



编者 马 莉 潘立春

# 商务跨文化交际

**Intercultural Communication for Business**

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西安交通大学出版社  
XI'AN JIAOTONG UNIVERSITY PRESS

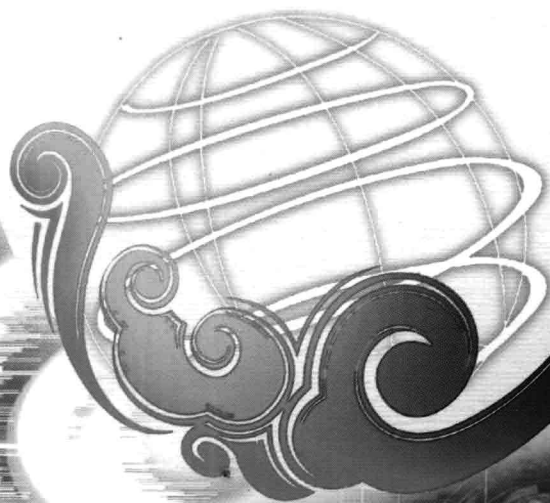


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# Foreword 前言

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跨文化交流的技巧和能力在中国加入 WTO 及经济全球化的进程中日益重要,并成为现代商务人士的必备技能之一,因此也成为高校在人才培养中不可忽视的一部分。本教程根据近年来国际商务、商贸活动发展趋势及具体案例,将现代商务跨文化交际的基本原则,跨文化商务的常用技术和国际营销活动等相结合,以培养学生一定的在商务交际中的跨文化意识,较有效地掌握非语言交际技巧、文化冲突解决之道,使其真正具备跨世纪复合型人才的基本素质。

本教材博取众家之长,在汇编经典理论的基础上根据教学实践结合富有时代特征的实例。主要内容为对“文化”与“交流”在商务活动中的意义进行分析,展示中西文化异同,剖析深层文化沉淀,通过因文化差异所导致的失败案例进行讨论和分析,解读商务交际中的文化冲突现象,总结出有效进行跨文化商务沟通的方法和技巧,并提出解决方案。教材设计注重课堂互动环节;练习及活动多样化;加强课内外有机结合;重点通过背景理论知识的提高和对案例的讨论,能够使学生举一反三,从而较为系统地、完整地了解文化差异,逐步提高跨文化认知能力,在实际商务交流中顺利地进行跨文化交际。

本教程针对高校各个专业本科及研究生的国际商务及跨文化交际教学,也适用于广大商务人士跨文化交际的培训教材及参考资料。在教学中可按照目录顺序安排一学期的教学,也可选择其中主要的章节结合其他商务及文化课程专题学习和讨论。

本教程共由 11 章组成。其中 1-7 章由华东政法大学马莉编写,8-11 章由华东政法大学潘立春编写。本书所引成篇论文或介绍性论文,有作者署名或出处的,均以注明。因各种原因,未能联系上参考资料的作者,编著者在此对这些作者表示感谢,没有他们的耕耘,就不可能有这本教材。

编著者

2011 年 10 月

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## Unit

# 1

## Culture, Communication and Intercultural Communication

### 文化、交流和跨文化交流

交流和沟通是人类相互理解的基础，在国际商务环境中不同的国家也需要通过交流和沟通才能够实现成功交际，达成交易。学习人类交际理论是商务交际的第一步。本单元探讨的是交流和文化的基本概念、跨文化交际的基本内涵以及文化身份、亚文化、都市部落等名词的由来。



## Index

- Communication: Definition, Characteristics and Components
- Culture: Definition, Characteristics and Elements
- Intercultural Communication
- Cultural Identity
- Subculture, Urban Tribes

## Warm up

Here are some cases of intercultural communication. Give some comments after your reading.

1. Many years ago, a Chinese man showed a photo of his wife to some American friends.

Out of courtesy they all said, “She is very beautiful.” Also out of courtesy, the man replied with what he would have done in Chinese under the circumstance, “Where! Where!” Quite taken aback, nobody said anything for a moment, until the most ingenious one among the friends, take another look at the photo, said, “Oh, everywhere!” What do you think “where” mean?

2. Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: “Nothing sucks like an Electrolux”, which brought about quite some negative impact for the product. Do you know why?



3. On the Menu of a Swiss restaurant, there is a line for the wine: “Our wines leave you nothing to hope for.” What does that mean?
4. A Chinese manager working in the United States was asked as: what he did the weekend before. He answered without hesitation “I played.” Do you think it was properly understood by the English speakers?
5. A Chinese brand clock got the attention of Americans initially not for being a good product but being something extremely funny as the brand was translated as “Golden Cock” based on its Chinese meaning. Why is it that funny? What change can you do to the translation?

## I Communication: Definition, Components and Characteristics

### 1. The Definition of Communication



The definition of communication is shared in the Webster’s Dictionary as “sending, giving, or exchanging information and ideas,” which is often expressed nonverbally and verbally. Communication is the exchange of messages between peoples for the purpose of achieving common meaning. Or it can define as the process by which information is exchange and understood by two or more people.

Communication is everywhere. Everywhere, every day, people are communicating



with each other. Even when they are alone, people are engaged in communication. It is estimated that Americans are exposed to more than 5000 persuasive messages every day. Communication – the ability to symbolize and use language – separates humans from animals. Communication is the basis of all human contact, but it's difficult to find a single definition due to its complexity. Many definitions have been formulated for communication. Comparing different interpretations of communication may contribute a lot to comprehending the role of communication in our social life and communication as an element of culture.

## 2. Characteristics



Communication is a part of culture. Culture is a code we learn and share, and learning and sharing require communication. Communication requires coding and symbols that must be learned and shared. Every cultural pattern and every single act of social behavior involve communication. Culture cannot be known without a study of communication, and communication can only be understood with an understanding of the culture it supports. The way communication is defined reflects important cultural values. Cultural beliefs affect how the process of communication is defined. We also consider communication as a process, several characteristics help us understand how communication actually works.

### Communication is dynamic (动态的)

Communication is an ongoing, ever-changing activity. It is not fixed. Communication is like a motion picture, not a single snapshot. A word or action does not stay frozen when you communicate; it is immediately replaced with yet another word or action. As participants in communication, we are constantly affected by each other's messages and, as a consequence, we undergo continual changes.

### Communication is irreversible (不可逆转的)

Once we have said something and someone else has received and decoded the message, the original sender cannot take it back. Once a communication event takes place, it is a done event. You cannot have it again – perhaps you can experience a similar event, but not an identical one. The words are spoken, and they cannot be unspoken.