

Communication

● 英语文化驿站系列 ●

(美) Michael Knapp 著
(美) Gracelynn Knapp 译

在世界面前
树立中国正面积极的形象
今天就从你做起

在中国执教16年的美国老师
用他的智慧和幽默
帮你结交天下朋友

培养良好的
跨文化交际习惯
掌握有效的
跨文化交流技巧

全方位提升
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美国老师
教你跨文化交流



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前言 Preface

I wrote this book because I love China. China has become my second home. When people make positive comments about China, I feel good. When China loses face, I lose face with her. When someone insults this country, I too feel insulted. I want people who visit China from other countries to have a positive impression of her. That is the main purpose of this book.

I wrote the first edition in anticipation of the masses of international visitors who would flock to the 2008 Olympics. I wanted them to return home saying good things about China. But I feared some of them would report their China experiences in a negative light. I wanted to prevent that from happening.

The 2008 Olympics turned out to be the best in Olympic history. The world had a chance to see China displayed on their TV screens as a highly developed country. Most of the news was positive. People returned home impressed by China. The majority of comments were good. But no place in this world is perfect. Some people still wrote negative online posts and others could be heard telling their friends what they disliked about their China experiences.

When Chinese people go abroad they freely talk to each other about the things they don't like in their host countries, but often they would not say such things to the natives. Likewise, expats in China tend to share their frustrations about the country with each other rather than telling *you* the things they don't like. In other words, *I* hear comments about China that *you* will probably never hear from foreign visitors. Comments, *I hope* you will never have to hear. My purpose in giving this book to China is to prevent people from finding unkind things to say about this beautiful country.

Most of China's international visitors are too polite to tell you what they really think or feel. You know what I mean. Most of us are like that with other people. And, to some extent, we should be more polite than critical toward others. It should be no surprise to discover that outsiders in China aren't telling you everything when they tell you about their terrific experiences in your country. They are probably only telling you half of what they tell me. The half they tell you is what you really want to hear and it's the part that makes you think they totally love China.

Don't get me wrong. A lot of my expat friends leave China with a very good impression. Their comments are not all negative. But I'm still not satisfied with the number of negative

things people say about my host country. I am not willing to sit idly by while they post unkind remarks on the Internet and write stories that make China lose face. I decided I must do something about it. So, I wrote this book.

Perhaps you are asking, “Why do we need a book to help us prevent our country from losing face?” Or, maybe you are thinking, “Who does this foreigner think he is, telling us what we should do in our country?” If you are reluctant to accept advice from an American, I understand. Most Americans would be equally unwilling to listen to your counsel about how they should act in their country. I’m not giving you the information in this book because I think I know more about China than you. Of course you understand China better than any outsider. I’m giving you this book, not because I think I’m more intelligent, but because I have the perspective of a foreigner in China. I know what international visitors feel and think in China. I know this first hand from my personal experience and I know it from what others have told me. I’m giving you information only a foreigner could possibly know, and that most foreign visitors are unwilling to tell you. I’m giving you the information in this book because I love China.

To answer the question, I believe a book like this is needed because without it you only have the perspective of other Chinese people. It is no more possible for you to know what visitors from abroad are thinking than it is for people in other countries to understand your thoughts when you travel abroad. This book will put you inside the heads of China’s international visitors. It will show you what they really think and assist you in helping future visitors to China go home with more positive impressions.

The Internet in China has too many anti-foreign posts. I don’t blame Chinese people for writing negative comments about foreigners. Indeed most international visitors are too nice to tell you their negative thoughts about China, but there are those few who go to the opposite extreme. All they do is complain about China and Chinese people. Frankly, I wish they would leave. If they don’t like it here, why do they stay? When they see a Chinese person doing something they deem less than impressive, instead of hiding their negative feelings, they blow up. Somebody hears them, or even worse, they video record the whole embarrassing episode, and it goes viral.

It’s your country. When we come here it’s our responsibility to learn about your culture and figure out what normal behavior consists of in China. But, like it or not, those foreigners who make us all look like fools will still go home spreading some kind of news about China. Most of them could have avoided their outrageous tantrums if only they had read a good book about Chinese culture. But in some cases their Chinese counterparts could have also taken steps to prevent the face-loss for both sides. It is my desire, and one of my motives in writing this book,

that we will all develop better international relationships and avoid conflicts, stereotypes and loss of face.

China is becoming a global leader. It now has the world's fastest growing economy. The country's military strength, education level and technological advancement are at an all-time high. "Why," you may ask, "would international visitors have anything negative to say about China? Why should we worry about losing face?" This book will show you why.

People of different cultures tend to view face-loss differently. For example, you may visit a home in a country where people generally sit on the floor. Perhaps you think sitting on the floor is uncivilized. The family has a large house. They are proud of their elegant décor and beautiful flower garden. They think these things are enough to give you a positive impression. But you go home talking about how uncivilized the family is because they all sit on the floor. Because you were too polite to tell them you think sitting on the floor is strange, they feel there is no reason to lose face. But from your perspective they have every reason for face-loss. If this family had been properly informed about your culture before your visit, they could have provided chairs for you to sit on. Then you would have no reason to tell your friends back home how uncivilized they were.

That's the purpose of this book. I didn't write this book to tell you I think there's something wrong with your culture. I wrote it so you would understand how some people from other countries perceive some things in your country. I wrote it so we can work together to help China make a more positive impression on the world.

From this book you will learn some of the differences in thinking between China and other countries. You will not read that China is bad. You will not learn that your culture is worse than other cultures. It isn't. You will not read anything in this book that is not motivated by my love for China.

True, some passages in this book may cause you to *temporarily* lose face. You may even disagree with some of my comments. I'm giving it to you straight up. My direct style may be offensive to some of you. That is all part of preparing you to interact with people from other cultures. I also hope that as you read this book you will see my heart and feel my love for China.

This book may surprise you. You will discover there are some things in China you may think are causing the country to lose face, but they are actually positive aspects that make people like China more. On the other hand, you'll read about some of China's features that are highlighted in front of international visitors but really aren't so impressive to the outside world. This book will help you differentiate between what people commonly *think* impresses international people and what *really* gives them a positive impression.

There are two reasons for this second edition. First, China has changed. There is a need for a post-Olympic version of this book. 2008 was a long time ago. Some of the behaviors that were giving people a negative impression of China at that time have long since improved. English signs, for example, are much better than before in most places. The Internet has opened the way for Chinese people to understand more about foreign cultures. People aren't coming to China just for a one-time Olympic event. More than ever before, students from abroad are choosing to study in China. Businesses are discovering that China is a profitable place to invest. People from around the world are falling in love with New China.

The second reason for this edition is that I hope everyone in China will read this book. The first edition was not bilingual. Its benefits were limited to readers who could, and were willing to, read English. Many of China's English readers are already somewhat familiar with international cultures. Foreign reading material has taught them how people in other countries think. But to many people in China, foreigners are a huge mystery. It's difficult to understand why people from other countries are so different. And, it's nearly impossible to know how to avoid causing China to lose face before them. I hope reading this book will be one step toward helping Chinese people create a positive impression of this wonderful country for the whole world to see.

The message of this book is timely and necessary. The task of getting this message out to the one billion plus people in China is a massive team effort. It would be impossible to list all of the people who have made this possible, but I want to mention a few key super stars. First, a special thanks to my wife who worked hard proofreading and editing the Chinese translations, and who patiently managed our family while I spent many hours isolated from them while writing this book. She is also the one I've learned the most from about Chinese culture. This kind of an undertaking is indeed a family event.

I'm truly humbled when I think of how much others have contributed toward this book. All of my students and other Chinese friends, over these many years, have taught me valuable lessons about China. To those extremely intelligent people who translated parts of this book, a huge thanks! They are: Sun Lihu, Lei Xiaohuan, Bai Jie, Liu Yaqiong, Ma Fengyang, Xie Lili, Pu Ling, Yang Xin, Yan Min, Guo Chunling, Zhang Chenran, Mao Ailin, Gao Pei. My Chinese Culture professor at Indiana University, Sai Laoshi, opened my eyes to some of the deeper aspects of the culture of this country. Of course, this all would not be possible without the support and hard work of everyone at the publishing company China Machine Press — Thank you! And finally, thanks to everyone in China, my host country, who has made me feel so welcome and welcomed me as one of your own. I cannot not love this country!

出于对中国的喜爱，我写了这本书。中国已然成为我的第二故乡。人们正面评价中国时，我感到高兴。中国丢了颜面时，我感同身受。有人侮辱这个国家时，我同样会觉得受到侮辱。我希望从其他国家到中国来访的人们能对她有一个正面的印象。这就是我写这本书的主要目的。

我写作的初版是为了迎接大量即将涌入 2008 年奥运会的国际游客。我希望他们归国后能褒扬中国。然而，我担心他们中的一些人将从负面来讲述他们在中国的经历。我想要避免那种情况的发生。

2008 年的奥运会成了奥运会历史上最好的一次。世界有机会目睹展现在电视屏幕上的、作为高度发达国家的中国。大部分新闻报道是正面的。中国给归国的人们留下了深刻的印象。大部分的时评是好的。但是这个世界上没有什么地方是十全十美的。一些人仍然写了负面的网络帖子，也能够听到另一些人向他们的朋友讲述在中国经历的厌恶之处。

中国人出国时，彼此间直率地讨论在东道国所不喜欢的东西，但这些话常常不会对当地人讲。同样地，在中国的外国人倾向于在彼此之间分享关于这个国家的令人沮丧的方面，而不是告诉“你们”他们不喜欢的东西。总之，“我”听到的关于中国的评论也许“你们”绝无可能从外国人口中听到。而这些评论我“希望”你们永远听不到。我将这本书呈现给中国，就是为了避免人们对这美丽的国度发掘出什么不好的东西以作谈资。

大部分访华的国际游客都非常有礼貌，他们不会告诉你自己真正的想法和感受。你知道我的意思。我们大多数人都如此这般对待其他人。且在某种程度上，我们更应该礼貌待人，而不是谴责他人。在中国的外国人向你谈论在你们国家的糟糕经历时，他们没有对你全盘托出，这一点不足为奇。较之于他们对我讲述的内容，他们也许只是告诉你一部分。他们告诉你的这一部分是你真正想要听到的，并且让你认为他们完全喜爱中国。

不要误会我的意思。我的很多外籍朋友带着好的印象离开了中国。他们的评论并不都是负面的。但是我仍然不满意人们关于我的东道国所说的负面东西的数量。他们在网络上发布不友好的言论，并且写一些让中国丧失颜面的故事，对此我不能袖手旁观。我决定必须为此做些什么。所以我写了这本书。

也许你会问：“我们为什么需要一本书来帮助我们避免让我们的国家丢脸？”或者，你会想，“这个外国人以为自己是誰，竟然告诉我们在自己的国家我们需要做什么？”如果你不愿意接受来自一个美国人的意见，我理解。大多数美国人将同样不愿意听你对于他们在自己的国家应该做什么的意见。我不会因为自认为比你更了解中国而给你这本书里的信息。当然，你比任何外来人员更了解中国。我给你这本书，不是因为我认为自己更聪明，而是因为我有身在中国的外国人视角。我知道国际访客们在中国感受到和思考着什么。我所知道的直接来自于我的亲身经历，还来自于其他人对我的讲述。我给你的是只有外国人才可能知道的信息，而且是大部分外国来访者不愿意告诉你的信息。我在这本书里给你这些信息，全因为我爱中国。

我相信需要这样一本书来回答这个问题，因为若没有这本书，你所有的就只是其他中国人的视角。对你而言，知道国外访客在想什么不过是对其他国家的人而言了解出国旅行的你的想法。这本书将让你进入中国的国际访客们的头脑中。它将会呈现给你他们真正思考着的东西，并且协助你促成日后来中国的访客归国后有更好的正面印象。

中国的网站上有太多排外的言论。我不会因对外国人写了负面评价而责怪中国人。实际上大部分国际访客非常友好，以至于不会告诉你他们关于中国的负面想法，但是仍有走向反面极端的极少数人。他们所做的不过是抱怨中国和中国人。坦率地说，我希望他们离开。如果他们不喜欢这儿，为什么要待在这儿？当看到一个中国人做不足以给他们留下好印象的事情时，他们大发脾气，而不是隐藏他们的负面感受。一些人会听到他们的描述，或者更糟糕的是，他们拍摄下整个令人尴尬的视频，然后在网络上大肆散播。

这是你们的国家。我们来到这里，学习关于你们的文化，并且弄明白是什么构成了习俗行为，是我们的责任。但是，无论喜欢与否，那些让我们看起来像傻瓜的外国人仍然将在归国后传播某种中国的新闻。他们中的大部分人可以避免尴尬的场面，如果他们事先阅读了一本好好介绍中国文化的书。然而在某些情况下，他们的中国同行可能也会采取措施以避免让双方丢脸。我们将要发展更好的国际关系并且避免冲突、守旧和丢脸，这是我著书的愿望，也是我著书的动机之一。

中国正在成为全球的领导者。它现在拥有世界上增长最快的经济。国家的军事实力、教育水平和技术进步空前高涨。“为什么，”你会问，“国际访客还会说一些关于中国负面的事情？为什么我们应该为丢脸而担心？”这本书将告诉你为什么。

不同文化背景的人往往对丢脸有不同的看法。例如，你可能在某个国家会拜访一个家庭，那儿的人们通常坐在地板上。也许你认为坐地板是很不文明的。这户人家有宽敞的房子。他们为他们雅致的装饰和漂亮的花园而自豪。他们认为这些已经足以给你留下正面的印象。但是你归国后谈论的是这个家庭如何的不文明，因为他们都坐在地板上。因为你当时非常有礼貌，而不去告诉他们你觉得坐在地板上奇怪的，他们没有理由觉得丢脸。不过，从你的角度看，他们完全有理由丢了脸。如果这个家庭曾在你来访之前适当地了解了你的文化，他们可能会提供椅子给你坐。那么你便没有理由在归国后告诉你的朋友们他们是如何的不文明了。

这便是本书的目的所在。我写作不是为了传达我认为你们的文化出了问题。我写它，是希望你们明白外国人是如何理解你们的東西的，希望与你们一道为中国塑造更加积极的国际形象。

在看待中国与其他国家的过程中，差异在所难免，本书将对此有所涉猎，但不会涉及中国的好坏评判和中外文化的优劣比较。是的，既然我热爱这片土地，我就不会写出这样的东西。

的确，本书的部分段落可能会让你“暂时”蒙羞，我的一些观点也可能会遭到你的反

驳。我的写作风格也许会冒犯部分读者，但我仍会直言不讳。毕竟，这是你和外国人交往所必需的前提。我也期待我对中国的真心和热爱会展现在你的阅读过程中。

本书或许让你感到出乎意料。一方面，一些你原以为会让中国丢脸的事情却成为了人们更加热爱她的正面因素。另一方面，一些最直接凸显在外国游客面前的特色却不为外域所知。对此，本书将作出区分，人们惯常“以为”外国人对中国的印象是什么？外国人脑中“实际的”对中国的印象又是什么？

本书再版基于以下两点。首先，中国已然改变。本书的后奥运版本也应运而生。遥想2008年，那时给中国造成负面影响的很多行为现今都已得到改进。例如，中国很多地方的英文标识都更加完善。中国人可以借助网络了解更多的外域文化。人们来中国也不仅仅是为了一次性地参与奥运盛事。越来越多的国外留学生也来到中国。商人们发现中国成为投资宝地。全世界的人们都开始日益喜爱这个面貌崭新的国家。

我期待本书在中国能有更多的读者，这是再版的第二个原因。由于初版不是中英对照，它的读者仅限于能够并且愿意阅读英文图书的部分人。然而这部分读者恰恰已经多少对国际文化有所熟悉，他们先前的英文阅读已经介绍了外国人的思维方式。但对大部分中国人来说，外国人始终还是个谜，很难理解他们为什么和我们不一样。更几乎无法得知怎样避免在他们面前丢中国人的颜面。借由本书的再版，我希望更进一步地帮助中国读者为世界创造一个更加美好的中国正面印象。

这本书所传达的讯息不仅及时，而且必要。把这些讯息传递给超过10亿的中国人民更是需要艰巨的团队努力。在此我无法一一列出所有致力于这项任务的同仁，但还是得提及几个关键且耀眼的人。首先格外感谢我的妻子，她辛勤校对并编辑了本书的中文译文，耐心地照料家庭，让我可以长期投身于本书的写作。她也是我学习中国文化时受益最多的导师，就此而言，本书是整个家庭的作品。

另外还有很多我需要致谢，他们为本书的奉献让我诚惶诚恐。这些年来，我在中国的学生和朋友让我受益颇深，更加了解这片土地。是他们的智慧完善了本书的翻译，在此深表谢意！他们是：孙利虎，雷晓欢，白洁，刘亚琼，马凤阳，谢立黎，濮灵，杨鑫，颜敏，郭春宁，张晨然，毛艾琳，高佩。以及赛老师，我在印第安纳大学求学时的中文教授，他启蒙我触及中国文化的核心要义。当然，机械工业出版社的大力支持与辛苦工作让本书的付梓出版成为可能，谢谢你们！最后，感谢每一位中国人，好客的东道主，你们让我宾至如归，你们让我融为一体，是你们，让我无法不爱上这里。

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Chapter

01

You Have Something They Like 你们有他们喜欢的东西



China—A fascinating people and a land enjoyed by masses from all over the world. I love telling people in America about my life and work in China. They ask me all kinds of questions and listen intently to my exciting stories. Those stories make up some of the most enjoyable years of my life.

In January 1998 I was the only foreigner at Inner Mongolia Electric Power College. My first workplace in China, the Power College had no international students and at that time I was their only foreign teacher. The school was located on a beautiful campus about ten kilometers outside of the city of Hohhot, in beautiful Jinchuan district. I enjoyed the fresh air and

中国——这个神奇的国度和她热情的人民吸引着全球的目光和世界各地的人们。我很乐意与我的美国同胞分享我在中国的生活和工作情况。他们经常问我各种各样的问题，而且很认真地听我讲那些有趣的经历，这些经历伴随我度过了生命中一段最快乐的时光。

1998年1月，我初次来到中国工作，任教于内蒙古电力学院。那时，该校没有国际学生，而且我又是唯一的一名外籍教师。这所美丽的校园位于离呼和浩特市十公里外的金川开发区。我几乎每天都待在校园里，呼吸着新鲜的空气，不用每天挤公交去城里。我爱我的学生和中国同

preferred to avoid riding the crowded bus into the city, so I spent most of my time on campus. I loved my students and Chinese colleagues, but I also experienced some loneliness. There were some foreigners inside the city, but the only China I was experiencing was my Chinese neighborhood around the school. Sometimes I felt like I was the only foreigner in China.

Today China has more foreign visitors than ever before in her long history. Maybe it's because of the move toward globalization of the world, but I don't think it's the only reason. China is a very special place in the world. Where else can you find a wall over a thousand miles long, more than fifty unique ethnic groups, and people willing to extend hospitality to the whole world? This is a country some people only dream of seeing, but for those who are given the opportunity, it is a dream come true.

People from western countries didn't buy an airplane ticket to China just to see McDonald's and Starbuck's. They crossed the sea to enjoy real China, Chinese culture and Chinese people. Their visits were made more convenient by Beijing's attempt to put English on signs and menus, but visitors were even more fascinated by Chinese character. They didn't come to China to see the west. They came here to enjoy China just because she is China. If this was true during the Olympics, it's even more so today.

China has so much to enjoy. Most foreign guests who come to Beijing want to see the Great Wall, Tiananmen Square, the Imperial Palace, the Summer Palace, and Temple of Heaven. They shop at Silk Alley, the Pearl Market, San Li Tun, and some of Beijing's department stores. Hou Hai and the city's historical alleys are the favorites of many. They will

事,但有时也感觉孤独寂寞。尽管这个城市也有一些外国人,但学校周围都是中国邻居,有时我感觉好像就我一个外国人住在中国似的。

当今的中国正前所未有地欢迎着来自世界各地的人们。可能这是因为世界正朝着全球化方向发展,但我认为这不是唯一的原因。中国在世界上是一个很特别的国家,在其他哪个国家能有宏伟的万里长城、五十多个少数民族以及热情好客的人民向世界敞开怀抱?来到这样的国家,是很多人梦寐以求的,对于那些已经来到中国的人而言,这就像美梦成真一样。

人们从遥远的西方国家乘飞机来到中国,可不是为了吃麦当劳和喝星巴克咖啡的。他们漂洋过海是为了感受真正的中国、了解中国文化和结识中国朋友。尽管为了方便游客,北京的许多路标和菜单上都有英语,其实外国友人对中国汉字更有兴趣。他们不是来中国看西方的,而是来这里享受中国,只因为她是中国。即使没有奥运会在中国举办,他们也一样会来到中国。

中国有很多地方让人流连忘返。大部分来北京的外国游客都想去长城、天安门广场、故宫、颐和园和天坛参观一番,而购物则喜欢去秀水街、红桥、三里屯以及北京林林总总的一些购物中心。后海和老北京的胡同是很多人的最爱。同样,他们也会喜欢北京的夜生活,包括品尝街边的

enjoy Beijing's night life, including trying the tasty snacks on the street. Most of the foreign visitors we have hosted in Beijing loved the mutton sticks and malatang. And that's just Beijing. The whole country is filled with unique attractions. People come here to be dazzled by something they don't have at home.

1 Yummy 美食

It was my first night in Beijing. On this pleasant mid-1990s spring evening, five curious young men decided to go for a walk through one of the city's older neighborhoods. Vendors were selling all sorts of things I had never seen before. We decided to buy some sparrows—I think that's what they were—on a stick. Each of us, one by one, crunched the bones of these tiny birds with our teeth, while trying to smile for pictures. We didn't know we were supposed to spit the bones out. None of us got seriously ill, but we returned to our hotel wondering if we would die in our sleep.

Not only did we survive the night, but the next day for lunch our tour group of twenty Americans decided to try a fast food restaurant across the street from our hotel. I had eaten some dishes with tofu in Hong Kong, and thought they were pretty good, so I decided to go all out for my first lunch in the capital city. I ordered a whole plate of plain white tofu! This time I did get a little sick. Nobody told me I should order side dishes to mix with the tofu, and under the glass counter it looked as appealing as vanilla ice cream. I have never again ordered plain tofu.

美味小吃。那些我们曾经在北京招待过的西方朋友大部分都特别爱吃羊肉串和麻辣烫。这才是地道的北京风味。这个国家有一种别样的风采，外国游客来到这里迷上了那些在本国没有的东西。

我还记得我在北京的第一个夜晚。那是上世纪九十年代中期一个美妙春天的晚上，我们五个充满好奇心的年轻人决定出去在这个城市的附近遛遛。小贩正在兜售一些以前我从没有见过的东西。我们决定买几只炸麻雀尝尝——如果我猜的没错的话——它们都被串成串。我们每个人忙着嘎吱嘎吱地嚼着小鸟的骨头，还不忘在镜头前微笑。当时我们都不知道该把麻雀的骨头吐出来。我们回到宾馆还有点担心，怀疑是不是会在当晚睡觉的时候翘了辫子。事实证明我们每个人都活得好好的。

我们不仅活过了那天晚上，第二天中午我们由20个美国人组成的旅行团还决定到旅馆对面一家快餐店用餐。我曾经在香港吃过豆腐，觉得十分美味可口，因此决定出去吃在首都北京的第一顿午餐。我点了一大盘白豆腐！这次吃完后有点恶心想吐的感觉。没有人告诉我应该点些小菜来配，豆腐可在玻璃柜里它看起来就像香草冰激凌一样诱人。以后我再也没点过白豆腐。