



浙江省普通高校“十三五”新形态教材

跨文化交际教程

主 编 余卫华 谌 莉

**INTERCULTURAL
COMMUNICATION:
A PRACTICAL GUIDE**



ZHEJIANG UNIVERSITY PRESS
浙江大学出版社



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前 言

跨文化交际既是高校英语专业和翻译专业的专业核心课程，同时在当前国际化和全球化的社会环境中也是面向传播学和各涉外相关专业开设的通识选修课程。本课程旨在使外语学习者增强跨文化交际意识，提高跨文化交际能力，能够灵活运用所学知识，在今后的跨文化交际实践中正确应对不同的交际环境，从而为学习、生活以及将来从事国际事务的实践工作提供有益的指导。现有的面向高等学校英语院系跨文化交际课程的教材，概论型的居多，论述语言与文化的居多，而从培养学生跨文化交际能力的视角着眼、注重问题意识和思辨能力的培养、线上和线下学习相结合的应用型和案例型教材不多。鉴于此，我们决定尝试编写这样一本教材。

本教材采用全英文编写，目的是希望在提高学习者英语水平的同时培养其跨文化交际能力。教学上拟采用直接法、情境法、案例法、探究法、任务型教学法以及暗示法等方法，充分利用动画、图片、幻灯片、课堂实录、真人情景剧、影视片段等多媒体手段，开展直观教学，并用暗示、联想和问题探究、学生小组讨论和课堂演示等教学方式对学生进行线上和线下以形成性评估为主的考核和评估，使其在轻松愉快的学习过程中获得更好的学习效果。

在课程体系上，本教材在对国内外跨文化交际课程的理论体系予以充分重视的同时，将问题意识与理论体系有机结合，特别是在分析问题的时候导入理论，而非在讲解理论的时候以“问题”来证明前者。教材所附的每个教学视频都设计了配套的小组活动、课后练习、小测验，同时提供了拓展阅读材料、单词表和参考答案（相关内容需要通过扫描二维码获取）。希望使用本教材的教师及其教学团队定期进行在线辅导答疑，线上线下结合开展教学，与学生面对面地探讨问题。本教材注重让学习者通过团队合作的方式来进行任务的解决（task-based）。在课程成绩方面，希望建立多元化学习评价体系，进行过程性考核和终结性考核的综合评定，促进学生的自主学习、过程性学习和体验式学习。

希望使用本教材的教师在教学内容上，打破传统上以概念优先、过多地以理论推演为核心的模式，紧密结合青年大学生的心理特点，运用教材中的诸多例子来进行生动讲解，提升学生学习兴趣和内在学习动机，着力凸显时代感与现代性，尽量选择学生感兴趣的话题和最近的热点话题来发问；将教学重点放在交际过程的“问题意识”上，以问题为抓手，以案例为核心，培养学生发现、思考和解决问题的学习习惯与能力，培养学生的团队意识和跨文化意识。

本教材的编写团队也是跨文化交际课程的教学团队。该教学团队录制的跨文化交际课程被评为浙江省首批省级精品资源课程，而且本教材也被浙江省教育厅评为浙江省新形态教材。教材和课程是团队里每一位成员团结协作的结晶。同时编者也借此机会衷心感谢浙江大学出版社陈丽勋编辑为本书的出版所付出的辛劳！

限于编者水平，本书的编写内容肯定会有不妥、疏漏甚至错误之处，我们恳请读者、专家和学者不吝赐教，待有机会再版时予以修正。

编 者

2018年8月

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Brief Introduction to Intercultural Communication

Objectives and Requirements

After learning this chapter, you should be able to:

1. Understand the concept of Intercultural Communication;
2. Identify two types of culture and five dimensions of culture;
3. Know the characteristics of culture.

For those who work or live in the globalized world, sometimes it is amazing to see how different people in other cultures behave. We tend to have an instinct that all people are the same “deep inside”—but they are NOT. Different countries have different cultures. As the whole pattern of human behavior and its product, culture crosses geographical limits and historical conditions in many ways. So cultural differences are everywhere. They affect people’s views of the world and their ways of thinking. If we have some knowledge about intercultural communication, we can reduce anxiety, anger, or frustration. And we can be more effective when communicating with people from other countries. In this chapter, we may find the answer to these questions:

1. What is intercultural communication?
2. What are the approaches to intercultural communication?

1.1 Culture as Intercultural Communication

Many unique societies that appeared around the world differed greatly from each other, and many of these differences remain to this day. There are important variations in the way societies organize themselves and interact with the environment, as well as in their shared conception of morality. Furthermore, we cannot deny the more obvious cultural differences that exist between people, such as traditions, dress, and language.

1.1.1 Two Types of Culture

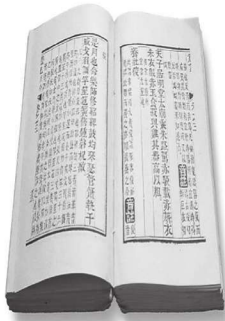
Culture consists of material culture and immaterial culture. The concept material culture covers the physical expressions of culture, such as technology, architecture, and art, whereas the immaterial aspects of culture include principles of social organization, mythology, philosophy, literature, and science which make up the intangible cultural



1. Microlecture
2. Word List

heritage of a society.¹

Material culture is the physical evidence of a culture in the objects and architecture they make, or have made. It refers to the touchable, material “things” that a culture produces—physical objects that can be seen, held, felt, or used, which is as shown in Fig. 1.1. Examining a culture’s tools and technology can tell us about the group’s history and way of life.



a) *The Classic of Rites*, one of the “Five Classics of Confucianism”



b) Venus de Milo on display in the Louvre



c) A fake mask of the Punu tribe, Gabon, West Africa

Fig. 1.1 Material Culture

Immaterial culture, or non-material culture, are the thoughts or ideas that make up a culture. They do not include any physical objects or artifacts. Any ideas, beliefs, values, or norms that may help shape a society can be defined as immaterial culture.

Question: Can you give more examples of material culture and immaterial culture?

1.1.2 Five Dimensions of Culture

Although culture is a complex and vague concept which is very hard to define, we can approach the study of culture through five different dimensions.

1) Culture as heritage

Heritage is the most typical symbol of culture. For example, the Great Wall (长城) and the Imperial Palace (故宫) are the symbols of Chinese culture, while the London Bridge represents British culture, and the Liberty Statue (自由女神像) stands for American culture.

2) Culture as product

Product is also culture, like silk and Chinese paintings representing Chinese culture, while

1. Macionis, J.J. & L.M. Gerber (2011). *Sociology*. Toronto: Pearson Prentice Hall, p. 53.

KFC, Hollywood movies symbolizing American culture.

3) Culture as behavior

People's behavior often reflects their culture. For example, Chinese people often shake hands or pat on the shoulder when meeting friends, while Japanese people bow a lot and American people are more likely to hug. The French are more fond of kissing their friends on the cheeks.

4) Culture as relation

Culture is also deeply rooted in people's relations to each other and to oneself. For example, Chinese people are more in favor of relationships with close social distance, while westerners tend to enjoy more privacy.

5) Culture as value

Culture is also embedded in people's value or beliefs, such as Confucianism (儒家思想) and Daoism (道教) for Chinese people; Christianity (基督教) for most westerners; Islam (伊斯兰教) for people from Islamic countries.

In a word, heritage, product, behavior, relation, or value represent specific cultural phenomena and they have their distinctive features which make them different from each other. Thanks to those differences we have culture diversity which make our world more colorful.

Question: Your hometown has its own culture. Can you explain it from these five aspects?

Taking Shaoxing as an example, Shaoxing has a long history of heritage like Dayu, a national hero to prevent flooding; Goujian, the king of the Yue Kingdom in ancient China; Luxun, a well-known writer. Shaoxing is city of vintage, producing the famous yellow rice wine. Shaoxing is also a city with lots of bridges and water, sometimes called the Oriental Venice (东方威尼斯). Shaoxing has her unique cuisine like Huixiang beans and Stinky Tofu. People from Shaoxing also have unique personalities. Sometimes they were called Shiye (introvert but can be masterminds and advisers). When you live here and get along with people here, you will soon know the difference.

1.1.3 Characteristics of Culture

1) Culture is everywhere and nowhere.

Culture is a convenient abstraction, like some well-known concepts, such as gravity in physics. We never see gravity, yet we see bodies falling in regular ways. Similarly, although culture is everywhere, nothing alone or nobody himself or herself is sufficient for catching its full picture.

We can only feel it, recognize it, experience it, learn it, or create it in various ways.

2) Culture can be both tangible and intangible.

Most of material culture such as architecture, paintings, is tangible, which can be easily seen, felt, or noticed, while the immaterial culture like religion or literature is intangible. The Convention for the Safeguarding of the Intangible Cultural Heritage defines intangible cultural heritage as follows:

The intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature, and their history, and gives them a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.¹

3) Culture can be both static and dynamic.

Some symbols of culture can be kept to a very long time. For example, Chinese traditional culture advocates such moralities as benevolence, righteousness, courtesy, wisdom, and trust. People nowadays still believe they are the basis for a real human being. As the time flies, Chinese culture has also developed and integrated with other cultures in some aspects. More and more young people celebrate Western holidays such as Valentine’s Day and Christmas. Another example is, people in Germany today generally seem eager to adopt new words from other languages, especially from American English, while many French people are resistant to it because of “corrupting” their own language.

4) Culture can be popular or high.

Taking music as an example, there are popular musics such as “rock and roll” or “rap” while there are also classical musics and symphony.

5) Culture can be material or spiritual.

The food products such as McDonald and sushi are one of the symbols of American culture and Japanese culture. The Hollywood movies and Bushido spirit can also embody American culture and Japanese culture.

1.1.4 Definition of Intercultural Communication

Intercultural communication is a field of study that looks at how people from different cultural backgrounds try to communicate with each other. Culture decides how individuals encode messages, what kind of medium they choose to transmit them, and the way messages are decoded or interpreted. Every nation has its own characteristics. It is mainly through its culture that we first begin to know the nation and its characteristics. So we cannot say that

1. Text of the Convention for the Safeguarding of the Intangible Cultural Heritage. Retrieved from <https://ich.unesco.org/en/convention>.

this culture or custom is right and that is wrong. Equal respect should be attached to every culture in the world, even to those that are not in existence any more.

The world is becoming smaller and smaller. More and more foreigners come and go around us every day. When we are in the same country, the same city, the same neighborhood, cultural collision is expected to be more serious. If we want to avoid this situation, one important thing is to get some basic knowledge about other cultures so as not to misunderstand some actions or habits of the foreigners. On the other hand, people nowadays are more likely to go overseas for experiencing culture diversity. They can broaden their horizons and develop themselves for all kinds of reasons. Especially, with current process of global economics, people who own different perspectives on cultures stand at a more competitive position in the current world. If they can combine positive culture elements from two different cultures for their self-development, it would be a competitive advantage in their whole career.

Group Work

Work in groups and see the examples from the table below.

Five Dimensions of Culture	Heritage	Product	Behavior	Relation	Value
Chinese Culture	e.g. The Great Wall; Peking Opera	e.g. Chinese paintings; silk	e.g. shaking hands	e.g. close social distance	e.g. Confucianism; Daoism
Japanese Culture	e.g. Geisha Girl (艺伎); Sumo (相扑)	e.g. Sushi; Sake (清酒)	e.g. bowing	e.g. close social distance	e.g. Shinto (神道教); Bushido (武士道)

1. Identify the examples of five dimensions of culture in two films, for example, *Transformers* (《变形金刚》) versus *Lost in Hong Kong* (《港囧》). And compare the differences between Chinese culture and the culture of the foreign country.
2. Make a presentation of 10–15 minutes about your analysis. You can use video clips, pictures, or data as evidence to support your idea.

Exercises

1. Choose the best answer from the following choices.

- 1) How many types of culture are mentioned in this chapter?
 - A. 2.
 - B. 3.
 - C. 4.
- 2) Which kind of expression is NOT included in immaterial aspects of culture?
 - A. Social organization.
 - B. Art.
 - C. Science.



Keys for Reference

- 3) Technology belongs to _____.
A. material culture B. immaterial culture C. none of them
- 4) Which one does NOT belong to the five dimensions through which we can approach the study of culture?
A. Culture as identity. B. Culture as value. C. Culture as heritage.
- 5) Which one is NOT one of the characteristics of culture?
A. Being tangible and intangible.
B. Being static and dynamic.
C. Being local and non-local.

2. Fill in the blanks with the key points.

- 1) Culture consists of _____ and _____.
- 2) Material culture is the _____ of a culture in the objects and architecture they make, or have made.
- 3) Immaterial culture, or non-material culture, are the _____ that make up a culture.
- 4) Intercultural communication is a field of study that looks at how people from different _____ try to communicate with each other.
- 5) Culture decides how individuals _____ messages, what kind of medium they choose to transmit them, and the way messages are _____ or interpreted.

3. Finish the following tasks with your own understanding.

- 1) You must have traveled to some places in China or other countries. Please describe the culture of those places through the five dimensions of culture you have learned.
- 2) Please give more examples to explain the characteristics of culture.

1.2 Approaches to Intercultural Communication

Group Work

Read the story below. Can you help Yaser to solve his confusion? Discuss in groups and report your solutions to the class.

Steve and Yaser first met in their chemistry class in an American university. Yaser was an international student from Jordan. He wanted to learn more about American culture and hoped that he and Steve could become good friends. At first, Steve seemed very friendly. He always greeted Yaser warmly before class. Sometimes he offered to study with Yaser. He even invited Yaser to have lunch with him. But after the semester was over, Steve seemed more distant. The two former classmates did not see each other very much in the school. One day Yaser decided to call



1. Microlecture
2. Word List