

跨文化 逸事赏析

常宗林 李云 编著

一本不可多得的探讨跨文化交际的书

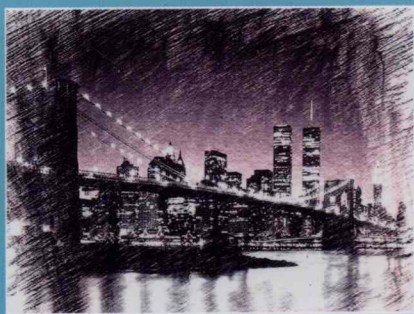
一幅五彩斑斓的“马赛克”拼图

展现世界众多文化现象 异彩纷呈 趣味盎然

独特的文化视角 福布赖特研究学者对异域风情的亲身体悟 清新简约的语言风格以及对不同文化趣闻逸事的中肯评述

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*Intercultural Experiences
Case Studies*



中国海洋大学出版社
CHINA OCEAN UNIVERSITY PRESS

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Preface

People from different cultures have different cultural norms, practices and expectations in their social contacts. Their different ways of thinking and behaviors influence their ways of communications. Their upbringing, education and cultural environments vary not only from countries to countries, but also from regions to regions. They see the world through their own set of assumptions and attitudes, and through their own "cultural spectacles". If their contacts with the outside cultures which are different from theirs are limited or confined to a small number of individuals, cultural awareness was the preserve of a few. However, in today's world globalization, everyone needs some level of cultural awareness.

As culture influences every aspect of people's lives—from the way they dress to the way they communicate—they do need to develop some intercultural competence to become successful intercultural communicators both at home and abroad. They should be able to interact both effectively and in a way that is acceptable to others in their contacts with people from different cultural backgrounds.

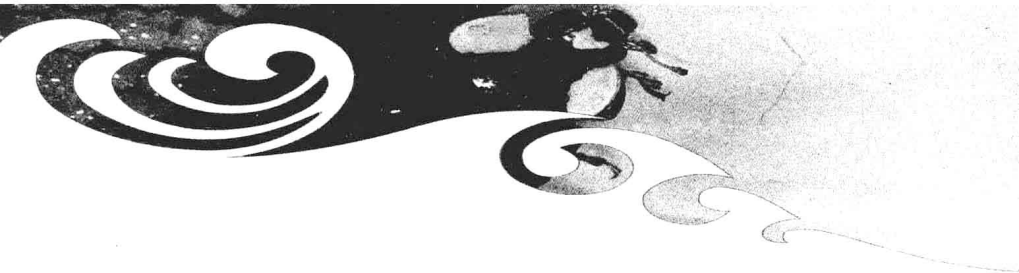
Such cultural awareness had been further aroused during my research sponsored by the Fulbright Program. At the proposal of my collaborators,

colleagues and friends, and at the exhortation of my students, I decided to write a book, again in collaboration with Ms Li Yun, to arouse more learners' cultural awareness, to familiarize them with different aspects of cultures and to cultivate them with more cultural or intercultural competence. As a result of my research in UC Berkeley, my travels around USA and my experiences as a Fulbright Research Scholar, I am now able to generate more than enough ideas for the book. Since the scale of a book cannot be spacious enough to embrace all the ideas in relation to the complex immensity of cultures, I decided to focus on some cultural issues which learners might find most interesting.

With different cultural anecdotes, this bilingual (English and Chinese) book is like a mosaic graphics made of many small "stones", each slightly different in shape and color, which together created a unified design. Seen at close range, only the individuality of the stones is apparent. But to pull away to see it, identifiable patterns will emerge. Therefore, in reading this book, different cultural aspects should be observed and relevant features perceived. Only in this way, can a clear cross cultural panorama be obtained when the varied parts are viewed together.

The book aims to reflect the wide interests of intercultural studies, ranging from cultural shock to nonverbal communications, from cultural facts to sub-cultural facts. It can be used as a reader for university students and intermediate and advanced learners as well as a supplementary book of case studies for classroom-based intercultural courses. As such it will be of great help to the learners who take great interest in aspects of different cultures.

CHANG Zonglin
Ocean University of China
December, 2011



绪 论

不同文化背景的人在其社会交往中，遵从各自不同的文化规则、习惯，拥有各异的期望值。不同的思维和行为方式影响着人们的交际模式。不仅各个国家之间，甚至在地区之间，人们的成长背景、受教育程度以及文化环境可谓千差万别。人们从自己的“文化视角”出发，以各自特有的假想和态度观察世界。如果人们同与自身文化差异甚大的异域文化接触和交流较少，或某种交流仅仅局限于异域文化中的少数个体，就容易因此导致交流不畅甚至误解。因而，在当今世界全球化进程中，具备一定的文化意识是不可或缺的。

由于文化触及人们生活的方方面面——从穿衣打扮到交往方式，为了在海内外的文化交往中获得成功，人们的确需要培养和发展自身的跨文化交际能力，不仅能够进行有效的交际，而且在和来自不同文化背景的人接触交流时，需采用为对方所接受的交际方式。

在福布莱特项目所资助的研究中，本人的文化意识得以进一步地唤醒。在合作者、同事及好友们的建议下，加有弟子们的劝勉，决定再度与李云女士合作著书，以进一步提高学习者的文化意识，了解文化的方

方面面，努力培养文化素养和跨文化交际能力。在加州大学伯克利分校研究的成果、环美旅行及福布赖特研究学者的经历，为本书积累了极为丰富的素材。限于篇幅，文化现象又纷繁复杂，异彩纷呈，本书难以做到包罗万象。只得集中介绍一些生动有趣的文化趣事，以飨读者。

本书采用英汉对照的方式，讲述了众多趣味盎然的文化逸事。它如同一幅五彩斑斓的马赛克图案，由许多形状和颜色有着些微差异的小“石块”镶嵌在一起，组成一幅完整的图案。从近处观察，每个小石块独立成型；将视线拉远，一幅完整的图案尽显眼底。因此，通过阅读本书，读者可以了解文化的众多不同方面和相关文化特征。只有这样，将文化的不同部分组合起来，才能看到一幅清晰的文化全景。

该书旨在反映跨文化研究的宽泛领域，涉及范围较广。从文化冲撞到非言语交流，从文化现实到非主流文化的现状。读者对象为中级和高级学习者，同时还可作为课堂跨文化教学个案研究的补充书籍来使用。希望此书对致力于文化研究的学习者带来裨益。

常宗林

中国海洋大学

2011年12月





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Fur: Wear or Not?

One day, a woman walked into a bar. She ordered a drink and casually asked the bar staff where the smoke was coming from, for she did not realize that her £8,000 mink coat had already been set on fire by a protester on her way. Fellow drinkers at the bar grabbed a pitcher of water and put out the flames. It was believed that an animal-lover sprayed her coat with lighter fuel before setting it alight. The woman said that she had noticed a smell of smoke while walking down the street, but had ignored it and gone for the drink. Her coat was destroyed in the arson attack.

“It is very sick for someone to put lighter fluid on her and set her coat on fire,” said one of the customers at the bar. “It is also very sick to make coats out of animals. But two wrongs don’t make a right. Even though I completely hate it when people wear fur, people who wear it don’t deserve to be set on fire.”

In the west, fur coat wearing irritates animal right groups. A typical example could be found in the case of Madonna, who was immediately under “fire” when she was seen leaving a London restaurant, wearing a £35,000 chinchilla fur coat. Photographs of her wearing the controversial coat invited attacks from the animal rights groups, which called for an immediate boycott of her music*¹.

“Chinchillas are shy, intelligent animals that can live up to fifteen years in

the wild. Yet on fur farms these animals are violently killed while fully conscious. Wearing such a coat, Madonna is showing herself up to be shallow and selfish and lacking in all compassion. We should stop buying her albums until she stops wearing fur,” one protestor said. The group urged Madonna to watch a video to learn how the fur was extracted from the animal and then decide if her fashion was worth the cruelty.

Though fur farming is banned in the UK, a lot of fur is imported from the countries where it is legal. The coat Madonna wore was believed to have come from a boutique in London. In the UK, chinchillas are often kept as pets, due to their endearing looks and the ability to learn tricks. The tiny animal’s fur is believed to be the softest in the world and have the highest fur density of any land-living animal. Due to these properties, their fur is much sought after. However, the methods of extracting the fur are often painful for chinchillas. According to these animal rights activists, chinchillas are electrocuted and then skinned. But many survive the electrocution and are still conscious when their skin is torn off their bodies.

“We encourage anyone who wears fur to watch videos of these animals being electrocuted, caught in traps and skinned alive”, they said. Thousands of people said that the videos changed their minds about wearing fur.

Fur wearing cases were also found with some other celebrities, such as Jennifer Lopez, Julien MacDonald, Paris Hilton and Beyonce, who have also come under attack by activists for their fur fashion. In a Friday’s world premiere for Lopez’s upcoming film, *Monster-in-Law*, protesters were armed with posters featuring a mink-clad Lopez with the caption “Monster-in-Fur.” They also distributed DVDs showing images of Lopez, again in fur, interspersed with undercover footage of animals being skinned alive. “To animals killed for their fur, Jennifer Lopez is the ‘monster’,” they said. “She may be able to get the images of bloody, skinned foxes still alive and breathing out of her head, but we doubt that her fans who watch this video will.” Even a website, *JLoDown.com* was created to attack the celebrity for her fur-loving ways and urging fans to say “hell, no” to her.

“Lopez knows how much animals that are killed for their skins suffer. She

has been contacted with letters and videos no less than a dozen times,” the website proclaimed. “She may try to convince her fans that her rabbit-trimmed jackets are a must-have, but what she won’t tell them is that bunnies killed for fur coats scream as they are skinned alive!”

Lopez had angered animal rights activists for many years, who accused her of making fur fashionable. She had made it an attractive item for the young and wealthy. One of the anti-fur protestors threatened to stalk her. The wife of ex-Beatle Sir Paul McCartney had targeted her because of the latter’s love of fur. Ms McCartney’s stalking attempt ended painfully once when she lost her prosthetic leg in a fight with security guards at the New York offices of Lopez’s fashion company. She wanted to deliver a DVD to Lopez, which contained a documentary of how animals were brutally killed or skinned alive for their fur. She had to replace her artificial leg in a stairwell, as the guards refused her entry to a restroom. In spite of all kinds of difficulties, she was determined to continue her “fight” against Lopez, and to “show up” at her home or “get a hold of her at her premieres”. Like Ms McCarthy, many other animal lovers were also angered by Lopez’s fondness both for wearing fur and for using it in her fashion line, *Sweetface*.

Like Lopez, some other celebrities were targeted as well. Julien MacDonald, the socialite and designer, was pelted with flour when he went to his late-night party after a London fashion show. Paris Hilton, a famous model, was slammed by an anti-fur activist when she was on her way to the after-show party, following her catwalk appearance at the fashion show, though animal rights activists were out there initially not to ambush Paris but designer MacDonald, for his “relentless use of fur” by draping a baby fox fur around a model’s neck in a show, which caused a lot of angry replies from the animals’ protectors*².

Beyonce Knowles, the pop star, came under fire as well from animal rights activists who accused her of causing suffering to animals by wearing fur. They took out a full page advertisement in a magazine, asking her to “do the decent, humane thing and stop wearing fur”. The advertisement showed a gruesome photo of a pet dog crushed to death by a fur trap.

"Beyonce claims to adhere to very strong Christian values. But killing animals, trapping them and bludgeoning them to death are not very Christian acts," one activist said.

They had previously targeted the star on its famous "hit list" due to her penchant for expensive fur coats. It seemed Beyonce's attitude towards fur had changed, however.

When she got married later on, the animal welfare group sent the newlywed star and her rapper husband a faux-fur throw as a wedding gift for praising her not being seen in a fur coat for the whole winter. In their gift card they wrote, "From all of us, we wish you much happiness in your life together. Please accept this faux-fur throw with many good wishes and a hope from us together. You'll be a fur-free couple."

However, they were not yet firmly convinced that this would be permanent in Beyonce's case, so they were letting time tell whether she was truly committed to being fur-free or not.

"Celebrities know that the easiest way to keep us off their backs is by keeping fur off their backs," said one activist. "Time will tell if Beyonce is truly committed to being fur-free, but all indications are that she's become a real 'dream girl' for fur-bearing animals."*³

Apart from such efforts, animal-rights groups have managed so far to convince many stores to give up the sale of furs. The likes of *H & M*, *Topshop* and *Marks & Spencer* have pledged not to put fur items on their shelves, but some others turned a deaf ear to their advices.

On behalf of the animal-rights groups, one of the top American fashion designers, Marc Bouwer, whose designs regularly appeared on some of Hollywood's biggest stars, fired off a letter to Australian Prime Minister John Howard urging him to stop two abusive practices of the Australian wool industry's—cutting huge chunks of skin and flesh from the backsides of sheep and exporting millions of animals to the Middle East, where they were cruelly slaughtered in ways that would be illegal in Australia.

In his letter, Bouwer informed Howard that he would no longer use Australian wool in his designs, because he was told that in Australia farmers

used tools similar to gardening shears to cut huge chunks of skin and flesh from lambs' backsides—without giving them any painkillers—in a crude mutilation called *mulesing*. And each year, millions of Australian sheep that no longer produced enough wool were crowded on export ships and sent to the Middle East, where they were cruelly slaughtered. Sheep that survived the terrifying voyage were dragged off trucks by their ears and legs, tied up, and beaten, and they had their throats slit while they were still conscious.

Joaquin Phoenix, the twice Oscar-nominated performer, also gave a full support to the animal right activists. He declared that no fur coats were allowed when he was photographed for a poster for a fashion week. He once wrote to former Australian Agriculture Minister Peter McGauran about the cruel treatment of sheep by the Australian wool industry. In his letter, he urged McGauran to “step in and push the wool industry to do the right thing” and to “put an end to the two worst abuses of sheep who are raised for their wool by banning both *mulesing* and the export of live sheep to the Middle East.” He said that he was shocked when he learned the truth about *mulesing* to address maggot infestation, or “flystrike”—and live export, which involves cramming sheep into filthy, disease-ridden ships that take them to the Middle East to be slaughtered.

“These animals could be slaughtered in Australia, where sheep are stunned before being killed by judicial guarantee—a practice that is both more humane and consistent with Muslim religious requirements,” said he in his letter.

Dennis Rodman, the basketball star, voiced his support for animal protection by posing for an advertisement for the activists, in which he appeared nude except for his tattoos alongside the caption, “Think Ink, Not Mink,” and urged: “Be comfortable in your own skin and let animals keep theirs.” The 6 feet 8 inches” basketball legend said that furriers had pushed free furs on him over the years and he had always refused to take them. He only wears fake fur.

Besides the support of such international celebrities, many other people give their support as well. Some of them even recommended that Leonardo da Vinci should be set as a good example for those celebrities to follow. “Leonardo was a vegetarian and a great animal lover, even to the extent of freeing market

animals,” some said. “He had more talent in his little finger than most ‘stars’ today have in their whole body. Surely he is a fine example to be followed and we should boycott anyone who wears fur, especially the celebrities who are in the public eye. People need to get off the fence and come forward to help stop this abhorrent fur fashion trend. We need to be the forerunners in the campaign to stop the unnecessary slaughter of animals, because no more do we live in caves and have only animal fur to keep us warm.”

Observations



To wear or not to wear fur is becoming more and more controversial. Models and celebrities are getting slammed by anti-fur groups for condoning cruelty to animals to make themselves look glamorous.

Fur fashion was very popular in the seventies and eighties, but it was back in a big way among the 18-25 year-old crowd. It is not surprised that some celebrities like Lindsay Lohan, Nicole Richie and Paris Hilton have picked up on the fur trend as well. Although none of these celebrities have defended themselves over their love of fur, pro-fur people say that animals in fur farms are treated well so it is okay to wear them.

The biggest enemy of fur-wearers is the animal rights group, PETA (People for the Ethical Treatment of Animals). They use high-profile celebrities like Charlize Theron, Pamela Anderson and Paul McCartney's ex-wife, Heather Mills, to speak out against the torture and murder of animals in the name of fashion. PETA has scored victories by getting major retailers like TOPSHOP, Forever 21 and J. Crew to stop selling fur items. A growing number of prestigious retailers and top fashion designers have pledged not to use fur. These animal right activists have disrupted fur fashion shows with protests while others sponsor anti-fur poster contests and fashion shows featuring faux furs or other alternatives to fur clothing.

Meanwhile, the fur industry has grown accused to animal rights organizations demonizing them. “If you go around the world you'll find bad practice, but it doesn't mean the whole industry is tainted,” a particular

company said.

Fur has become the focus of boycotts and popular scorn on the grounds that it is both cruel and unnecessary. Anti-fur campaigns reached a peak in the 1980s-1990s, with the participation of numerous celebrities. PETA, along with other animal welfare organizations, celebrities, and ethicists, have called attention to the cruelty of fur farming which is increasingly seen as cruel due to anal and genital electrocution, improper shelter, malnutrition, and other common practices in the industry.

The protests of the animal-rights group are not just for the use of fur or wool, but for the benefits of the animals. For instance, for many years, PETA has been pressuring fast-food chain KFC to stop the worst abuses of chickens, like scalding birds to death, slitting their throats while they are still conscious, and drugging and breeding them to grow so large that they cripple beneath their own weight. They have scored many victories in their KFC boycotts.

On the whole, animal rights advocates object to the trapping and killing of wildlife, and to the confinement and killing of animals on fur farms due to concerns about the animals' welfare, suffering, and death in general.

注释:



*1 参阅 *The Independent*, Friday, December 8th, 2006

*2 参阅 *Softpedia*, February 15th, 2006

*3 参阅 *Hello!*, April 14, 2008

裘皮：穿，还是不穿？

一天，一个女人走进了一家酒吧。她点了一杯饮料，随口问酒吧的员工哪里冒烟了，因为她还没注意到自己那件价值8 000英镑的貂皮大衣在路上就被一个抗议者点燃了。酒吧的客人抓起一大罐水将火苗浇灭了。据说，一位动物保护者在大衣燃烧前向其喷洒了易挥发燃料。她说在来时的路上就闻到了烟味，但是没有理会就来喝酒了。她的大衣在这起纵火