in popular music, for example American singer Jim Morrison.

3. **Oliver North:** “Ollie” North (born on October 7, 1943) is an American political commentator and television host, military historian, *New York Times* best-selling author, and a former United States Marine Corps lieutenant colonel. North is primarily remembered for his term as a National Security Council staff member during the Iran–Contra affair (伊朗门事件), a political scandal of the late 1980s. The scandal involved the clandestine sale of weapons to Iran, supposedly to encourage the release of U.S. hostages then held in Lebanon. North formulated the second part of the plan, which was to divert proceeds from the arms sales to support the Contra rebel groups in Nicaragua, which had been specifically prohibited under the Boland Amendment. He was the host of *War Stories with Oliver North* on Fox News Channel.

4. **Yuppie:** Yuppie is short for “young urban professional” or “young upwardly-mobile professional.” It is defined by one source as being “a young college-educated adult who has a job that pays a lot of money and who lives and works in or near a large city.” This acronym (首字母缩略词) first came into use in the early 1980s.



Translation of Underlined Sentences

1. From the jumble of first impressions, we compiled an A-to-Z explanation of why America can be such a foreign country to those who arrive here from Europe. 从杂乱的初步印象中，我们编了一套从A到Z的解释，来说明为什么对那些从欧洲到这里的人来说，美国会是这样陌生的一个国家。

2. As our bus passed a health club on the way to the hotel, the French visitors cheered at the sight of body-conscious Americans bending, stretching and leaping around. America's obsession with physical fitness really amuses—and puzzles—Europeans. 在我们的大客车去宾馆的路上经过一个健身俱乐部时，一看到注重健康的美国人在屈体弯腰、伸展四肢、腾挪跳跃，法国游客们都欢呼起来。美国人对身体健康的着迷程度确实令欧洲人感到有趣和迷惑不解。

3. If I were in charge of arranging the programs of visiting delegations from less-developed countries, I'd include a compulsory visit to a hardware store. These temples of American capitalism reveal a whole range of American values, from the do-it-yourself pioneer spirit through a love of comfort that absolutely astonishes most foreigners. 如果由我来负责安排一个来自欠发达国家访问团的行程的话，我一定会安排一次参观美国五金店。这些美国资本主义的殿堂展现出一系列的美国价值观念，从自力更生的拓荒精神到令外

国人目瞪口呆的对舒适的迷恋。

4. They exist everywhere, of course, but the American version is louder and more self-conscious than the European. 当然爱国者到处都有，但是相比较欧洲的爱国者，美国爱国者更高调，更自我。

5. The European counterpart remains a pale shadow of the all-American original. 欧洲的雅皮士依旧是这个美国原产品的苍白影子。



Exercises

I Comprehension Check



在线测试

1. Fill in the blanks with the information from the passage.

This passage is about the _____ of the USA by the author from _____.

(use the simplest language to describe the differences between the USA and Britain/Europe)

	USA	Britain/Europe
Ambition		
Breakfast		
Credit cards		
Dreams		
Exercise		
First names		
Gadgets		
Hardware stores		
Insurance		
Junk food		
Ketchup		
Lines		
Money		
No smoking		
Oliver North		
Patriots		
Quiet		
Religion		

	USA	Britain/Europe
Sales		
Television		
Ulcers		
Visas		
Work		
X-rated movies		
Yuppies		
Zillion		

2. Answer the following questions.

- 1) What was the author's aim of compiling this list?
- 2) What can the American Dream do, according to the passage?
- 3) Why did the French journalists "cheer at the sight of body-conscious Americans"?
- 4) According to the author, how does the American use of first names confuse Europeans?
- 5) Why does the author believe it is necessary for a foreign visitor to visit a hardware store?
- 6) How does the author explain the European attitude towards money?
- 7) Judging from the other descriptions of European attitudes in the text, why does the idea of having religion on TV alarm Europeans?
- 8) What does the author mean by "Ulcers: See *Work*"?
- 9) Why do some people from less developed countries try to emigrate to America?

II Vocabulary Exercise

Fill in the blanks with the appropriate words from the box, and change the form if necessary.



在线测试

renowned	announce	compulsory	counterpart	obsession
gadget	supplementary	decay	patriot	alarming

- 1) Britons have a(n) _____ with the class system, which is based on privilege, inherited wealth and contacts.