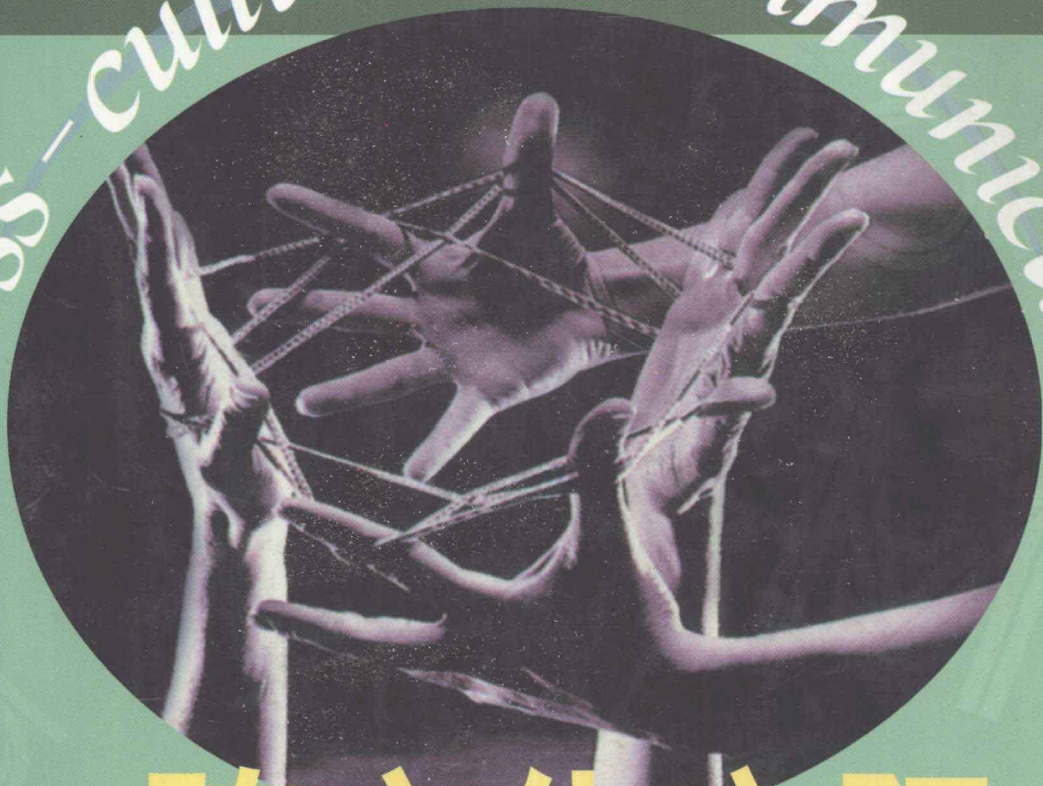


Help Yourself to Advanced English

高级英语自学系列教程

Cross-cultural Communication



跨文化交际

顾曰国 主编

Gu Yueguo (chief editor)

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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北京 BEIJING

(京)新登字 155 号

图书在版编目(CIP)数据

跨文化交际/顾曰国主编. —北京:外语教学与研究出版社 1997.9
“专升本”高级英语自学系列教程
ISBN 7-5600-1324-4

I. 跨… II. 顾… III. 英语—电视大学—教材 IV. H319

中国版本图书馆 CIP 数据核字(97)第 18856 号

跨文化交际

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外语教学与研究出版社出版发行
(北京西三环北路 19 号 100089)

<http://www.fltrp.com>

北京大学印刷厂印刷

开本 787×1092 1/16 25.5 印张

1997 年 8 月第 1 版

2000 年 9 月第 2 版 2004 年 7 月第 10 次印刷

印数: 58001—64000 册

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ISBN 7-5600-1324-4

G·552

定价: 29.90 元

如有印刷、装订质量问题出版社负责调换

制售盗版必究 举报查实奖励

版权保护办公室举报电话: (010)88817519

Help Yourself to Advanced English

高级英语自学系列教程

Help Yourself to Advanced English is a series specially designed for those self-study learners who want to upgrade their English from intermediate to advanced levels. It is thematically structured and five-skill integrated on activity/task basis. It consists of two modules: English Language Communication Module and Professional Training Module. Module 1 caters for general learners of English, and Module 2 provides up-to-date professional training for teachers of English.

English Language Communication Module:

A Guide to Success 1: Orientation
English in Daily Life
English at Leisure
English at Work
English in Current Affairs

A Guide to Success 2: Learning Strategies
English for Studying
Cross-cultural Communication
English in a Changing World
English Through Literature

Professional Training Module:

A Guide to Success 3: Professionalism
Language and Applied Linguistics: A Workbook
English Language Teaching Methodology (1)
English Language Teaching Methodology (2)
Practical Project Design

Print materials are supplemented with both audio and video cassettes.

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Glossary

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The writing team wishes to express its uttermost gratitude to the Ministry of Education, the BC/ODA, Foreign Language Teaching & Research Press, and China Central Radio & Television University for their generous support of the project.

The Second Year Pack

Checklist

Materials Provided:

Version available for Autumn Semester

- ◇ *A Guide to Success 2: Learning Strategies*
- ◇ *English for Studying*
with 1 audio cassette
- ◇ *Cross-cultural Communication*
with 2 audio cassettes

Version available for Spring Semester

- ◇ *English in a Changing World*
with 4 audio cassettes
- ◇ *English Through Literature*
with 1 audio cassette

Materials Students Should Provide Themselves:

- ◇ 2 assignment notebooks (standard A4 size recommended)
- ◇ 1 rough notebook
- ◇ 1 self-assessment record notebook
- ◇ 2 blank cassettes for speaking practice
- ◇ a tape recorder

How to Study This Course

Welcome to *Cross-cultural Communication*! Probably you have also come across another term *intercultural*. It is an American way of saying *cross-cultural*. So the two mean more or less the same thing. But what is this same thing, viz. cross-cultural communication? The answer is simple: When you and a foreigner talk with each other, you two are engaged in cross-cultural communication. As you may have already realised, cross-cultural communication is an extremely complicated process, and can be quite painful at times. Nowadays, as the globalisation of world economy gathers its pace faster than ever before, with the internet tearing down national boundaries, cross-cultural communication is part of our everyday life. It is so important that the study of it has yielded an independent discipline, and loads of books have been written on it.

What can this coursebook offer you? Well, let me, first of all, tell you what this book is not. It is not a book a hundred percent on cross-cultural communication. As part of *Help Yourself to Advanced English* series, it has dual functions to fulfill: It has to help you enhance your English proficiency before it takes you to the world of cross-cultural communication. Roughly speaking, it is 40% on English language proficiency, with 60% on cross-cultural communication. This explains why some tasks are only indirectly related to communication, and why some cross-cultural issues are missing in the text.

Resource Checklist

First things first. Let's make sure that you have everything you need.

The Materials You Should Have

Have You Got Them?

- There are two **audio cassettes** accompanying the book. They are for listening tasks. And all the listening tasks are integrated with other tasks of the book. It is therefore absolutely essential that you have them.
- There are also **some video programmes** accompanying the book. They show some authentic clips of cross-cultural activities. You are not expected to buy them, of course, but you should watch them in the tutorial centre.
- You should have at least **one notebook**.

You have the resources now. They will remain wasted if you fail to use them wisely.

The Structure of the Book

There are 8 units. Unit 1, Language and Culture in Communication, introduces some general concepts and models of communication. It starts from communication in general, and narrows down to cross-cultural communication in particular. Unit 2, Culture Shock, is concerned with the psychological problems one experiences in the first contact with a foreign culture. Unit 3, What's in a Name?, deals with the very first thing we do when meeting someone either from the same culture or from a different culture — addressing someone by his or her name. It is shown that naming seems simple but actually is extremely culturally sensitive. Unit 4, Social Interaction, examines the cultural differences in such activities as entertaining guests, offering compliments, making gifts, and turning down requests. Unit 5, Roles and Relations, looks at two most important relations we have in our life: family relations and the role differences between man and woman. Unit 6 is about non-verbal communication. We talk not only with our mouth, but also with our body. Sometimes, body language is

Cross-cultural Communication

more decisive and impressive than words. Unit 7 sharpens your cultural awareness by examining the cultural differences coded in idioms, proverbs, slang expressions, taboos, and euphemisms. Finally, Unit 8 takes you back into history, inviting you to reflect upon how man has extended his limbs and senses by using new technologies. Nowadays, the technologies are so advanced that communication over long distance can be done in a split of a second. People all over the world are living, quite literally, in a global village! Thus cross-cultural communication has become more important than ever.

An 8-week Planner

I know you are very busy, like everybody else. It is essential that you prioritise your time very well. **It takes 8 weeks to finish this course.** The first step, therefore, is to draw an 8-week planner. Your planner may look like this:

Course	Study Week	Calendar Week	Task	Tutorial	Hours p.w.
<i>Cross-cultural Communication</i>	1		U1		12
	2		U2		
	3		U3		
	4		U4		
	5		U5		
	6		U6		
	7		U7		
	8		U8		
Semester Exam					

A Weekly Planner

The next thing you should do is to draw a weekly planner. Your planner may look like

this.

Monday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

An hour a day on distance learning

Thursday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

An hour a day on distance learning

Tuesday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

An hour a day on distance learning

Friday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

An hour a day on distance learning

Wednesday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

An hour a day on distance learning

Saturday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

A distance learning day!!!

Sunday

6.30 get up
7.00-7.30 breakfast
8.00-12.00
12.00-2.00 lunch break
2.00-6.00
6.00-7.30 dinner
7.30-10.00
10.30 bed time

Half a day on distance learning

Monitoring Your Own Learning Process

By now I think you are getting used to the idea of monitoring your own learning process. It is essential that you, as an independent learner, keep close watch over your own progress, and over the way you manage your learning. I never feel tired of reminding you that you should have a progress record sheet, with all the activities and tasks on it. (Please go to *A Guide to Success 2: Learning Strategies* for ideas if you still don't know how to do it.)

There are altogether 41 activities comprising 197 tasks. Suppose that you spend 12 hours a week. Thus you have 96 hours for 197 tasks. The average time per task is 29.24 minutes. Since the course lasts 56 days, the average daily work is 3.52 tasks. So in terms of time, if you manage to spare 102.92 minutes per day on the course, you will do very well in the end.

Hope you'll enjoy this course. Good luck!

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Unit 1

Language and Culture

in Communication



Guide to Unit 1 Language and Culture in Communication



Warm up Life and Communication

Activity 1 Basics of Communication

Task 1 Discovering the Scope of Communication Feedback

Task 2 Analysing the Basics of Communication:
Essential Elements and Types Feedback

Activity 2 Models of Communication

Task 1 Analysing Communication — Model 1 Feedback

Task 2 Designing a Model of Human Communication — Model 2 Feedback

Task 3 Designing a Model for Cross-cultural Communication — Model 3

Task 4 Why Models? Feedback

Activity 3 Meanings in Communication

Task 1 Diagnosing Problems in Cross-cultural Communication Feedback

Task 2 Listening to a Public Lecture on Meanings in Communication

Task 3 Listening for Specific Information Feedback

Task 4 Listening for Language Points Feedback

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Guide to Unit 1 Language and Culture in Communication



Activity 4 Communication in Social Situations

Task 1	Being Aware of Mutual Monitoring Process in a Social Situation	Feedback
Task 2	Being Aware of Different Definitions of a Social Situation	Feedback
Task 3	Recognising Goals in a Social Situation	Feedback
Task 4	Being Aware of Situational Schema	
Task 5	Being Aware of Different Values	Feedback
Task 6	Being Aware of Non-verbal Signals That Accompany Verbal Communication	Feedback
Task 7	Taking Stock	

Activity 5 Effective Cross-cultural Communication

Task 1	Reflecting on What We Have Been Doing	
Task 2	A Cross-cultural Speaker: Managing Your Cross-cultural Talk	Feedback
Task 3	A Cross-cultural Hearer: Managing Your Cross-cultural Listening	
Task 4	Review	

Tapescripts

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Unit 1

Language and Culture in Communication

idi' subygnwif

By the end of this unit you will be able to:

- ◇ distinguish types of communication
- ◇ understand the basics of communication
- ◇ design a model for cross-cultural communication
- ◇ understand a variety of meanings in communication
- ◇ be aware of mutual monitoring process in a social situation
- ◇ be aware of different definitions of a social situation
- ◇ be aware of situational schema
- ◇ be aware of different values in communication
- ◇ be aware of non-verbal signals in communication
- ◇ reflect on conditions of effective speaker and listener in communication

Warm up

Life and Communication



Communication is something we do every day. It takes place so naturally that we simply fail to notice it until it hiccups or breaks down. Though it is commonplace, it is no exaggeration to say that communication is life and life is communication. If you are not convinced of this yet, listen to the following two dialogues.

中断, 故障

记, 记

Do not look at the transcripts unless you find the dialogues too difficult for you.

The two dialogues are part of our daily life, aren't they? In each there are two cases of communication. Spell out the details by supplying the missing information in Tables 1 and 2. The first one has been done for you as an example.

Table 1

Dialogue 1

	Communication 1	Communication 2
Who communicates with whom?	A doctor with a sick baby's mum, Mrs. Smith.	
Who attempts to communicate with whom?		
Is communication successful or unsuccessful?		
Do you think that communication will be helpful to communicators?		

Table 2

Dialogue 2

	Communication 1	Communication 2
Who communicates with whom?		
Who should have communicated with whom?		
Is communication successful or unsuccessful?		
Do you think that communication between Mrs. Slaven and her husband will improve their relation?		