

高等院校涉外专业
双语精品选修课系列

丛书主编 / 冯修文



Cross Cultural Communication

跨文化 交际英语

主 编 / 金 真 张艳春



上海交通大学出版社
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内容提要

本书是“高等院校涉外专业双语精品选修课系列”教材之一,针对高校英语选修课跨文化交际课程编写。本书旨在以跨文化交际能力培养为载体,融入听、说、读、写、译五大预言技能的训练,通过案例分析、目的性问题设置、角色扮演等途径,帮助非英语专业本科学生及其他英语爱好者提高跨文化意识、夯实文化基础、发展文化调适能力。

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前言 | Preface

跨文化交际学是集人类学、语言学、心理学、传播学、社会学等为一体的综合性学科。这个领域的研究是为了迎合日益发达的跨文化国际交往和人际交往的需求。简单地说,交际双方文化背景不同,就容易造成交际障碍,小到生活中的摩擦、学习中的困惑,大到经济贸易的不平衡而产生冲突甚至引发战争。因此,来自不同文化的人们为了能进行顺畅的沟通,需要系统地培养跨文化交际能力,进而了解不同文化的习俗、生活方式、思维方式、宗教礼仪和非语言交际等,避免在交际过程中发生误会。在全球化的背景下,这门新兴的交叉学科得到了快速发展并受到了国际学者们的充分重视。

全球的社会需求和国际学者的重视也影响到了我国大学英语教学性质和目标的制定。根据2007年《大学英语课程教学要求》,大学英语是以外语教学理论为指导,以英语语言知识与应用技能、跨文化交际和学习策略为主要内容,并集多种教学模式和教学手段为一体的教学体系。语言教学始终是外语教学的中心任务,但是跨文化交际能力的培养亦十分重要。本书编者旨在以跨文化交际能力培养为载体,融入听、说、读、写、译五大语言技能的训练,通过案例分析、目的性问题设置、角色扮演等途径,帮助非英语专业本科学生及其他英语爱好者提高跨文化意识、夯实文化基础、发展文化调适能力。

本书共有十个单元。第一、二单元为概念部分,介绍跨文化交际的形成、发展及其核心——不同的价值观。第三至第八单元侧

重介绍跨文化交际过程中可能会出现的状况,例如跨文化在语言交际和非语言交际中的体现;中西方在社会交往中的不同习惯;不同文化对社会角色和人际关系的不同期望;商务、海外学习中不同文化交际所造成的障碍。针对这些情况,最后两个单元就如何提高跨文化意识提出了解决办法,给出了方向性的建议。

每个单元各有四个部分,以介绍本单元的学习目标开始。第一部分为 **Warming-up**,以听力的形式导入一个小案例,并以此为基础进行跨文化口语交际操练。第二部分为 **Core Reading**,以大学英语四级考试仔细阅读难度为参考,侧重该单元的主题,文章后有短语解释、文化注释和多项选择、翻译、开放式问题等帮助学习者对文章的理解。第三部分为 **Academic Reading**,以大学英语四级考试长篇阅读难度为参考,偏重学术性,为学习者以后对跨文化交际的深入学习做准备,课后题型多样。第四部分为 **Case Study**,通过案例分析,设置目的性问题,锻炼学习者跨文化能力中的思维能力。如果说前三部分的教学侧重于课本知识传授,让学习者了解既有文化事实和掌握一些现成的交际规约,那么第四部分则是引导学生去主观感受、探索现实跨文化情境,并做出自己对文化现象的解释和判断,建构自己的跨文化交际知识和能力。

参与本教程筹划和编写的人员均为高校的一线骨干教师,有着较为丰富的教学经验,在筹划编写本书之初,便想编一本适合教师教学和学生自学的书,并在编写的过程中努力为之。但是跨文化交际内容涵盖甚广,一本教材恐不能面面俱到,再加之编者能力的局限,书中肯定有很多不足之处,还望各位同仁批评指正。

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编者

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Unit 1 | A Blossoming Discipline: Intercultural Communication

Objectives

- Knowing the importance and development of intercultural communication
- Being aware of the miscommunication when contacting people from different cultures
- Getting familiar with some basic concepts in intercultural communication

Part One

Warming-up Activity

Reception of foreigners takes place every day in China nowadays. However, the ordinary conversation between members of different cultures has unforeseen problems that create tension and uneasiness, ultimately leading to intercultural miscommunication. The reasons for this lie in the rules and regulations of the participants' own cultures. Here's the conversation between Fan Pu, a Chinese woman, and Ethan Thompson, a westerner at the airport. Finish the following tasks to check your comprehension after you hear the conversation.

 **Blank Filling:** Listen to the conversation and fill in the blanks with the missing information.

Ethan Thompson comes from 1. He is the 2 of Star Company. Fan Pu insists on addressing him 3, but he prefers 4 because his friends usually call him like this. What's more, first name is 5 than last name. The trip takes him longer time than expected due to the 6 of take-off, which makes him a little bit 7. Fan Pu thinks it is all her 8 to

take everything for Ethan Thompson. However, Ethan Thompson would rather 9 the luggage by himself. At last, 10 compromises.

Discussion: Suppose you and your partner were Fan Pu and Ethan Thompson, how would you make the conversation? Try to avoid some hard insistencies if you think they are inappropriate in intercultural communication. Try to make a similar conversation with your partner. The tips are given for reference.

- Recognizing each other
- Choosing a way to address each other
- Talking about the trip
- Offering and accepting the invitation of reception dinner
- Offering and accepting or denying a helping hand

Part Two



Core Reading

Before you read the following text, think about the following questions first. Try to find the relevant information in the text after you read it.

- What is intercultural communication in your opinion?
- What is the importance of intercultural communication in general?
- What is the relationship between culture and intercultural communication?
- What impact have communication technologies such as the Internet had on intercultural communication?

The Importance of Intercultural Communication

Many consultants, distinguished authors and writers of textbooks discuss the need to understand other cultures because we live in a “global village”. In 1870 Jules Verne wrote *Around the World in Eighty Days*; astronauts can now make the trip in under eighty minutes, while the Internet user takes a mere eight seconds. The media has given us a taste for other countries, and the cost of modern air travel is within the budget of many people, so we are travelling overseas more regularly than ever before. Holiday travel, business trips, family reunions and conferences in other parts of the world are now

commonplace for business travelers and tourists, with the big trip overseas a rite of passage for many young people. The closeness of South-East Asia means that Indonesia, Thailand, Singapore, Vietnam and Malaysia are favorite destinations for many Australians and New Zealanders, while Japanese frequently holiday on the Great Barrier Reef. We need to understand global cultures because we are increasingly interacting with them in person or through technology.

But there is another reason why intercultural communication is important. Australians live in one of the most multicultural societies in the world. Officially, Australia's population comprises a large mixture of ethnicities, with 23.3 per cent (from the 1999 census) of Australians born overseas. If you add second- and third-generation migrants, who were born in Australia, and the large number of tourists, overseas students and visitors for short periods, then this figure is much higher. Thus Australians frequently communicate with people whose cultures originate in other parts of the world. However, many of us are totally unaware of our own uniquely different cultural backgrounds when we ourselves communicate. Our deeply held cultural norms or attitudes may not be conscious ones; the only time we are aware of them is when other people break certain rules, disappoint us or even offend us. The situation is similar to subcultures within the one culture; football fans, teenagers, senior citizens, company managers and "yuppies" all have their own ways of communicating and behaving.

What is intercultural communication?

The study of intercultural communication is a relatively young field, which forms a part of communication research. The starting point is usually said to be the book *The Silent Language* (1959) by the anthropologist, Edward T. Hall, who studied Hopi and Navajo Indians, as well as other cultures. Hall developed several key concepts with which he attempted to explain the problematic nature of non-verbal communication in non-Western cultures. In particular, Hall popularized the field of proxemics, or the study of interpersonal distance and its effects on communication in different cultures. Hall's main contribution to the field was to highlight the role that culture plays in influencing human behavior.

By the 1970s intercultural communication was firmly a part of the communication studies, with specialized courses, numerous books and special

divisions established by the International Communication Association, and the Speech Communication Association in the US. In 1983, Gudykunst edited the first theoretical book, *Intercultural Communication Theory*, which was then followed by several key chapters in communication handbooks of the time. Modern research into intercultural communication still focuses on describing the processes involved rather than attempting to develop general theories. One of the major challenges is defining the term *intercultural communication*. An equally difficult task for communication researchers, and one fundamental to the field, has been to define what is meant by culture.

Defining culture

Culture is one of the most used but misunderstood concepts of recent times. It is used by politicians, academics, managers, school teachers and students all the time, usually as an explanation for abnormal behavior. Linguists, anthropologists, sociologists and organizational theorists have variously attempted to define culture and the lesser term *subculture*. While we all seem to have some ideas of what is meant by culture, defining it precisely is difficult. Informally, the word culture refers to a way of thinking and acting that is somewhat related to people speaking a common language (but not always). It encompasses traditions, family roles, expectations, attitudes and non-verbal communication. The English-speaking communities of Australia, the United Kingdom and the United States of America, for example, have distinct cultures, while speaking the same language.

There is another meaning of culture, which refers to activities of an artistic or intellectual nature, such as attending the ballet, the opera or art galleries. This meaning of culture is used when academics discuss artefacts of *high culture* and *low culture*, such as chamber music versus pop songs. However, this second meaning of culture is seldom used when discussing intercultural communication.

Many researchers break up culture into a series of constituent, sometimes overlapping parts, in order to better understand how culture affects communication and vice versa, how communication can affect culture. We believe culture can be best understood if it is broken up into four main dimensions:

- history and world view, including values, beliefs and religion

- socialization, including education, enculturation and personal growth
- language
- non-verbal communication

We take the view that it is these (and other) aspects of specific cultures that affect the quality and outcomes of intercultural communication.

Computer-mediated communication with other cultures

One of the overlooked aspects is the impact that communication technologies such as the Internet have had on intercultural communication.

Most professionals would agree that the Internet has enabled us to communicate more effectively with our professional colleagues, both locally and overseas. The ease, the speed and the convenience of email, bulletin boards, chat systems and instant messaging have revolutionized our professional practice. But there is one area of concern that gets overlooked: how does online communication affect intercultural communication? Does our Western, informal and very direct use of computer-mediated communication (CMC) technologies conflict with the way other cultures use these technologies? Or has the whole world become a homogenous community, each country indistinguishable in terms of their online communication behavior?

Five thousand years of civilization cannot be changed by a mere decade and a half of Internet usage. Enthusiasm for online communication can sometimes be naïve and misplaced when it comes to communicating with members of other cultures. With vastly increased opportunities for communication to take place, we believe that there is an equivalent increase in the amount of miscommunication that is occurring between cultures. However, we cannot be certain of this, because there is very little research that has studied the intersection of communication technology and intercultural communication yet.

People often hold the naïve view that contact between cultures necessarily results in greater mutual understanding. Unfortunately the historical record does not support this belief. Achieving mutual understanding is not easy. It takes effort, desire and patience. It helps to realize that the more people are different from one another, the more they have to learn from each other. Part of the new global psychology is appreciating how rich humanity is by appreciating what each culture contributes to it. How much

poorer we would all be if we were all alike.

Proper Names

Jules Verne	儒勒·凡尔纳(1828—1905,法国著名科幻小说作家)
the Great Barrier Reef	大堡礁,位于澳大利亚的昆士兰州以东的沿海
Edward T. Hall	爱德华·T.霍尔(美国文化人类学家)
Hopi	霍皮人(美国亚利桑那州东南部印第安人)
Navajo	纳瓦霍人(美国最大的印第安部落)
the International Communication Association	国际传播学会(美国)
the Speech Communication Association	国际语言通讯协会(美国)
Gudykunst	古迪昆斯特(文化人类学家)

Language Focus

mere <i>adj.</i>	bare, only
commonplace <i>adj.</i>	completely ordinary and unremarkable
destination <i>n.</i>	the place designated as the end (as of a race or journey)
holiday <i>v.</i>	spend or take a vacation
comprise <i>v.</i>	include or contain
ethnicity <i>n.</i>	the state or fact of belonging to a particular ethnic group
census <i>n.</i>	a period count of the population
conscious <i>adj.</i>	knowing and perceiving
anthropologist <i>n.</i>	a social scientist who studies people, society, and culture

division <i>n.</i>	an administrative unit in government or business
theoretical <i>adj.</i>	concerned with theories
informally <i>adv.</i>	unofficially or casually without planning
constituent <i>adj.</i>	constitutional in the structure of something
overlapping <i>adj.</i>	related by having something in common with
overlooked <i>adj.</i>	not taken into account
conflict <i>v.</i>	go against, as of rules and laws
homogenous <i>adj.</i>	all of the same or similar kind or nature
indistinguishable <i>adj.</i>	exactly alike
naïve <i>adj.</i>	lacking experience of life
equivalent <i>adj.</i>	equal in amount or value

Task One Comprehension Check

Choose the best answer to each of the following questions.

- Why is it important to understand the global culture according to the text?
 - We can get familiar with a new country when the media introduce it.
 - We can improve our taste of life when we know the different cultures.
 - Young people are more tolerant of other cultures than the old generations.
 - We have more opportunities to contact people from other cultures than ever before.
- When will the trouble caused by different cultures take place for sure?
 - When people communicate with others whose cultures originate in other parts of the world.
 - When teenagers talk with senior citizens.
 - When other people's behavior conflicts with your cultural norms and even insults you.
 - When the local people encounter tourists, overseas students and visitors for a short period.
- What was the greatest thing that Edward T. Hall did to the study of

intercultural communication?

- A. He proposed that human behavior is affected by culture.
 - B. He gave advice on how to communicate with Hopi and Navajo Indians effectively.
 - C. He developed several key concepts in intercultural communication.
 - D. He wrote *The Silent Language*, a book on intercultural communication.
4. What is true about proxemics in the text?
- A. It firstly appears in Hall's work.
 - B. It is a study of spatial interrelationships in humans.
 - C. It explains the nature of non-verbal communication in non-Western cultures.
 - D. It is a new sub-discipline in anthropology.
5. What does culture mean in terms of intercultural communication?
- A. It is a way people use to explain abnormal behavior.
 - B. It is a way of thinking and acting shared by the people who use the common language.
 - C. It refers to activities of an artistic or intellectual nature.
 - D. There's no clear definition given in the text.
6. Which of the following is not included in the dimensions of culture according to the text?
- A. The important moral principles shared by a group of people.
 - B. The Great Barrier Reef.
 - C. The architecture of the eighteenth century.
 - D. The adoption of the behavior patterns of the surrounding culture.
7. What has the Internet brought about to people?
- A. It has eliminated intercultural miscommunication.
 - B. It has enabled the employees to be more professional.
 - C. It has made the business trip cozier.
 - D. It has helped make communication more effective among people around the world.

Task Two Translation

Translate into Chinese the underlined sentences in the essay.

1. Holiday travel, business trips, family reunions and conferences in other parts of the world are now commonplace for business travelers and

tourists, with the big trip overseas a rite of passage for many young people.

2. Our deeply held cultural norms or attitudes may not be conscious ones; the only time we are aware of them is when other people break certain rules, disappoint us or even offend us.
-
-

3. Modern research into intercultural communication still focuses on describing the processes involved rather than attempting to develop general theories.
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4. Many researchers break up culture into a series of constituent, sometimes overlapping, parts, in order to better understand how culture affects communication and vice versa, how communication can affect culture.
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5. With vastly increased opportunities for communication to take place, we believe that there is an equivalent increase in the amount of miscommunication that is occurring between cultures.
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Task Three Open Questions

Answer the following questions in your own words.

1. Where does the author probably come from and why?
2. Can you find a clear definition of intercultural communication in the text? If not, what is your own definition?