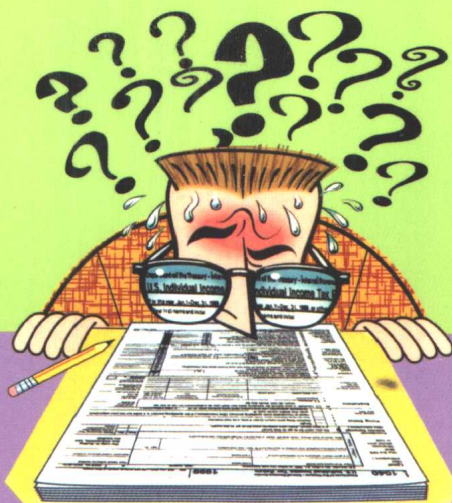


漫画英语系列

UNDERSTAND WESTERN CULTURE

学会与西方人打交道



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编写本书的想法

在对出国留学和访问人员进行行前英语强化培训时,我们不但进行语言培训,还开设了不同类型的跨文化交流的课程。这样的课程指导他们建立文化交流的意识,不但可以促进语言学习,而且还帮助他们了解西方文化,提高交流的能力。但跨文化交流的能力并不可能一蹴而就。如果他们手头有一本跨文化交流的书籍,遇有不同的文化场合打开来参考一下,会对他们如履薄冰的异文化学习、工作及生活提供极大方便。于是就产生了写这样一本书的想法。

本书将有关西方文化的讲解与语言的学习和运用融为一体,目的在于为学习者面对西方文化提供参照,使他们能得体地应付西方社会各种场合的种种行为规范,使用与彼时彼地相适应的语言形式,以促进交流的有效与成功。

本书设置了十三个不同的文化场景,在各场景中又从多种角度切入,比较详细地讲解了现代西方文化的方方面面。涉及的内容主要包括常见社会活动、大学学习生活、商务及学术社交场合等等。各单元独立成章,使用时无须考虑先后顺序。单元内由四部分组成,分别为:

文化点滴:对这一文化场景的综述及对同一场景下不同侧面进行分述。

场景语言:包括常用句式,示范对话,重点句式学习与操练。

专家建议:从个人经验方面进行评说,给出建议。

个案分析:列举实际案例,展示中西文化碰撞的内涵。

本书的两位作者各自在中西两种文化中的经历，使得能以身临其境的方式，对中西文化进行细致入微的观察分析。本书将西方文化的接触者的一举一动都浸没在文化交流的氛围中，引导他们增强对文化差异的敏感度，努力实现多种文化交流的和谐与融合。

希望本书能为工作、学习、生活在中西文化的碰撞中的各界人士提供借鉴。

刘雁滨

2001 年 6 月

“Culture shock is what happens when a traveller suddenly finds himself in a place where ‘yes’ may mean ‘no’, where a ‘fixed’ price is negotiable, where to be kept in an outer office is no cause for insult, where laughter may signify anger.”

Alvin Toffler
Future Shock 1970

We hope that this edition
will help to lessen the
impact of culture shock
and lead to greater understanding.

Sam Adesori

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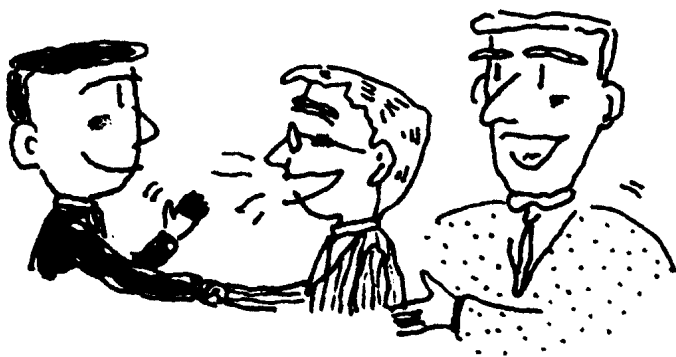
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Chapter

1

Meeting People

引见 · 介绍



Introducing is regarded as a very necessary and useful skill for communication in modern society. Although life is becoming hectic, there are always occasions, both formal and informal when we need to meet people, for business or pleasure.

When learning English, introductions are usually one of the first skills that we master in terms of language. Yet, there are several important cultural aspects that should be understood and observed. First impressions are important and being able to introduce yourself to others or being introduced to people should be a positive starting point for conversation.

现代人的生活越来越繁忙,但由于社会的日益开放,总不断有这样、那样的社交活动:正式、非正式的,商务性的或娱乐的。我们不可避免地要与人相遇,与不相识的人处于同一场地,因而人与人之间的交往活动具有重要社会功能。怎样向别人介绍自己,把自己的人介绍给别人,被自己的人介绍给别人;在众多人中,应该先介绍谁,怎样打破沉寂、冷场;怎样介绍年长者、位高者,怎样在介绍后进一步交谈下去,以及怎样展示礼节修养,怎样给人留以深刻印象等等,是非常重要的并有益的技能。

从学习英语的角度来看,介绍活动通常是我们学习掌握语言的第一课。所以理解、观察这些有关活动又具有另一层含义。对于成熟地使用英语的人来说,了解怎样通过介绍活动进一步交谈和展开积极的社会社交活动也是颇有意义的。

Part 1

Some Aspects 文化点滴**Breaking the ice**

On occasion people find themselves in a situation where they do not know others and there is no one to introduce them. In such circumstances, especially for the non-native speaker, an uncomfortable silence can be tense and cause some embarrassment.

In most circumstances it is considered appropriate to “break the ice” and begin a conversation. This is usually not regarded as forward or impolite. On the contrary, it can be considered polite in certain circumstances. Unfortunately, western people often think that “foreigners” might not be able to speak English and thus they do not begin the conversation because they fear that they might embarrass the person.

在社交活动中最忌讳的是出现沉寂、冷场。比如你参加一个聚会却发现你谁也不认识，又没有人能把你介绍给别人。这种情况对一个语言不太通的外籍人来说更为难堪。在这种情况下，主动出击打破沉寂开始交谈并不为过。这不但不会被看作无理行为，在某些场合反而被认为是得体的举止。由于西方人常误认为“外国人”不会说或说不好英语，所以为了避免尴尬的场面而不去主动开始交谈。

Nonetheless it is important to master some basics for opening a conversation with a stranger. It is usual to open with an expression of politeness.

Examples:

Excuse me for asking, but . . .

Pardon me. I'm new here. Are you new at this university too?

I hope you don't mind me asking, but are you new here?

Are you waiting for the 820 bus too?

If the stranger is not interested in continuing the conversation, it will be made evident by the individual either moving away or not being willing to converse. Most westerners however, will continue the conversation.

无论在哪种情况下,掌握一些基本“开场白”技能不无益处。试一试上面的常用表达方式。如果你礼貌地开始与人交谈,而对方无意继续下去,你会发现对方或是应付两句就离开,或是不太愿意开口说话。届时你及时打住就是了。

Introducing yourself



On occasion, it is a great cause of embarrassment to people if you do not introduce yourself. Sometimes it is necessary for you to make the first move, to take the initiative and introduce yourself.

The very fact that you are a foreigner in a strange place or in an unusual situation, does not necessarily mean that others will ask you to introduce yourself. This is often the result that foreigners are polite and do not wish to do something that may embarrass a person. Sometimes, however, this can lead to uneasy silences and uncomfortable situations.

If an occasion arises whereby you sense that you should say who you are, do so.

在一些场合，如果你不主动介绍你自己，会产生非常尴尬的场面。有时确有必要由你来主动走出这第一步，先发制人介绍你自己。

不会因为你是外国人，人生地不熟，别人就会来要求你介绍自己。西方人出自礼貌或唯恐让人尴尬而避免唐突。然而这有时真的会让你不知所措。所以如果出现这样的场面，你感到需要你介绍你自己，大胆地去这样做吧。

Make your introduction simple.

Example: *Hello, my name is Erica Jones.* (informal)

May I introduce myself? My name is Erica Jones. (more formal)

Allow me to introduce myself. I'm Erica Jones. (more formal)

If you are a total stranger, it can help if you add some brief information about yourself.

Example: *I've just arrived from China. I'm going to study here.*

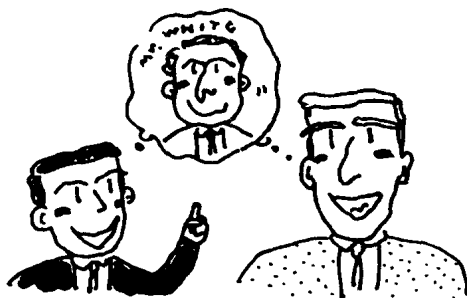
I am looking forward to this first visit around this campus.

The person or people you are addressing will usually respond appropriately by saying “Hello/Hi” and then introductions and questions will invariably follow.

在自我介绍时，尽量简短。如果你完全不为在场的人所了解，介绍时加上一些必要的个人情况比较好。对方通常也会做得体的应答并不无例外地也接着做一些介绍和提问。

Introducing your partner/ friend to others

It is expected that if you are with someone and the occasion arises to meet another person, you will introduce your partner or friend.



It is customary to make the introduction at the beginning of the conversation, immediately after greetings have been made. Indeed, carrying on a conversation with a newly met

friend while your partner or friend waits idly by, is considered impolite. firstly to the newcomer to the group and especially to the person you are with.

Example:

Erica is talking to her friend, Steven, when she sees another friend, Susan.

Erica: That 's a great idea Steven. I think we should develop it as a research topic. Ah. Here's Jessie. Hello Jessie.

Jessie: Erica, hello. How are you?

Erica: Fine. Steven, let me introduce my friend Jessie.

Jessie, this is my classmate, Steven.

Steven: Hello, Jessie.

Jessie: Hi. How are you?

Steven: Fine and you?

经常碰到这样的情况：当你和你的朋友在一起时，忽然碰到你的另一个熟人，你需要将你的朋友介绍给这个人。打过招呼之后，最好在你和这个人开始交谈起来之前先将和你在一起的这位朋友介绍给碰到的这位朋友。你和你新碰到的朋友聊了起来，把和你在一起的那位朋友晾到一边实在是太没礼貌了。

介绍的顺序是：先将新到的人介绍给大伙儿，特别是介绍给你在一起的人，你的朋友再各自介绍自己，或是由你来向新来的人介绍他们。

Who to introduce first?

This can cause confusion for some people, but in essence it is not difficult. The general rule is:

- Introduce a woman first
- Introduce the host / hostess first
- Introduce the guest (or less intimately known person) first.

Example:

Erica goes to a small dinner party to which she and a friend have been invited. Her host, Mrs. Penny Roberts meets them at the door of her home.

Penny: Hello, Erica. Welcome. Please come in.

Erica: Thank you. John, I'd like to introduce Mrs.

Penny Roberts. Penny, this is my friend John Pernot.

Penny: Hello, John. Welcome.

John: Hello, Mrs. Roberts.

Penny: Please call me Penny. Now do come inside and sit down.

在介绍时,先介绍谁是有些规矩的,弄不好会产生误会。但学起来也并不难。一般的规矩是:首先介绍女性,男女主人,来宾或不太熟的人。

Using titles and being aware of social status and age differences

In western cultures it is generally expected that older people will be shown respect by introducing younger people to them.

Example:

Erica: Uncle Kevin, I'd like to introduce my classmate
Steven Jacobs. Steven, this is my uncle, Mr.
Kevin Newby.

Kevin: Hello, Steven.

Steven: Hello, Mr. Newby.

A similar pattern is followed when in the company of people who have certain social status. If there are three people, a professor and two students, the professor would be addressed first and the student "presented" to the professor.

Example:

Erica: Professor Honda, may I introduce my classmate
Steven Jacobs. Steven, this is my professor of
literature.

Prof. : Nice to meet you, Steven.

Steven: Thank you. It's a pleasure to meet you, Professor
Honda. Erica has talked a lot about you.

Prof. : All good, I hope.

在西方，将较年轻的人介绍给年纪较大的人以表示对后者的尊重。

这也适用于对社会地位的考虑。如果有三个人：一位教授，两位学生。教授的名称要先被提起，同时请他接受向另一位学生的介绍，然后再把第二位学生介绍给他。

Shaking hands

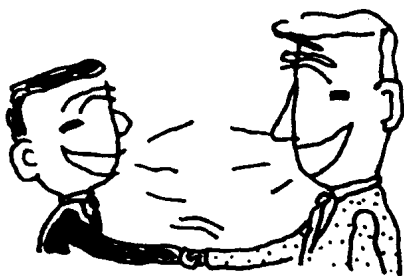
It is customary for men to shake hands upon being introduced. These days women also shake hands, that is woman to woman, woman to man.

If a man is in doubt whether to shake hands or not with a woman, it is advisable to wait until the woman extends her hand. The handshake is then normal. If the woman does not extend her hand then the introduction will proceed without any handshake. There will usually be an acknowledgement of some sort, however. This can range from a smile to a nod towards the person being introduced.

Handshakes in western countries are often the initial contact with a person. Thus a firm handshake is useful. It creates a first impression, hence a firm handshake gives an impression of an individual with character and presence. Weak, "dead-fish" or "wet-fish" handshakes are not regarded well, in general.

The pressure of a handshake should be firm but not crushing. It is not a show of strength. This applies equally to women. Gone are the days when a woman's hand was seen as fragile and something to be careful of. Most western women will accept a firm handshake (and not be impressed by a weak one).

The handshake should be a full one, not just the finger half of the hand.



握手的礼节在做介绍时也很重要。以前是在介绍男子时，他们要伸出手来握手，现在同样适合于女性。

如果一位男士拿不准是否要与一位女士握手，最好先等这位女士把手伸出来。

如果这位女士没有把手伸出来，那么介绍时就没有握手的礼节要求，代之以微笑或点头致意。

握手在西方常常在与人初次见面时用。因此握手时结实有力能给人一种有个性、有风度的第一印象。而握手时软绵无力则给人以相反的印象。然而握手要有力却不要把手捏疼，这不是在表现你的手劲儿。女性的握手也要遵循此原则。视女性的手一捏就碎要悉心呵护的时代早已过去。她们也愿意接受有力的握手。

握手时要全手握住，不要只握住手指一点点部分。

First impressions: eye contact and facial expressions

Westerners generally admire directness and thus when being introduced to another, a person will look directly at the person. Many western people regard avoidance of eye contact as a lack of interest or an indication of guilt or untrustworthiness.

Apart from anything else, looking directly at the person being introduced assists an individual to remember the person and the name.

Introductions are accompanied by a smile and some form of greeting or acknowledgement of words said in greeting.