

# 跨文化交流 入门

INTRODUCING INTERCULTURAL  
COMMUNICATION

◇ 许力生 主编

大学  
素质  
教育  
丛书

浙江大学出版社

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COMMUNICATION*

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许力生，20世纪50年代生于山城重庆，60年代入重庆南开中学，60年代末到如今的三峡库区插队落户，在海拔一千多米的高山上劳作五年有余。70年代回城上大学，进西南师范大学外语系，毕业后做过中学教师。80年代初考上湘潭大学，攻读三年获得文学硕士学位，毕业后到四川外语学院任教，不久就破格晋升高级职称，担任英语语言文学硕士生导师。80年代末应聘到浙江大学任教，任外国语言学与应用语言学硕士生导师。90年代中在剑桥大学和威尔士大学做访问学者。现任浙江大学外国语言文化与国际交流学院教授、跨文化交际研究所所长、英语研究生教学中心主任、中国跨文化交际研究会常务理事等职。目前主要从事语言学与跨文化交际研究，发表过学术论文30多篇，出版有专著和译著多部，还主编和参编了本科生和研究生英语教材数本。

放眼今天的世界，“全球化”似乎已成不可抗拒的趋势，其浪潮汹涌澎湃，欲将世界各地不同文化的人群统统卷入其中。不管我们愿意不愿意，谁都不可避免地要和来自不同文化背景的人们进行交往，跨文化交流正在成为越来越普遍的日常现实。

因此，不管你所学专业是什么，从事何种职业，具备超越文化局限的眼光和意识，拥有跨文化交流的知识和技能，学会与来自不同文化背景的人进行交往，是当代人、尤其是年轻人应有的基本素质。

阅读本书将有助于你全面地了解与认识跨文化交流及其相关问题，培养对文化差异的敏感和宽容以及处理文化差异问题的灵活性，发展进行广泛、深入跨文化国际交流和人际交流的能力，同时又有助于提高运用英语获取知识信息、表述意见观点、分析问题和解决问题的水平。

本书适合一切具有中级及以上英语水平 的学生和其他人士阅读、学习。

# 序

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放眼今天的世界，“全球化”似乎已成不可抗拒的趋势，其浪潮汹涌澎湃，欲将世界各地不同文化的人群统统卷入其中。不管你愿意不愿意，几乎谁都不可避免地要和来自不同文化背景的人们进行交往，跨文化交流正在成为越来越普遍的日常现实。

然而，文化之间的差异却往往会给交际造成意想不到的困难与问题，误解、困惑、矛盾甚至冲突也因此而时时发生。不同文化群体的人们能否在“地球村”这个人类拥有的惟一家园中和平共处，共同努力来解决关系人类生存的一系列问题，在很大程度上要决定于我们能否有效地进行交往并逐步达到相互理解。

因此，培养跨文化意识，发展跨文化交流能力，学会与来自不同文化背景的人进行交往，对于生活在 21 世纪、肩负着人类未来希望的年轻学子来说，就显得尤为重要。不管你们所学的专业是什么、将来从事何种职业，具备超越文化局限的眼光和意识，拥有跨文化交流的知识和技能，可以说都是十分必要的，其意义无论怎么强调都不过分。

我们根据多年来进行跨文化交流教学的经验积累，参考了国内外的相关材料，编写了这部供大学本科生和研究生使用的英文读本《跨文化交流入门》，比较系统、全面地介绍了跨文化交流及其相关问题，并提供大量实际案例分析，使理论与实践有机地结合在一起。我们希望这本书能够有助于学习者认识人类交际活动的重要性、丰富性、复杂性，了解文化差异对交际活动的制约和影响，使他们可以一方面提高运用英语获取知识信息、表述意见观点、分析问题和解决问题的技能水平，另一方面又能对跨文化交流有较为全面的了解与认识，形成和发展对文化差异的敏感和宽容以及处理文化差异问题的灵活性，

全面提高综合素质,最终具备与不同文化背景的人们进行广泛、深入国际交流的能力。本书也适合一切具有中级及其以上英语水平、对跨文化交流感兴趣的学生和其他人士阅读、学习。

跨文化交流是当代人类社会所面临的重大问题之一,跨文化交流研究涉及人类学、心理学、社会学、语言学、传播学等许多不同学科。所以,用英文编写这样一部有鲜明时代特点和突出跨学科性质的入门书,对我们来说也是极富挑战性的工作。尽管我们在编写过程中克服了许多困难,争取做得比较好一些,但限于我们的学识水平及条件,书中一定还会有不少不妥和错误,敬请读者批评指出,以便今后修改和订正。

**编者**

2004年6月于浙江大学



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## 1

# Communicating in Global Village

*Our most basic common link is that we all inhabit this planet.*

— John F. Kennedy

## Preview Questions

1. *What problems have you ever had communicating with others?*
2. *How would you communicate with someone who does not share the same experiences with you?*

## Text A

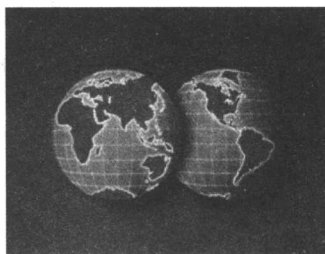
### ***What Is Intercultural Communication***

With the world becoming smaller, many young people decide to continue their studies abroad. Studying in a different country is something that sounds very exciting to young people. Many of those who leave their home to go study in another country think that they are going to have a lot of fun. Certainly, it is a new experience, which brings them the opportunity of discovering new things and a feeling of freedom. In



spite of these advantages, there will also be some problems and difficulties when they are actually involved in intercultural communication.

*Intercultural Communication* is communication between members of different cultures. This definition is simple, but the process is complex. Intercultural Communication involves differing perceptions, attitudes, and interpretations. We know that even two people from the same culture can have communication problems.



Suppose that you're planning to go to study in a country about which you know very little. You are **sophisticated** enough to expect that the spoken language and probably some gestures will be different. You know, too, that customs will be different, but you are not sure exactly what this will mean. At least there will be interesting things to take pictures of or write home about. The climate and foods will be different, of course, but these differences are attractions and are not really problems.

From the moment you arrive, your cultural and personal background will influence everything you expect and a great deal of what you do and do not do. Most of the people you meet will be similarly influenced by their own backgrounds, culturally, socially, and personally. If some of the people you meet think you act a little strangely, they may never know whether you are peculiar, or whether most people from your country are strange, or whether all "foreigners" are strange.

Most of what you do in a foreign country will be "what comes naturally"—which means what you have always done or seen others do back home. Most of our behavior is outside of our awareness so that "normal behavior" means behavior according to the norms of our culture and not what is done everywhere or done "naturally". Still, to the extent



that you are aware of the possibilities of different behavior in the land you are visiting, you may be unusually self-conscious of some of this “normal behavior”.

Cultures do not communicate; individuals do. Everyone has a unique style of communication, but cultures determine a general style for their members. The relationship of the individual to his culture is **analogous** to an actor and his director. The actor puts his own personality into his acting but is nevertheless influenced by the director. We are not always aware of the subtle influences of our culture. Likewise, we may not perceive that others are influenced by their cultures as well.

Problems and misinterpretations do not result every time members from two cultures communicate. However, when cultural conflicts do arise, they may be perceived as personal rather than cultural. In the following example it is a cultural misunderstanding that creates negative feelings and confusion:

Yaser, a student from Jordan, met Steve in their chemistry class at an American university. He was excited to get to know an American, for he wanted to learn more about American culture. Yaser hoped that he and Steve would become good friends.

At first, Steve seemed very friendly. He always greeted Yaser warmly before class. Sometimes he offered to study with Yaser, and even invited Yaser to eat lunch with him. But after the semester was over, Steve seemed more distant. The two former classmates didn't see each other very much at school. One day Yaser decided to call Steve. Steve didn't seem very interested in talking to him. Yaser was hurt by Steve's change of attitude. “Steve said we were friends,” Yaser complained. “And I said friends were friends forever.”

This misunderstanding was due to Yaser's failure to understand that