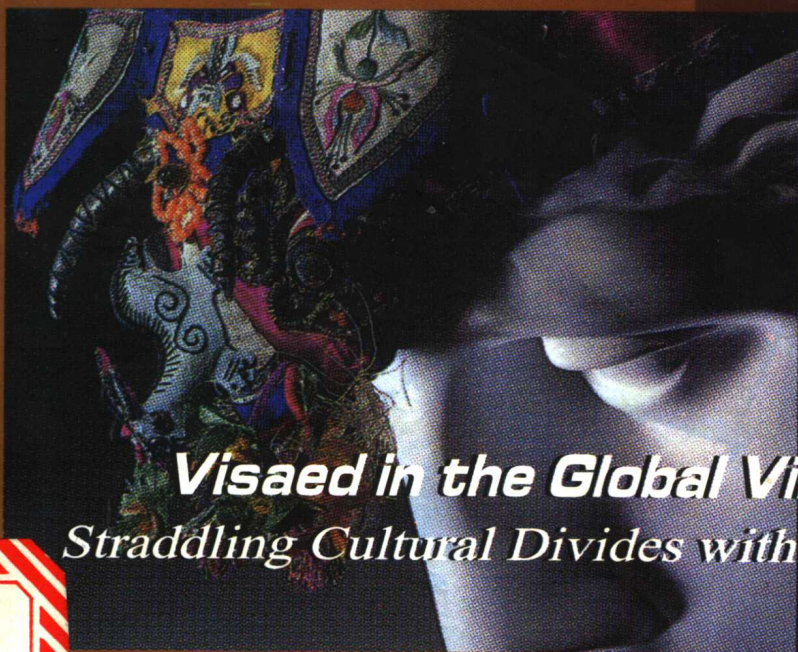


地球村签证

轻松跨越文化鸿沟

英语阅读 中文导言



Visaed in the Global Village
Straddling Cultural Divides with Ease

德新 编著

北工业大学出版社



地球村签证

——轻松跨越文化鸿沟

田德新 编著

西北工业大学出版社

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【内容简介】 本书旨在帮助英语学习者更加有效而得体地运用英语进行各种场合的跨文化交际,并不断提高跨文化交际的能力。书中精选了地球村里的交际、英语语言常识与技巧、社会会话与语言交际模式、形体语言与非语言交际规范、文化休克与文化适应、东西方价值观与理想信念文化差异以及跨文化交际等方面的最新时文佳作 30 篇。对课文中的生词与文化背景,书中进行了英汉双语注解,并力求做到详尽准确。课后附有理解与词汇单项选择题和富有挑战性与启迪性的系列思考题。

本书适用于具有初、中级英语水平的大学一、二年级学生和所有从事英语基础教学的大专院校教师及广大的涉外工作人员或跨文化交际者阅读。

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前言

飞速发展的科学技术使世界日益缩小,不知不觉地我们都已步入了“地球村”。欲在此间自由穿梭、左右逢源,越来越多的有识之士将英语学习作为当务之急。学习语言的目的在于运用、在于交际。英语学习者要恰当地运用英语与不同文化背景的人士进行有效的交际,一是加深理解语言与文化的关系,二是不断提高跨文化交际能力。

编写本书的初衷即出于对以上两点的考虑。文化,指人类所创造的物质财富和精神财富的总和。语言与文化互为依存,密不可分。学习语言,必须学习文化。对语言学习者而言,文化分为知识文化和交际文化两种。前者指的是在跨文化交际中不直接影响准确传递信息的语言和非语言的文化因素,诸如历史、哲学、文学、艺术、社会、经济、音乐、建筑、科学、技术等。这方面的知识一直贯穿在人们的语言学习之中,有关书刊材料真可谓汗牛充栋。后者指的是在跨文化交际时直接影响信息传递,可能引起偏差或误差的语言和非语言的文化因素,包括社会习俗、生活方式、行为准则、价值观念以及思维方

式等。对本族人而言,这方面的知识是习焉不察和理所当然的,而对外语学习者来说却是隐含而不可见的,是造成许许多多语言交际障碍的症结所在。

鉴于目前国内有关交际文化的介绍多为理论方面的学术研究成果,适合初、中级水平英语学习者阅读的读物和教材较为缺乏,我们特编写了书本。其特点是题材新颖,可读性强。针对国内英语学习者交际文化背景知识相对薄弱的现象,本书精选了内容涉及地球村里的交际、英语语言须知与技巧掌握、社交会话与语言交际模式、形体语言与非语言交际规范、文化休克与文化适应、东西方价值观与理想信念文化差异以及跨文化交际等方面的最新时文佳作 30 篇。每 3 篇围绕 1 个话题或 1 个话题的某个方面,通过趣味故事和大量例证,或总说,或分说,深入浅出,循序渐进,旨在使读者对交际文化背景知识的方方面面有一个基本而全面的了解。

同时,为了使读者省时省力、事半功倍地学完本书,我们对课文中的生词、难词和术语以及文化背景进行了详尽而准确的英汉双语注释。每篇课文后还附有单项选择题,供读者及时进行理解和词汇方面的信息反馈;系列思考题,希望读者能将课文话题与自己的阅历联系起来,进行英语与汉语、西方文化与东方文化以及跨文化交际其它方面的思考。

本书为 1998—1999 年西安外国语学院科研项目成果。

本书的插图由西北工业大学韦淑潇同学绘制,在此对她表示衷心的感谢。

由于编者水平有限,疏漏之处在所难免,敬请专家和广大读者不吝赐教。

田德新

1999 年 12 月

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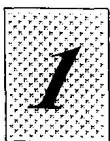
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Communication in the Global Village

I. Our Global Village

By Myron W. Lusting and Richard E. Porter



科学技术的发展,全球通讯的网络化以及不同文化之间相互交流的日益频繁,使整个人类实质上已经生活在一个地球村里。在地球村中,如何有效而得体地进行各种跨文化交际活动,就成为每个外语学习者必须面对的问题。本文将从总体上为您指点迷津。

If the world was a village of 1,000 people

In the village would be:

- 590 Asians
 123 Africans
 95 Europeans
 84 Latin Americans
 55 Former Soviet Union members
 53 North Americans

They would speak:

- | | |
|--------------|---------------------|
| 155 Mandarin | 31 Portuguese |
| 80 English | 26 Malay-Indonesian |
| 63 Hindi | 22 Japanese |
| 61 Spanish | 22 French |
| 53 Russian | 21 German |
| 35 Arabic | 398 other languages |
| 33 Bengali | |

There would be:

- 329 Christians (187 Catholics, 67 Protestants, 75 others)
 178 Muslims
 132 Hindus
 60 Buddhists
 301 non-religious, atheists, or others

☆

☆

☆

Nearing Autumn's close.

My neighbor—

How does he live, I wonder?

—*Basho*

These lines were written by a famous poet nearly three hundred years ago. They express a timeless and universal curiosity

in one's fellow man. The word "neighbor" in the poem refers to people very much like one's self. He may live next door, similar in dress, diet, custom and language. Today, few people are surrounded by neighbors who are cultural copies of themselves. Tomorrow we can expect to spend most of our lives in the company of a variety of neighbors. They may speak in a different tongue, seek different values and behave according to different norms. As our world is transformed, our neighbors increasingly will be people whose life styles contrast sharply with our own.

Science and technology has turned our world into a global village. The term — global village — was coined by Marshall McLuhan. It is used to describe the shrinking of the world as a result of the mass media. Nowadays, the mass media is able to bring events from all corners of the globe into people's homes. Communication technologies make it possible to connect with people in other countries on the telephone and Internet. Modern transportation systems also contribute to the creation of the global village. Now astronauts can circle around the globe in eighty minutes. The moon is already within our range of travel, and the addition of Mars is just a matter of time. A visit to major cities such as New York, London and Tokyo shows that movement of people from one country and culture to another has become commonplace.

People everywhere are gaining mobility, and this is just the beginning. Our mobility places us in contact with people from other cultures. And when we meet, we need to communicate. In fact, we must communicate. This communicative behavior is called intercultural communication. It occurs whenever a message sender is a member of one culture and a message receiver is

of another. We may find intercultural communication difficult. Even if we overcome the natural barriers of language differences, we may fail to understand and to be understood. Misunderstanding may even become the rule rather than the exception.

In order to communicate effectively and appropriately in English, we need, therefore, to become aware of the interrelationship between language and culture. Language is part of culture and plays an important role in it. Without language, culture would not be possible. On the other hand, language is influenced and shaped by culture; it reflects culture. In the broad sense, language is the symbolic representation of a people, and it comprises their historical backgrounds as well as their approach to life and their ways of living and thinking. It needs to be stressed here that language and culture interact, and that understanding of one requires understanding of the other.

Notes

global: earthly 地球的

mandarin: standard spoken Chinese 中国国语

Hindi: language of North India 北印度语

Bengali: language of Bengal 孟加拉语

Portuguese: language of Portugal 葡萄牙语

Catholic: member of the Church of Rome 天主教徒

Protestant: member of the Christian bodies separated from the Church of Rome 新教徒, 基督徒

Hindu: person, esp. of North India, whose religion is Hinduism 信奉印度教的; 印度人

atheist: non-believer of God 无神论者

transform: change 改变, 转化

Marshall McLuhan; a Canadian writer and educator 马歇尔·麦克卢汉

(1911—1980), 加拿大作家、教育家

shrink; become smaller 收缩, 变小

astronaut; traveler through outer space 宇航员, 太空旅行者

commonplace; ordinary 平常的, 普通的

mobility; being often changing or moving 流动性

barrier; obstacle 障碍(物)

appropriately; properly 适当地, 得体地

shape; frame 构成, 构造

representation; reproduction 表示; 代表; 再现

interact; act on each other 相互作用

Reading Comprehension and Vocabulary Test

Circle the best choice based on your understanding of the passage.

- In the global village, North Americans are the _____ in number.

A. most	B. least
C. numerous	D. powerful
- The language spoken by the most people is _____.

A. English	B. Russian
C. Chinese	D. Spanish
- It can be seen that _____ has the most believers.

A. Buddhism	B. Christianity
C. Islam	D. Confucianism
- An atheist is a person who _____.

A. believes in God	B. loves God
C. doubts that there is God	D. hates God

-
5. Neighbors in the long past may be people who are _____.
- A. similar in dress
 - B. different in values
 - C. similar in belief
 - D. different in behaviors
6. Marshall McLuhan is a Canadian who is _____.
- A. an atheist
 - B. an educator
 - C. a scientist
 - D. an engineer
7. The term of global village _____.
- A. means that the earth has become smaller
 - B. was just the imagination of Marshall McLuhan
 - C. refers to the shrinking of the world due to the mass media
 - D. is a concept of little importance to language learners
8. Which of the following does not contribute to the creation of the global village?
- A. Population growth.
 - B. Telecommunications.
 - C. Modern transportation.
 - D. Mass media.
9. Intercultural communication _____.
- A. is as easy as any other kind of communication
 - B. refers to the communication of people from the same culture
 - C. occurs when communicators are from different cultures
 - D. involves just the barrier of language differences
10. To communicate effectively and appropriately on intercultural occasions, one should _____.
- A. only have a good mastery the languages concerned
 - B. forget one's own mother tongue

- C. get rid of one's own cultural influence
- D. become aware of the barriers of both language and culture

Questions for Consideration

Answer the following questions either orally or in a written form.

1. What do you think of the popularity of Chinese and English? Will Chinese be replaced by English some day in the future? Why? Why not?
2. What is your idea of the real mastery of English? Do you think the four basic skills of listening, speaking, reading and writing are all goals for a language learner? If yes, why? If not, what else should be added?
3. What is your understanding of the term—global village? Do you agree or disagree with the concept? Support your opinion with facts or examples.
4. What are the major difficulties you have met when you want to talk with people in English? Recall the biggest obstacle that usually prevents you from smooth and successful communication. Tell a story about it if you have one.
5. Have you ever talked with foreigners in English? What are some of the successful and unsuccessful experiences you have had? Can you pick out the most impressive one and find out some reasons for it?

II. The Difference Between the Eastern and Western Cultures

By Valerie Grosvenor Myer



外院的学生不会问候自己的外教，将“Good morning, Mrs. Myer!”喊为“Hi, Myer!”。而外籍专家无论对中国文化感受多深，其一言一行也总难得到中国人的认同。许多原因、诸多苦衷，皆有赖于仔细品味两种文化的异同！

China is my second home. I feel comfortable here and happy to be back again after three years away. I teach English language and literature at the Beijing Foreign Studies University, where my Chinese friends have given me a warm and wonderful