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大学英语应用型课程系列教材

文化与交际

——与西方人打交道

LEARN TO COMMUNICATE WITH WESTERNERS

主 编 邵慧娟 马利红



ZHEJIANG UNIVERSITY PRESS

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Preface

前言

科技的发展使世界成为了名副其实的地球村,全球化使各种民族文化相遇。文化交流的日益频繁,越来越凸显出理解多元文化的必要性和提高跨文化交际能力的迫切性。在这种背景下,大学英语教学改革推动了“文化与交际”课程的设立,成为系列文化知识类和英语技能拓展类课程之一。

本教材以实用性为基本的编写原则,侧重西方文化的学习。教材共分十个单元,以话题形式进行编排。文化的学习根据现实生活的几个基本侧面进行分类,选择一些与学生生活息息相关的素材分章节进行编排。内容涉及餐桌礼仪、拜访礼节、住房、家庭生活、学校生活、宗教、休闲活动、工作与职业生涯等方面。所选内容以贴近学生学习兴趣及生活实际为主,体现以学生为中心的课程精神。

每个单元包括 Daily Conversation (日常对话)、Experiencing Cultures (3 篇文化话题阅读与练习, Follow-up exercises)、Encounters (跨文化交际案例)、Developing Cross-cultural Communication Strategies (跨文化阅读) 等四个部分组成。单元结构充分考虑与跨文化交际能力相关的不同层面的学习,学习材料以以点带面的思路进行选编。

本教程的特色之处有以下几个方面:

(一) 内容选材以“文化生活”为中心,同时注重深度的挖掘和跨文化意识的培养。

教材将重心放在和学生生活息息相关的话题上。每个章节都精心选编实用的交际对话,具有代表性的话题文章和充分的案例,强调把教学内容与学习者生活经验相关联,并在文章的选择上充分考虑到语言的真实性、生动性和难易度。在以“生活”为中心内容编写的基础上,教材适当加入了文化视角、跨文化阅读的深入探究模块。

(二) 教材的编写十分重视语言的实际运用和学生表达能力的提升。

每个单元结合日常对话、文化话题阅读、跨文化交际案例、跨文化阅读的学习材料设计了多种形式的语言实践活动,包括角色扮演、描述文化现象、讲述经历、反思文化、发表见解、小组讨论和呈现等。活动的设计以“让学生有话可说,有话想说”为宗旨,以学生的生活世界为背景,从身边的事情入手,同时充分考虑学生的知识结构。问题的设置以开放形式为主,并注意由易及难的梯度。

(三) 课堂教学和自主学习有机结合。

教材的话题文章模块鼓励学生对感兴趣的话题进行研究性研究,小组完成合作学习,并在课堂上呈现并分享小组学习结果。此外,本教程还提供丰富的阅读文章、网站、视频等资源,促使学生充分利用课余时间进行自主学习。

本教材依托“文化与交际”应用型课程实践于2010年开始编写。Introduction、第一单元和第十单元由邵慧娟负责编写,第三单元、第五单元和第九单元由马利红负责编写,第二单元、第四单元和第七单元由朱静怡负责编写,第六单元和第八单元由陈瑶瑶负责编写,前五单元第四部分跨文化阅读由张红燕负责编写,后五单元第四部分跨文化阅读由徐永亮负责编写。初稿曾在浙江师范大学行知学院2010级、2011级26个班级中试用,较受欢迎。根据试用师生的反馈意见,我们做了相应的补充和修改。在此,对试用这本教材的师生尤其是林灵、罗益群、邵艳春等老师以及2011级14个班级的同学们,我们表示衷心的感谢。

我们在本教材中征引了相关文献中的一些材料,为本教材的编写增色不少,在此我们表示诚挚的谢意。我们已经尽了最大的努力联系相关作者或版权方。如有版权事宜,请与本书出版社或主编联系。

本书适用于高等学校大学英语拓展课程、英语专业选修课,也可供具有相应程度的英美文化爱好者学习之用,或作为高校英语教师的参考资料。

鉴于编者的学识水平和现有资料有限,书中的错误和疏漏之处在所难免,殷切期望专家和读者提出批评和建议,以便今后修改和订正。

编者

2013年10月

● ● Introduction ● ●

With the rapid changes in global economy, technology, transportation, and *immigration* policies, more and more people move around the world, some voluntarily, others driven by necessity. The world is becoming a small, *intersecting* community characterized by *permeable* borders and multi-faceted relationships. Different cultures meet, conflict, and blend together. Even if you stay at home, you may find your circumstances have changed. Your work, your leisure, even your food, may change on the basis of decisions made far away, sometimes for reasons that seem *incomprehensible*. In such a world of international interdependence, the ability to understand and communicate effectively with people from other cultures is of great necessity.

If you want to be able to communicate *effectively* with foreigners, you need to learn three things. First, language — the cornerstone of cross-cultural communication. As English learners for years, you need to improve your English, especially spoken English. Second, culture — the grammar ruling people's ideas and behaviors. When you have communication with people from different cultures, even if you share a common language, things can be wrong. Knowledge of a language does not automatically give you the background knowledge that native speakers *assume* you share. Successful communication depends *crucially* on shared culture. Finally, you should also learn to improve your intercultural ability. In reality, miscommunications or breakdowns frequently occur. In many cases, the failure to *address* and *resolve* culturally based conflicts and tensions depends heavily on the way you *perceive* things in the cross-cultural contexts and what strategies you *adopt* in the process of interaction.

The following dialogue is given to illustrate the above idea.

Characters: Mr. Zhang; Susan, his wife; Mrs. Zhang, his mother

Situation: at the airport

Susan: Mrs. Zhang, come to New York if you want.

Mr. Zhang: 妈妈, 您可一定要来纽约看看。

Mother: 不去了, 给你们添麻烦。

Mr. Zhang: Oh, it depends on the physical condition.

immigration *n.* 移民

intersect *v.* 交叉

permeable *adj.* 可渗透的

incomprehensible *adj.*
难以理解的

effectively *adv.* 有效地

assume *v.* 假定

crucially *adv.* 关键地

address *v.* 处理

resolve *v.* 解决

perceive *v.* 理解, 观察

adopt *v.* 采纳

illustrate *v.* (举例) 说明

Susan: Yes, oh thanks for your delicious food, I like them very much.

Mr. Zhang: 谢谢妈妈给我们做了那么多的好吃的。

Mother: 自家人谢什么。苏珊,你以后可不要再减肥了,身体健康最重要啊!

Mr. Zhang: It's my pleasure. Susan, I hope you become even more beautiful.

Susan: Thank you! The same to you.

Mr. Zhang: 谢谢妈妈,我祝你身体健康。

Mother: 啊,谢谢,谢谢!

In this dialogue, Mrs. Zhang and Susan don't know each other's language and culture. Therefore they cannot talk and just only communicate in the way they do it in their own cultures. Clearly, Mr. Zhang knows both Chinese and western languages and cultures very well. He notices their problems and acts as a translator. Another important point here is that Mr. Zhang does the translation in a *flexible* way. He doesn't do the translation literally. Instead, he translates it from the listener's cultural *perspective* so that listeners can understand and accept it. The culture translations Mr. Zhang makes serve as a bridge which reaches across the barriers between the two women and leads to peace and good relations.

The contents of this textbook generally fall into three categories:

1) Daily Conversations, i.e. what westerners talk when they meet. Samples and various expressions are introduced for you to learn and use.

2) Experiencing Cultures. Special attention is paid to the cultures of United States and the United Kingdom whose culture is different from China's in a number of especially interesting ways. Culture here is a word for people's "way of life", meaning the way people do things, the customs people practice, the beliefs people hold and the values people appreciate. Western culture is put in the textbook for you in terms you can understand, act upon and *reflect on* Chinese culture. In addition, activities are designed for you to discuss and talk over life issues you concern.

3) Developing Cross-cultural Strategies. It involves the study of some common perceiving problems people tend to have which may *hinder* their interaction with people from other cultures. Some of these problems are fundamental *barriers* to cross-cultural communication and a deep reflection on them is the first step toward smooth communication. In addition, new skills and thinking habits are introduced. They will help you

flexible *adj.* 灵活的

perspective *n.* 角度

reflect on *v.phr.* 反省

hinder *v.* 妨碍

barrier *n.* 障碍

make sense of foreign cultures and their people, especially of the things westerners do which may seem strange, puzzling, or even bad.

As English learners, maybe some love English and are holding the desire to communicate freely with foreigners in English in the future, while others may be tired of English learning and don't have the plan to interact with foreigners at all, thinking it is impossible or unnecessary. No matter which is your case, under the background of increasing globalization, the cross-cultural awareness and global vision is obviously *indispensable* quality college students should cultivate.

indispensable *adj.* 不可或缺的

Comprehension Exercises

Answer the following questions briefly.

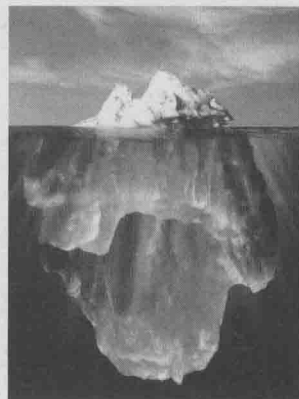
- 1) What is cross-cultural communication?
- 2) What shall we learn to communicate with westerners effectively?
- 3) As you study English, you are not just learning a foreign language. What else is important for you to learn?

Extended Exercises

1. "Culture" is often compared to an iceberg. How do you understand this comparison?

2. What are some other features of "culture"?

3. Read the following fable and answer the question.



“I saw buildings made of concrete and glass. Buildings were so high that they touched the sky,” said the monkey. And all his friends and relatives imagine glass branches scratching the sky. “The buildings were full of people walking on two legs and carrying briefcases,” said the monkey. And his friends and relatives could almost see the people running along the branches with their tails wrapped firmly around their briefcases.

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Unit 1

Dining Customs

Part I Daily Conversation

Greeting

Situation: Mary and Mike are old friends. One day they met on a street.

Mike: Hey, Mary?

Mary: Hi, Mike. How's it going?

Mike: Not bad. How've you been?

Mary: Just fine.

Part II Experiencing Cultures

Lead-in activity

Match the Chinese words on the left column with their appropriate English expressions on the right.

- | | |
|----------|------------------|
| 1) 菜单 | A. napkin |
| 2) 招牌菜 | B. menu |
| 3) 开胃菜 | C. appetizer |
| 4) 甜食 | D. specialty |
| 5) 沙拉调味汁 | E. buffet |
| 6) 餐巾 | F. desserts |
| 7) 公用匙 | G. serving spoon |
| 8) 自助餐 | H. dressing |

- | | | | |
|----------|----------|----------|----------|
| 1) _____ | 2) _____ | 3) _____ | 4) _____ |
| 5) _____ | 6) _____ | 7) _____ | 8) _____ |

Passage A

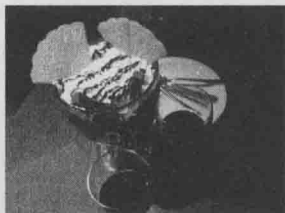
The American and His Meals

To survive in America, you need to master two English *utterances*.

1) Hamburger, French fries, and Coke, please. 2) Have a nice day. One of those utterances will get you food at any place and at any time. The other will get you pleasant smiles. Those are the two basic *ingredients* of life.

To ask what Americans eat is like asking about their fingerprints. Although there are vast similarities, each one is *nonetheless* different. They don't even call their meals by the same names. In some parts of the country, people eat breakfast, lunch, and dinner. In other parts of the country, they eat breakfast, dinner, and supper.

The *staple* ingredients for all meals are actually bread and potatoes.



Bread is eaten as a *supplement* with the meal or as a basic component in a sandwich. Potatoes come to the table cooked in a variety of ways. For breakfast, they are usually fried. For lunch, they are cut into strips and fried, making what we called French fries. In the

evening the potatoes might be fried, boiled and *mashed*, or baked. But in addition to these staples, Americans eat meat. Americans probably consume more meat *per capita* than people in any other country in the world. The three major meats are beef, pork, and chicken, but turkey is becoming more popular. Mutton is available but is not a common dish. Americans do have an aversion to eating meat from some animals, including dogs, cats and horses.

Americans drink a *beverage* in the process of eating the food — not after the meal as people in Europe do. The most popular beverage is coffee, which most drink for breakfast and some drink for both lunch and dinner. Very few Americans drink hot tea. However, most Americans drink a cold beverage with their lunch and dinner meals, and the most popular cold beverage is iced tea. This tea comes in a huge glass filled with ice, and the eaters may drink two or three glasses. The second most popular cold drink is cola such as Coke or Pepsi. The third most popular is milk. But a beverage rising in popularity is just *plain* ice water with some lemon mixed in. Americans do drink fruit juice such as apple or orange juice, but they usually have their juice with breakfast.

utterance *n.* 话语, 说话

ingredient *n.* 成分, (烹调的)原料

nonetheless *adv.* 尽管如此, 但是

staple *adj.* 主要的, 常用的

supplement *n.* 补给品, 增补

mash *v.* 磨碎, 捣烂

per capita 人均

beverage *n.* 饮料

plain *adj.* 平常的, 没有装饰的

Americans eat their food with four pieces of equipment — a spoon, a fork, a knife, and fingers. Spoons, forks, and knives come in different sizes and shapes and have different *functions*. The smaller spoon, called a teaspoon, is used for stirring coffee and eating dessert. The larger spoon, called a soup spoon, is used to eat soup. The smaller fork is called a salad fork and is used for that purpose. The larger fork is the main tool for eating everything else. One knife, a flatter, duller kind, is used to spread butter on bread, and another kind of knife is used to cut the meat into bite-sized pieces.



function *n.* 功能

The fingers are the *appropriate* tools for eating such foods as bread or sandwiches or fried chicken or carrot sticks.

The interesting *paradox* about the Americans' eating patterns is that they love to eat and they eat a lot, but they eat rather rapidly. They don't often consider a meal to be a great social gathering where they sit around and *nibble daintily* for hours as people in other cultures do. Even during such events as a business lunch, Americans don't stand on much ceremony. They dive right into the food, eat quickly, push the empty dishes aside, and go to a discussion of their business.

But even with all these unusual traditions and unwritten eating laws, America still moves on one simple utterance. "Hamburger, French fries, and Coke, please."

appropriate *v.* 恰当的, 合适的

paradox *n.* 悖论, 自相矛盾的事

nibble *v.* 一点一点地吃, 细咬

daintily *adv.* 讲究地, 优雅地

Comprehension Exercises

1. Understand the following words and expressions according to the context of the passage and work out their Chinese correspondences.

- 1) to cut into strips _____
- 2) to have an aversion to _____
- 3) to stir coffee _____
- 4) to stand on much ceremony _____
- 5) to dive right into the food _____

2. Answer the following questions briefly.

- 1) According to the passage, what should you master to survive in America?

- 2) What are the main ingredients of all American meals?
- 3) Please identify the American eating habits and traditions introduced in the passage.



Passage B

Table Manners: A Cultural Difference

For many Westerners, the Chinese 'dinner table is an unknown *territory*. There are no forks or knives for the Westerners to use. The Chinese host makes great, sweeping arm movements that go over large *sections* of the table passing over both food and friends alike. The scene is *fantastic*, but it leaves many foreigners at a loss for what to do.

In most Western restaurants and homes there are rules about how to talk, eat and sit that are highly *restrictive*, and they create an atmosphere that is completely different from what we find here in China. In my childhood home, dinner was enjoyed with hushed voices, and the topics open for discussion were very much restricted. We were not allowed to bring up anything that was potentially *unappetizing*; body functions, bugs, murder and *mayhem* in general were all strictly forbidden topics. If I had to leave the table to use the toilet, I had to *verbally* excuse myself without mentioning what it was that I was going to do. "May I be excused, please? I need to wash my hands," I would say.

My mother would say, "Sure." My father would often play a joke on us by saying, "Your hands don't look dirty to me!"

As for eating, we did it quietly. No eating noises were allowed. Everything must be done as quietly as possible. Therefore, we had to eat with our mouths closed. To make a "*smacking*"



territory *n.* 领域

section *n.* 部分, 区域

fantastic *adj.* 非常好的

restrictive *adj.* 受限制的

unappetizing *adj.* (让人)倒胃口的

mayhem *n.* 使人肢体伤残的行为

verbally *adv.* 言辞上, 口头地

smacking *adj.* 吧嗒嘴的

noise was, perhaps, the worst *offence* possible. While eating soup or drinking coffee or wine "slurping" was also forbidden. If any sound whatever was created by our intake of food or beverage, it constituted bad manners! With that in mind, it was, of course, unthinkable to speak with one's mouth full of food, so speaking only occurred before or after one had taken in food and swallowed it.

How one sits at the table is also *prescribed*. One is to sit up straight with the *recessive* hand (usually the left) in one's lap holding a napkin while the dominant hand (usually the right) holds the fork or spoon. The only time one is allowed to have both hands on the table is when one is using a knife to cut something, but as soon as the cutting is done, the recessive hand goes back to the lap. Also, elbows are not allowed on the table. Therefore, one *props* the arm against the edge of the table just below the elbow. One should never reach for any food on the table; one should ask someone sitting near it to give it to you. "Would you please pass the potatoes?" "May I trouble you for the salt?" These are phrases that you are likely to hear on any given night of the week at a family dinner.

When a guest comes from the West to enjoy a meal with you, it would be a good idea for you to explain to your guest what will happen at dinner and to find out if a fork would be easier to use than chopsticks. In my time in China, I have come to enjoy Chinese table manners far more than those prescribed by my own culture, but for many it is impossible to adjust. The best *policy* is to ask your guest questions to find out what he or she is comfortable with.

offence *n.* 冒犯

prescribe *v.* 规定

recessive *n.* 非主导的

prop *v.* 撑着

policy *n.* 政策, 办法

Comprehension Exercises

1. Understand the following words and expressions according to the context of the passage and work out their Chinese correspondences.

- 1) to make great, sweeping arm movements _____
- 2) hushed voices _____
- 3) body functions _____
- 4) slurping _____
- 5) to constitute bad manners _____
- 6) the dominant hand _____



2. Fill in the following table with the information from the text.

During dinner	Table manners
How to talk	
How to eat	
How to sit	

3. Group work: Share with your classmates the table manners prescribed in your family.

DO'S: 1)

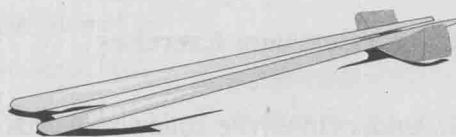
2)

3)

DON'TS: 1)

2)

3)



Passage C

Pub Culture in UK

Pubs are an important part of British life. Even very small villages nearly always have a pub. "If you haven't been to a pub, you haven't been to Britain." This tip can be found in a booklet, *Passport to the Pub: The Tourists' Guide to Pub Etiquette*, a customers' code of conduct for those wanting to *sample* "a central part of British life and culture". The trouble is that if you do not follow the local rules, the experience may *fall flat*.

Pub culture is designed to promote sociability in a society known for its *reserve*. Standing at the bar for service allows you to chat with others waiting to be served. The bar counter is possibly the only site in the British Isles in which friendly conversation with strangers is considered entirely appropriate and really quite normal behavior.

Pub-goers will *indicate* in unspoken ways if they are interested in chatting. Concentrate on those who have bought drinks and are still *loitering* at the bar. Those who have moved to sit at tables are probably not seeking company. Look for people with "open" body language, facing outwards into the room. Don't ever introduce yourself with an outstretched hand and a big smile. Natives will *cringe and squirm with embarrassment* at such *brashness*. The British, quite frankly, do not want to know your name and shake your hand — or at least not until a proper degree of *mutual* interest has been well established (like maybe when you marry their daughter).

Talk generally about the weather, the beer or the pub and at an appropriate moment, offer to your newfound companion a drink. The *ritual* of sharing — buying rounds of drinks in turn — is of great significance. This is because the British male is frightened of *intimacy*, finds it difficult to express friendly interest in other males and can be somewhat aggressive in his manner.



If you are having British friends or business *contracts*, one of your hosts will probably buy the first round, but you should be quick to offer the next. The right time to offer to buy a drink is when their glasses are still a quarter full. The line of "It's my round — What are you having?" may not be in your phrase book, but it is one of the most useful sentences in the English language.

etiquette *n.* 礼仪

sample *v.* 品尝, 领略

reserve *n.* 含蓄, 冷漠

indicate *v.* 暗示, 显示

cringe *v.* 畏缩

squirm *v.* 局促不安, 难为情

embarrassment *n.* 尴尬

mutual *adj.* 相互的

ritual *n.* 仪式, 老规矩

intimacy *n.* 亲密

contract *n.* 合同