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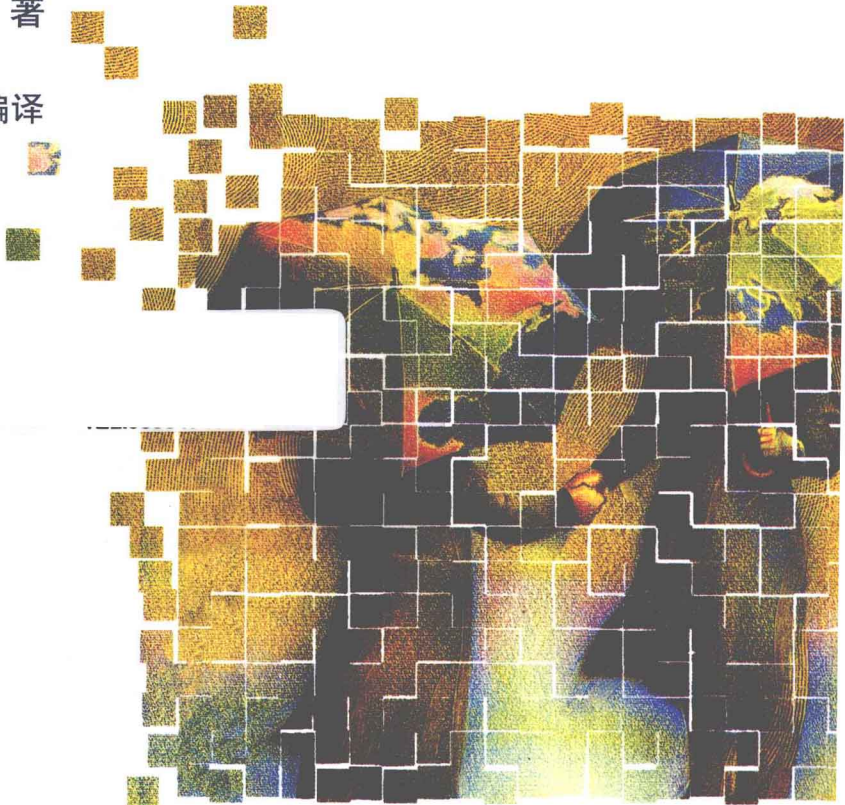
跨文化交际

第七版

CROSS-CULTURAL COMMUNICATION

Seventh Edition

[美] Larry A. Samovar 著
Richard E. Porter 著
Edwin R. McDaniel 著
董晓波 编译



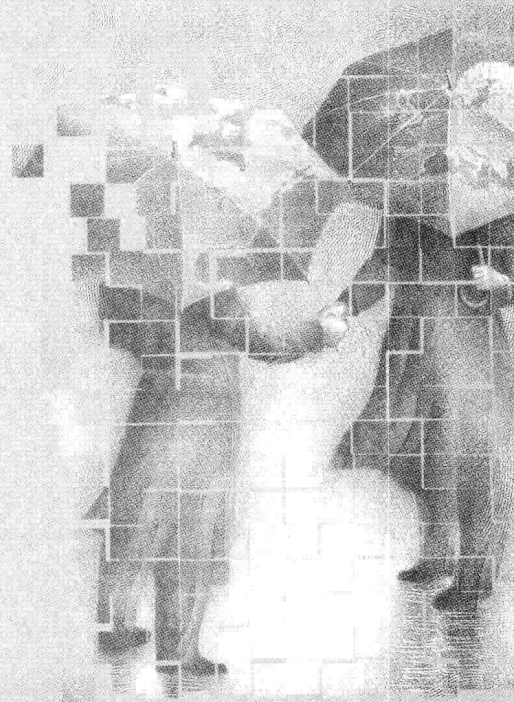
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序 言

当今世界，不断更新的现代化传播通讯技术、高速便捷的交通运输方式，以及多媒体和互联网的产生和进步，使巨大的地球被压缩成一个小小的“地球村”。在“地球村”里，每一个“村民”都或多或少地被卷进了一张连接全球不同民族、不同种族和不同语言文化的大网。在这张大网里，人们随时、随地地串门、聚会、交往、沟通。但世界上不同的人分属于不同的社会制度、不同的地理环境和不同的宗教信仰，有着各具特色的民族传统，持有不同的意识形态和价值观念，其生活方式、思维方式、认知体系、规范体系、语言和非语言符号系统等都存在着显著的文化差异。文化差异给跨文化交际带来了潜在的障碍。如何高效地与来自不同文化背景的人进行交流，如何提高跨文化交际的能力，是当今的社会现实向每一个人提出的时代课题。

跨文化交际学作为一门新兴交叉学科至今只有几十年的发展时间，但是跨文化交际却是一种古已有之的社会现象。交际是人的本性，也是人的本质得以形成和展开的手段与途径。正是在从低级到高级、从简单到复杂、从局部到全球的人际交往中，在多样性文化的交流、渗透和融合中，人类对于客观世界和主观世界的认识和实践才不断地得以发展，人类文明的发展和社会的进步从而被推动。1959年，美国文化人类学家爱德华·霍尔的著作《无声的语言》问世，该书首创“跨文化交际”（intercultural communication）一词，由此成为跨文化交际学的奠基之作。此后，从文化角度探讨文化与人际交流、组织传播和国际传播之间关系的研究大量增加。20世纪70年代，跨文化交际学成为传播学的一个分支，主要探讨文化与人际交流的关系，探讨如何提高跨文化人际交流的能力。跨文化交际能力也是语言交际能力的一个重要组成部分，培养学生的跨文化交际能力是高校英语教学的重要任务之一。2004年，国家教育部高等教育司公布的《大学英语课程教学要求》明确地把学生“文化意识”的培养列入英语教学的要求中，认为在英语教学中培养学生的文化意识与培养学生的语言意识、语言技能同等重要。语言教学不仅包括语言知识的教学，而且包括文化知识的教学。只有充分了解目标语言国的历史文化，学习者才能真正有效地掌握语言知识，提高语言能力，更加有效地将这门语言运用于实践。

美国的国情特点使得跨文化交际学的研究在美国最为发达，著述最丰富。美国加州圣迭戈州立大学（San Diego State University）的拉里·A.萨莫瓦尔（Larry A. Samovar）和美国加州大学长滩分校（California State University, Long Beach）的理查德·E.波特（Richard E. Porter）均为跨文化交际学的开拓者。除了每三年编辑出版一次在跨文化交流学界享有盛誉的《跨文化交流学论文集》（*Intercultural Communication: A Reader*）外，他们把注意力集中在跨文化交流领域教科书的编写上。1981年他们编写了第一本与论文集相配套的教科书——《理解跨文化交际》（*Understanding Intercultural Communication*），以作为阅读论文集的向导，使两本书互为补充，相得益彰。1991年，他们在《理解跨文化交

际》一书的基础上出版了新的教科书——《跨文化交际》(Communication Between Cultures)。为了不断吸收新的科研成果和读者的有益建议,与时俱进,本书此后每隔三四年就再版一次,不断在修改中完善。1995、1998、2001、2004、2007年先后出现了第二、三、四、五、六版,并且在第六版中增加了一名新主编——爱德温·R.麦克丹尼尔(Edwin R. McDaniel)博士。现在呈现在读者面前的是2010年出版的最新版——第七版。本书旨在增进人类的人际交流能力和跨文化交际能力,讲述文化和交际之间的独特关系,特别是来自不同文化背景的人如何交流思想、感情和信息。本书主要适用于那些在工作或生活中碰到了跨文化交际问题的人。其中既包括不同国家间的跨文化交流,也包括国内不同文化间的交流,具有很强的实用价值。因此,本书自出版以来,一直是美国该领域最流行的教科书之一。

为了便于中国读者更好地理解本书,尤其为了满足高校英语专业、传播学专业和非英语专业选修课教学的需要,我们以教育部《大学英语课程教学要求》为依据,遵循“借鉴吸收、洋为中用”的原则,在英文影印版的基础上,重新改写、编译了此书,并增加了中文导读和注释等。我们的目的是帮助中国学生了解美国学术界跨文化交际学研究最新动态,开阔眼界,确立跨文化意识;在掌握英语语言知识的同时,熟悉相关的交际策略,进而提高跨文化交际能力。

本书既可以作为高等学校英语专业、传播学专业及其他专业文化素质教育的教材,也可以作为正在参与或将要参与跨文化交际的人们的知识性读物;同时,也是英语爱好者了解英美文化、培养跨文化意识的有效读本。

本书由董晓波编译。在这一过程中,编译者力求臻于完美,但是限于水平及一些不可避免的因素,定不乏偏颇和疏漏,恳请广大读者朋友和同行不吝指正。

董晓波

2010年9月

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简要目录

第一章	交际与文化：未来的挑战·····	1
第二章	文化的深层结构：现实的根基·····	49
第三章	文化与个人：文化身份·····	100
第四章	形成对现实的解释：文化价值观·····	133
第五章	语言与文化：重要的合作·····	171
第六章	非语言交际：行为、空间、时间和沉默传达的信息·····	195
第七章	文化对语境的影响：商务情境·····	238
第八章	尝试进入新的文化：做一个优秀的跨文化交际者·····	279

Contents

CHAPTER 1 COMMUNICATION AND CULTURE: THE CHALLENGE OF THE FUTURE 1

INTERCULTURAL COMMUNICATION

PRESENT AND FUTURE 2

Globalization 3

World Trade and International

Business 4

Technology and Travel 5

Competition for Natural Resources 7

International Conflict and Security 7

Environmental Challenges 8

World Health Issues 8

Shifting Populations 9

Immigration 9

The Aging U.S. Population 10

Multicultural Society 11

DEFINING OUR TERMS 12

Intercultural Communication 12

The Dominant Culture 12

Co-Cultures 13

COMMUNICATION 14

The Functions of Communication 15

Communication Allows You to Gather

Information About Other People 15

Communication Helps Fulfill Interpersonal

Needs 15

Communication Establishes Personal

Identities 15

Communication Influences Others 15

Communication Defined 16

Principles of Communication 16

Communication Is a Dynamic Process 16

Communication Is Symbolic 16

Communication Is Contextual 18

Communication Is Self-Reflective 19

We Learn to Communicate 19

Communication Has a Consequence 20

CULTURE 22

Defining Culture 23

The Basic Functions of Culture 24

Elements of Culture 24

History 24

Religion 25

Values 25

Social Organizations 25

Language 26

Characteristics of Culture 26

Culture Is Learned 27

Culture Is Shared 36

Culture Is Transmitted from

Generation to Generation 36

Culture Is Based on Symbols 37

Culture Is Dynamic 38

Culture Is an Integrated System 39

STUDYING INTERCULTURAL

COMMUNICATION 40

Individual Uniqueness 40

Stereotyping 41

Objectivity 43

Communication is not a Cure-all 44

Notes 45

New Words 46

Activities 47

Discussion Ideas	48	History of Russia	82
		History of China	83
		History of India	87
		History of Mexico	89
		History of Islamic Civilization	92
		Notes	97
		New Words	97
		Activities	99
		Discussion Ideas	99
CHAPTER 2		CHAPTER 3	
THE DEEP STRUCTURE		CULTURE AND THE INDIVIDUAL:	
OF CULTURE: ROOTS		CULTURAL IDENTITY	100
OF REALITY	49		
THE DEEP STRUCTURE OF CULTURE	51	THE IMPORTANCE OF IDENTITY	101
Deep Structure Institutions Carry a Culture's		EXPLAINING IDENTITY	102
Most Important Beliefs	52	SELECTED SOCIAL IDENTITIES	104
Deep Structure Institutions and		Racial Identity	104
their Messages Endure	52	Ethnic Identity	105
Deep Structure Institutions and		Gender Identity	106
their Messages are Deeply Felt	53	National Identity	107
Deep Structure Institutions Supply		Regional Identity	108
much of a Person's Identity	53	Organizational Identity	109
FAMILY	54	Personal Identity	109
The Importance of Family	55	Cyber and Fantasy Identity	110
Definition of Family	56	ACQUIRING AND DEVELOPING IDENTITIES	111
Forms of Family	56	ESTABLISHING AND ENACTING	
<i>Nuclear Families</i>	56	CULTURAL IDENTITY	113
<i>Extended Families</i>	57	IDENTITY IN INTERCULTURAL	
<i>Changing Families in the United States</i>	57	INTERACTIONS	115
<i>Globalization and Families</i>	58	IDENTITY IN A MULTICULTURAL	
Functions of the Family	60	SOCIETY	116
<i>Reproduction</i>	60	THE DARK SIDE OF IDENTITY	117
<i>Teaching Economic Values</i>	60	STEREOTYPING	118
<i>Socialization</i>	60	Stereotypes Defined	118
<i>Teaching Core Values and Worldview</i>	61	Learning Stereotypes	118
<i>Identity Development</i>	61	Stereotypes and Intercultural	
<i>Communication Training</i>	61	Communication	119
Communication, Culture, and		Avoiding Stereotypes	120
Family	62		
Cultural Variants in Family			
Interaction	63		
<i>Gender Roles</i>	64		
<i>Changing Gender Roles</i>	67		
<i>Individualism and Collectivism</i>	68		
<i>Age Grouping</i>	72		
<i>Social Skills</i>	75		
HISTORY	77		
History of the United States	79		

PREJUDICE	121	<i>Cultural Patterns Are Integrated</i>	141
Functions of Prejudice	121	<i>Cultural Patterns Are Dynamic</i>	141
<i>Ego-Defensive Function</i>	122	<i>Cultural Patterns Can Be Contradictory</i>	141
<i>Utilitarian Function</i>	122	Choosing Cultural Patterns	141
<i>Value-Expressive Function</i>	122	DOMINANT UNITED STATES CULTURAL	
<i>Knowledge Function</i>	122	PATTERNS	142
Expressions of Prejudice	122	Individualism	143
Causes of Prejudice	123	Equal Opportunity	144
<i>Societal Sources</i>	124	Material Acquisition	145
<i>Maintaining Social Identity</i>	124	Science and Technology	145
<i>Scapegoating</i>	124	Progress and Change	146
Avoiding Prejudice	124	Work and Play	146
RACISM	125	Competitive Nature	147
Racism Defined	125	DIFFERING CULTURAL PATTERNS	147
Expressions of Racism	126	HOFSTEDE'S VALUE DIMENSIONS	148
Avoiding Racism	126	Individualism/collectivism	148
ETHNOCENTRISM	127	<i>Individualism</i>	149
Defining Ethnocentrism	127	<i>Collectivism</i>	150
Characteristics of Ethnocentrism	128	Uncertainty Avoidance	151
<i>Levels of Ethnocentrism</i>	128	<i>High-Uncertainty Avoidance</i>	151
<i>Ethnocentrism Is Universal</i>	128	<i>Low-Uncertainty Avoidance</i>	152
<i>Ethnocentrism Contributes to Cultural</i>		Power Distance	153
<i>Identity</i>	128	<i>High-Power Distance</i>	153
Avoiding Ethnocentrism	129	<i>Low-Power Distance</i>	154
Notes	130	Masculinity/Femininity	155
New Words	130	<i>Masculinity</i>	155
Activities	132	<i>Femininity</i>	156
Discussion Ideas	132	Long- and Short-term Orientation	157
CHAPTER 4		THE KLUCKHOHNS AND STRODTBECK'S	
SHAPING INTERPRETATIONS		VALUE ORIENTATIONS	157
OF REALITY: CULTURAL VALUES	133	Human Nature Orientation	158
PERCEPTION	134	<i>Evil</i>	159
What is Perception?	135	<i>Good and Evil</i>	159
Perception and Culture	136	<i>Good</i>	160
BELIEFS	137	Person/Nature Orientation	160
EXPLORING VALUES	138	<i>Human Beings Subject to Nature</i>	160
USING CULTURAL PATTERNS	139	<i>Cooperation with Nature</i>	160
Obstacles in Using Cultural		<i>Controlling Nature</i>	161
Patterns	140	Time Orientation	162
<i>We Are More than Our Culture</i>	140	<i>Past Orientation</i>	162
		<i>Present Orientation</i>	162
		<i>Future Orientation</i>	163
		Activity Orientation	163

<i>Being Orientation</i>	163	<i>Vocabulary</i>	186
<i>Being-in-Becoming Orientation</i>	164	<i>Monitor Nonverbal Feedback</i>	186
<i>Doing Orientation</i>	164	<i>Checking</i>	186
HALL'S HIGH-CONTEXT AND		Interpretation and Translation	187
LOW-CONTEXT ORIENTATIONS	165	<i>Interpretation</i>	187
High Context	165	<i>Translation</i>	187
Low Context	167	Intercultural Marriage	188
FACE AND FACEWORK	167	COMMUNICATION TECHNOLOGY	
Notes	169	AND LANGUAGE	189
New Words	169	Language Considerations in	
Activities	170	Intercultural Competence	191
Discussion Ideas	170	Notes	191
		New Words	192
		Activities	193
		Discussion Ideas	194
CHAPTER 5			
LANGUAGE AND		CHAPTER 6	
CULTURE: THE ESSENTIAL		NONVERBAL COMMUNICATION:	
PARTNERSHIP	171	THE MESSAGES OF ACTION,	
		SPACE, TIME, AND SILENCE	195
SOCIAL AND CULTURAL FUNCTIONS		THE IMPORTANCE OF NONVERBAL	
OF LANGUAGE	174	COMMUNICATION	197
Communicative Exchange	174	Judging Internal States	197
Language and Identity	174	Creating Impressions	198
Language and Unity	175	Managing Interaction	198
LANGUAGE AND CULTURE	176	DEFINING NONVERBAL	
What Is Language?	176	COMMUNICATION	198
Language Variations	178	Intentional and Unintentional	
<i>Accent</i>	178	Messages	199
<i>Dialect</i>	178	Verbal and Nonverbal	
<i>Argot</i>	179	Communication	199
<i>Slang</i>	179	STUDYING NONVERBAL	
<i>Branding</i>	179	COMMUNICATION	200
The Symbiosis of Language		Nonverbal Communication Can	
and Culture	179	Be Ambiguous	200
LANGUAGE AS A REFLECTION		Multiple Factors Can Influence	
OF CULTURAL VALUES	181	Nonverbal Communication	200
High and Low Context	181	Nonverbal Communication is	
High and Low Power Distance	182	Contextual	200
Individualism and Collectivism	183	NONVERBAL COMMUNICATION	
LANGUAGE IN INTERCULTURAL		AND CULTURE	201
COMMUNICATION INTERACTIONS	184	CLASSIFICATIONS OF NONVERBAL	
Interpersonal Interactions	185		
<i>Mindfulness</i>	185		
<i>Speech Rate</i>	186		

COMMUNICATION	203	Context Helps Specify	240
Body Behavior	203	Communication Rules	240
<i>The Influence of Appearance</i>	203	Communication Rules are Culturally Diverse	241
<i>Judgments of Beauty</i>	204		
<i>The Messages of Skin Color</i>	205	ASSESSING THE CONTEXT	241
<i>The Messages of Attire</i>	205	Formality and Informality	241
<i>Body Movement (Kinesics)</i>	207	<i>Informality</i>	241
<i>Posture</i>	208	<i>Formality</i>	242
<i>Gestures</i>	209	Assertiveness and Interpersonal Harmony	243
Facial Expressions	212	<i>Assertiveness</i>	243
<i>Facial Expressions and Culture</i>	213	<i>Interpersonal Harmony</i>	244
<i>Some Cultural Examples</i>	213	Status Relationships	245
Eye Contact and Gaze	214	<i>Egalitarian</i>	245
<i>Eye Contact and the Dominant Culture</i>	215	<i>Hierarchical</i>	246
<i>Some Cultural Examples</i>	215	INTERCULTURAL COMMUNICATION	
Touch	218	IN THE BUSINESS CONTEXT	247
<i>Some Cultural Examples</i>	218	The International Business Setting	247
Paralanguage	220	The Domestic Business Context	251
<i>Vocal Qualities</i>	221	COMMUNICATION IN THE MULTICULTURAL	
<i>Vocal Characteristics</i>	222	BUSINESS CONTEXT	252
<i>Vocal Segregates</i>	222	Business Protocol	253
Space and Distance	222	<i>Initial Contacts</i>	253
<i>Personal Space</i>	223	<i>Greeting Behavior</i>	254
<i>Seating</i>	224	<i>Personal Appearance</i>	256
<i>Furniture Arrangement</i>	224	<i>Gift Giving</i>	257
<i>Some Co-Cultural Examples</i>	225	<i>Conversational Taboos</i>	259
Time	226	INTERCULTURAL MANAGEMENT	260
<i>Informal Time</i>	227	Leadership Styles	260
<i>Past, Present, and Future</i>	229	<i>United States</i>	260
<i>Monochronic (M-time) and Polychronic</i>		<i>Japan</i>	261
<i>(P-time)</i>	230	<i>Korea and China</i>	261
Silence	233	<i>Mexico</i>	262
<i>Some Cultural Examples</i>	234	Decision-Making Styles	262
Notes	236	INTERCULTURAL BUSINESS	
New Words	236	NEGOTIATIONS	264
Activities	237	DIFFERING PERCEPTIONS OF	
Discussion Ideas	237	NEGOTIATIONS	264
CHAPTER 7		The Selection of Negotiators	265
CULTURAL INFLUENCES ON		Business Ethics and Negotiations	266
CONTEXT: THE BUSINESS		Participating in Intercultural	
SETTING	238	Business Negotiations	267
CULTURE AND CONTEXT	239		
Communication Is Rule Governed	239		

<i>Formality and Status</i>	267	Be Empathic	285
<i>Pace and Patience</i>	268	<i>Understanding Empathy</i>	285
<i>Emotional Displays</i>	269	<i>Roadblocks to Empathy</i>	286
<i>Direct and Indirect Language</i>	269	<i>Improving Empathy</i>	286
<i>Evidence and “Truth”</i>	270	Practice Effective Listening	287
Developing Intercultural		<i>Direct and Indirect Listening</i>	287
Negotiation Skills	271	<i>The Value Placed on Listening</i>	288
INTERCULTURAL CONFLICT MANAGEMENT	271	<i>Nonverbal Communication and Listening</i>	288
Conflict: An American Perspective	272	<i>Encourage Feedback</i>	288
<i>Avoidance</i>	272	Develop Communication	
<i>Accommodation</i>	273	Flexibility	290
<i>Competition</i>	273	VENTURING INTO A NEW CULTURE	291
<i>Collaboration</i>	273	Culture Shock	292
Conflict: An Intercultural Perspective	274	<i>Defining Culture Shock</i>	293
Managing Intercultural Conflict	275	<i>Reactions to Culture Shock</i>	293
<i>Identify the Contentious Issues</i>	275	<i>The Stages of Culture Shock</i>	
<i>Keep an Open Mind</i>	275	<i>(The U-Curve)</i>	294
<i>Do Not Rush</i>	276	<i>The Lessons of Culture Shock</i>	295
<i>Keep the Conflict Centered on Ideas,</i>		Beyond Culture Shock	295
<i>Not People</i>	276	<i>Acculturation: Adjusting to a New Culture</i>	
<i>Develop Techniques for Avoiding Conflict</i>	276		296
Notes	277	<i>Adaptation Strategies</i>	298
New Words	277	<i>Host Cultures’ Reactions to Immigration</i>	299
Activities	278	INTERCULTURAL ETHICS	300
Discussion Ideas	278	What Is Ethics?	300
		<i>Fundamentalism</i>	301
		<i>Cultural Relativism</i>	301
CHAPTER 8		THE PRACTICE OF ETHICAL INTERCULTURAL	
VENTURING INTO A NEW		COMMUNICATION	302
CULTURE: BECOMING		Communication Elicits a Response	303
COMPETENT	279	Respect the Other	303
BECOMING A COMPETENT		Search for Commonalities Between People	
INTERCULTURAL COMMUNICATOR	280	and Cultures	304
Intercultural Communication Competence	280	Respect Cultural Differences	305
<i>Defining Intercultural Communication</i>		Accept Responsibility for Your	
<i>Competence</i>	280	Behavior	305
<i>Components of Intercultural Communication</i>		New Words	306
<i>Competence</i>	280	Activities	307
Improving Your Intercultural Communication		Discussion Ideas	307
Skills	282		
<i>Be Aware of Your Culture</i>	283		
<i>Examine Your Personal Attitudes</i>	283		
<i>Understand Your Communication Style</i>	283		
<i>Monitor Yourself</i>	284		

Communication and Culture: The Challenge of the Future

Human beings draw close to one another by their common nature, but habits and customs keep them apart.

CONFUCIUS

Lack of communication has given rise to differences in language, in thinking, in systems of belief and culture generally. These differences have made hostility among societies endemic and seemingly eternal.

ISAAC ASIMOV

导读

本章介绍了学习跨文化交际的重要性，对文化与交际的概念进行了系统的阐述。

从人类早期部落间的接触到如今各国间的来往，跨文化交际在人类历史上从未停止过。文化与交际密不可分，可以说文化即是交际，交际即是文化。文化无所不在，具有多维性、复杂性和普遍渗透性。文化不是先天固有的；文化是共享的；文化是代代相传的；文化是以符号为基础的；文化是可变化的；文化是一个综合系统。

当今时代，不同文化背景的人们之间的交往更是日益频繁。世界贸易和跨国商务促进了世界经济的一体化；不断更新的现代化传播通讯技术使人们能够快捷地取得联系并增加了信息量；高速便捷的交通运输方式使跨国旅游更加便利；巨大的地球被压缩成一个小小的“地球村”。相互依存成为当今世界的显著特征。

越来越多的人认识到，与不同文化背景的人交往不仅涉及语言，而且不可避免地涉及文化及其相关的各种要素。那么什么是跨文化交际呢？跨文化交际就是指不同国度、不同种族、不同文化背景下的人们之间进行相互间的交流与

交往。跨文化交际是十分复杂的，在学习跨文化交际的过程中，我们需注意到个体的独特性，克服文化思维定势，客观看待不同文化。我们必须认识到交际是解决许许多多人际问题的重要工具，但它不是万能的。交际本身并不能结束饥饿、消除种族歧视、治愈身体疾病等等。

We begin this book by stating two interrelated assumptions that serve to anchor everything we do from the start of the book to its conclusion. First, you share this planet with over 6.6 billion¹ other people who belong to thousands of cultural groups and speak thousands of different languages. Second, you currently live in an age when almost every person on the earth, regardless of his or her location, language, or culture, is or can be interconnected with everyone else. Many of those connections will be obvious as you walk across your campus and hear students speaking a language other than English or interact with coworkers from different ethnic groups. Others may not be so obvious until an event like the U.S. home mortgage crisis impacts world financial markets or an earthquake in Taiwan halts microchip production at two plants and the world electronics industry comes to a temporary standstill.² Now, more than at any other time in history, what happens in one part of the world touches all parts of the world. This book is about your adapting, adjusting, and taking part in this “new world.” It is our belief that because most significant values, beliefs, attitudes, and behaviors are rooted in culture, it behooves you to understand how cultural experiences help explain the way people perceive the world and carry out the business of daily living. Specifically, this book seeks to answer some of the following questions:

- Why are you often uncomfortable when encountering people who are different from yourself?
- Why do people from different cultures behave in ways that seem strange to you?
- How do cultural differences influence communication?
- Which cultural differences are important and which are inconsequential?
- Why is it difficult to understand and appreciate cultural differences?

INTERCULTURAL COMMUNICATION PRESENT AND FUTURE

Intercultural communication, as you might suspect, is not new. Since the dawn of civilization, when the first humans formed tribal groups, intercultural contact occurred whenever people from one tribe encountered members of another tribe and discovered that they were different. Sometimes these differences, in the absence of multicultural awareness and tolerance, elicited the human propensity to respond malevolently. However, in the pursuit of political alliances, knowledge, or commercial trade, these differences were more often recognized and accommodated. For instance, Alexander the Great was known to pay homage to the different gods of the lands he conquered and to encourage his followers to marry into the power elite families of those societies, thereby assuring a degree of political loyalty and stability.³ The storied **Library of Alexandria**, thought to have been established in the third century B.C., accumulated texts from across the ancient world. Spices, silk, tea, and coffee made their way to Europe from China, Southeast Asia, and the Middle East via the Silk Road trade routes. Guns, modern

medicine, and even bread were brought to the Far East by traders sailing from Western Europe on the voyages of discovery.

These cultural exchanges have accelerated in the past century at a dizzying pace, to the point where, as we mentioned, societies around the globe have been interwoven into a complex fabric of interdependent economic, technological, political, and social relationships. This interdependency is a salient characteristic of the world that you presently live in, and the future promises even greater interconnectivity, requiring increased cultural knowledge and language abilities. To help you understand how the challenges of the future will require you to acquire and use intercultural communication skills, we will discuss a number of areas in which global interconnectedness and the cultural dynamics of society will have a direct impact on your life. These areas include *globalization, international conflict and security, world competition for natural resources, global environmental challenges, world health care issues, and population shifts.*

Globalization

Globalization has become a term common to many languages and used in many disciplines. Some use it positively and others use it negatively. It is defined variously, depending on the user's perspective and intent. Cameron sees globalization as "the ongoing integration of the world economy."⁴ For Gannon, "Globalization refers to the increasing interdependence among national governments, business firms, nonprofit organizations, and

REMEMBER THIS



Globalization comprises "actions or processes that involve the entire world and result in something world-wide in scope."⁸



Edwin McDaniel

Globalization has brought wrestlers from Bulgaria, Russia, Korea, Mongolia, Georgia, and even tiny Lithuania to the ancient Japanese sport of sumo wrestling.

individual citizens.”⁵ From an anthropological perspective, globalization is “worldwide interconnectedness, evidenced in global movements of natural resources, trade goods, human labor, finance capital, information, and infectious diseases.”⁶ The common theme resonating in these definitions is *connectedness*. It has become increasingly difficult to live your life without being affected by other people’s opinions and actions. This connectedness, which constitutes the core of globalization, is the product of “growth in world trade and the business activity that accompanies it; dramatic improvements in telecommunications; ease of data storage and transmission; increased facility and opportunity for business and leisure travel.”⁷ In order to better comprehend this transformation of the global society, let us take a minute and look at some of these forces of globalization.

WORLD TRADE AND INTERNATIONAL BUSINESS

This ability to quickly move products, equipment, people, information, and securities around the world, with little concern for national or international borders, has given rise to what are commonly called transnational corporations. Their global presence and reach is sometimes difficult to comprehend. For example, McDonald’s busiest location is in Munich, Germany, and the most active 7-Eleven store is in Samutparkam, Thailand. Kentucky Fried Chicken is available at more than eleven thousand locations in over eighty countries. Baskin-Robbins ice cream can be purchased in over 5,800 stores, of which 2,700 are outside the United States.⁹ As of May 2007, Toyota Motor Corporation, the world’s largest automobile maker, operated “52 overseas manufacturing companies in 26 countries/regions” and marketed “vehicles in more than 170 countries/regions.”¹⁰ General Electric collected revenues of \$163.3 billion, employed more than three hundred thousand people, and operated in over one hundred countries in 2007.¹¹

Continuing technological advances in transportation, communication, and data transfer facilitate the ability of transnational corporations to reposition manufacturing processes in regions that offer low production costs, especially for labor, and to move products and services quickly to emerging markets. **Mega-corporations** are expected to continue to expand in the near future, and their growth holds two principal concerns for you. First, there is a good likelihood that you will someday work for a transnational organization or one of its subsidiaries. As such, intercultural communication skills will be a critical necessity. The ability to work in a multicultural workforce and interact with people from other cultures, often in other languages, is inherent to the success of a multinational business.

A second concern will be how the economy is managed and controlled. According to Mandel, “Globalization has overwhelmed Washington’s ability to control the economy.”¹² The giant commercial companies now have the capacity to exert considerable influence on local, state, and national governments and, in the pursuit of open markets and free trade, have the ability to move goods across borders with few or no regulatory restrictions. Unlike governments, these huge organizations are not transparent and are responsible only to their shareholders, which allows them considerable operational flexibility. For example, the consolidation of media outlets into a few large organizations has had a homogenizing influence on available media, and this tends to stifle constructive debate, underrepresent minority views, and discount local perspectives.

Although many of these large organizations have developed viable programs to become good corporate citizens, their main objective remains making money, and improving social conditions is a much lesser concern. Thus, governments and nonprofit organizations (NPOs) will need to work across cultures to establish effective regulations

and controls of the movement of goods and services across borders, and this may require new international organizations, such as “global institutions for governing the world economy.”¹⁴

TECHNOLOGY AND TRAVEL

If you live in the United States, you can easily enjoy a variety of fresh fruits and vegetables year round that are shipped from all over the world. People living in Japan can eat bluefin tuna that was caught off the coast of Nova Scotia only days earlier and flown to Tokyo. People are now traveling widely for both business and pleasure. The U.S. Commerce Department has estimated that the United States will have as many as 61.6 million visitors in 2011.¹⁵ This influx of international tourists will call for service personnel trained

IMAGINE THIS

- *You are on a tour of the Louvre Museum in Paris, admiring the Mona Lisa, when your cell phone rings with a call from your mother.*
- *You are riding the bus in Beijing, using your cell phone to watch a music video, when the person next to you leans over and starts watching.*
- *You are in an important meeting with a client in Saudi Arabia and you receive a message on your cell phone indicating that president of your company is impatiently awaiting an answer to the e-mail he sent earlier.*

What do you do in each of these situations?



The speed of modern aircraft has made tourism a major contributor to intercultural contact.