

Intercultural Business Communication



跨文化商务沟通

庄恩平 © 主编

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前 言

经济全球化增进了不同文化背景人们的交流和合作,也促进了企业向国际市场和新兴领域的拓展。然而,不同文化背景的企业经营者之间的文化冲突现象日益显著,合作双方在经营与管理时所产生的矛盾也日益增加,甚至导致了合作失败。研究表明,导致跨文化管理失败的主要原因在于文化差异。著名跨国文化差异研究专家戴维·A.利克斯对此作了如下结论:大凡跨国公司大的失败,几乎都是忽略文化差异所导致的结果。于是,管理学者试图从管理角度分析跨文化管理失败的原因;跨文化沟通学者也试图以跨文化视角探索产生文化冲突的根源。两种研究方法看似都有其道理,但实际上都难以解决企业所面临的实际问题。于是美国教授 Iris Varner 于 2000 年提出了 Intercultural Business Communication(跨文化商务沟通)的理论框架,她将商务、文化与沟通三者融为一体,旨在分析与解决在跨文化工作环境中的跨文化问题。

根据《高等学校英语专业教学大纲》以及“商务英语”专业的要求,外语人才培养应适应社会发展的需要,培养学生的跨文化沟通能力。而且,具有跨文化沟通能力的人才已成为 21 世纪社会所急需的人才。

《跨文化商务沟通》一书就是根据以上需求,以 Iris Varner 教授跨文化商务沟通学科的理论框架,结合教学特点,以及作者多年来对跨文化商务沟通学科的研究、跨国公司咨询与培训的经验,精心设计编写而成的。因此,本书具有以下特点:

特点之一:这是一本以案例为主的教材,案例涉及跨文化商务语境中的方方面面,许多案例都是作者参与跨国公司咨询与培训所涉及的实际案例,因此这些案例都体现跨国企业管理中的实际问题,分析与解决案例中的文化冲突问题对学生的未来工作具有指导意义。

特点之二:注重跨文化能力培养,培养学生在跨文化商务语境中发现问题、分析问题与解决问题的能力。

特点之三:注重跨文化商务语境中的商务沟通知识与技能,如:如何反馈、如何提问、如何表示理解与否、如何写电话留言等,这些都是跨文化工作环境中最基本而又最重要的工作知识与技能。

特点之四:注重学生的参与讨论过程,培养学生以跨文化视角思考问题与分析问题的能力,所有问题都是开放性的问题,因而能激发学生讨论的积极性。

本教材可供英语专业、商务英语专业(方向)学生使用,也可作为大学英语选修课及“跨文化交际”课程的教材。



为了便于学生学习,每一单元都作了详尽的跨文化注解、句子结构分析,以及句子翻译,解决学生阅读中的语言障碍。对于每课后的案例分析,作者也作了注解,供教师教学时参考。

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编者
2010年10月

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Part One Intercultural Awareness

Unit 1 Language and Culture

Unit 2 Barriers to Intercultural Communication

Unit 3 Nonverbal Communication



Unit 1

Language and Culture



No one when he uses a word has in mind exactly the same thing that another has, and the difference, however tiny, sends its tremors throughout language. All understanding, therefore, is always at the same time a misunderstanding and all agreement of feelings and thoughts is at the same time a means for growing apart. (Wilhelm von Humboldt, 1963) Language plays an essential role in culture learning. The relationship between language and culture is like fish and water. Language is a reflection of value and environment. Developing intercultural awareness usually goes along with learning a new language and being exposed to a new culture. In intercultural business communication the role of language is especially important.

In this unit you will learn to see how culture or value is reflected in the language expressions, and also understand how to achieve effective communication in the workplace.