



普通高等教育“十一五”国家级规划教材

◎ 大学英语选修课 / 学科课程系列教材

# 跨文化交际 视听说

A Multimedia Approach to  
**Intercultural  
Communication**

■ 《大学英语选修课 / 学科课程系列教材》项目组 编



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# 《大学英语选修课 / 学科课程系列教材》

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## 《大学英语选修课/学科课程系列教材》总前言

随着我国经济、文化、科技的不断发展,社会对大学生的英语水平提出了更高的要求,大学英语教学改革已成为社会关注的热点之一。为了推动大学英语教学改革,教育部在总结近年来教学改革经验的基础上,对2004年公布的《大学英语课程教学要求(试行)》进行了全面修订,并于2007年8月正式颁布了《大学英语课程教学要求》。与以往的《大学英语教学大纲》相比,新的《大学英语课程教学要求》从以下三个方面为大学英语教学带来了新的变化:1. 培养目标的变化。《大学英语课程教学要求》提出,大学英语要培养学生的英语综合应用能力,在坚持其通用基础学科定位的同时,提出了与专业学习相结合的专门用途英语,以及以人文、国际交流为核心的文化素质课程的定位;2. 教学思想的变化。提出了自主学习的思想,鼓励学生自主选择学习内容和学习方式;3. 教学模式的变化。鼓励在教和学的过程中使用以计算机为基础的教育技术,拓展英语学习的渠道,增加语言练习的机会,提高语言输入和输出的质量。

面对新的改革形势,我们明显感到,现行的以英语基础能力发展为核心的大学英语教材体系难以适应新形势的需要,广大师生也盼望着更多与国际文化知识、专业知识、学术交流相结合的新型英语教材,满足正在出现的大学英语的多重定位、学生自主选择学习内容和基于计算机技术的自主学习方式等变化的需要。为此,我们提出开发《大学英语选修课/学科课程系列教材》。

本系列教材为“普通高等教育‘十一五’国家级规划教材”,主要供完成《大学英语课程教学要求》中规定的“一般要求”后,继续学习“较高要求”和“更高要求”英语课程的学生使用,也可供研究生及广大专业技术人员学习专业英语、学术英语,提高英语综合应用能力使用。

本系列教材包括语言技能发展、跨文化交际能力发展和通用学术交流能力发展三个子系列。语言技能发展系列教程着重发展学生的通用英语技能。在该系列教材的开发中,我们将分期、分批建设若干门大学英语高级技能发展课程教材,其中包括:网络视听、翻译实践、网上阅读、高级阅读、口译技巧、应用写作等。跨文化交际能力发展系列教程着眼于扩展学生的国际文化视野,培养学生将英语作为国际交流语言使用的能力。在该系列教材的开发中,我们拟建设的教材有中西方文化概论、英语文化解读、英语演讲与辩论、跨文化交际、世界文明与文化导论、科技与人文、文学选读、经典作品欣赏、影视欣赏等。通用学术交流能力发展系列教程重在发展学生使用英语进行相关专业学术交流的能力。在该系列课程的开发中,我们将重点建设两大类别的专业学术英语课程,即A类教材和B类教材。其中,A类教材以学术研究和职业技能为基础,包括学术写作、学术会议、批判性思维等;B类教材以专业知识为基础,提供可供双语教学使用的专业通用基础教材,从而将专业学习与语言学习有机地结合起来。

本系列教材的开发是我们的一个新的尝试，新教材强调英语学习与文化学习、专业学习、学术交流和工作的结合，突出英语学习的实用性、学术性和人文性，充分反映国内外新式教学思想和理念，突出学生的参与和自主学习，强调信息技术的使用和教材的立体开发。我们相信，该系列教材的出版一定会给广大师生带来新的感受和新的教学体验，进而深化我国大学英语教学改革，创造出大学英语教学的新范式。

由于编者水平有限，加之时间仓促，疏漏和不妥之处在所难免，恳请读者不吝指正。

《大学英语选修课/学科课程系列教材》项目组

2008年1月

## 前 言

随着全球化进程的深入中国与国际接轨的步伐不断加快，中国与世界的跨文化交际不仅关系到国家的经济发展和文化交流，对国家形象的建立、国际关系的维护和国际地位的提升都起着举足轻重的作用，跨文化交际人才培养成为 21 世纪人才培养的一项至关重要的任务。为了迎接时代的挑战、满足社会对人才的渴求，跨文化交际能力的培养已被写入教育部最新制定的《高等学校英语专业教学大纲》；2007 年教育部颁布的《大学英语课程教学要求》也第一次明确地将“跨文化交际”列为大学英语教学的主要内容之一。

语言是重要的交际工具，语言能力是成功的跨文化交际必不可少的。然而，语言能力并不等同于跨文化交际能力。跨文化交际能力除了语言交际能力之外，还包括对母语文化和异文化差异的敏感性、宽容性和处理文化差异的灵活性。为了更好地实现这一目标，20 世纪 90 年代后期以来，越来越多的高校在语言课程之外增设了“跨文化交际”课程，各种跨文化交际教材也相继出版，这些都有力地促进了跨文化交际能力的培养。然而，迄今为止，国内尚无以影视片段等视听材料来辅助跨文化交际教学的视听说教材。

本教材的编写宗旨是以影视片段、相关文章和交际案例等视听素材为载体，通过视听、阅读，以及师生之间、生生之间的口语交互活动来促进跨文化理解、增强跨文化意识。全书共分为六个部分。第一部分介绍了文化、交际、跨文化交际等基本概念。第二部分介绍了最具影响力的几个文化价值观理论，只有对这些“隐蔽文化”深刻理解才能深入地洞察“外显文化”。第三、四部分分别阐释了跨文化语言交际和跨文化非语言交际。第五部分讨论了跨文化适应过程中的障碍和跨越障碍的桥梁。第六部分集中讲述了国内最常见的两大跨文化情境（教育情境和商务情境）中的种种跨文化实践。全书共十六章，每一章都由影视片段、阅读材料和案例分析三部分组成。影视片段通过真实的跨文化交际情境使学生对跨文化交际产生感性的认识。阅读材料是在参考国内外相关资料和研究成果的基础上、根据我们自己多年的教学经验编写而成的，语言简洁、精炼，深入浅出地讲解跨文化理论和知识，可以作为课堂上教师的讲稿，也可供学生课外自学之用。案例分析是在透彻理解的基础上运用相关理论和知识去解决跨文化交际的实际问题。每一部分都设计了相关练习。练习有两种类型：一类旨在促进对影视、阅读和案例的理解；另一类以帮助学生进行深入思考为目的。每一章的教学大约需要 2 个课时，整个教材大约需要 32 课时。

本书是集体智慧和劳动的结晶。樊葳葳教授主持召开了多次编写会议，教材的整体构思、章节的敲定、影片的选择、阅读材料的编写和全书体例等等都是在集体讨论中确定下来的。参加编写的作者们全都是奋战在跨文化交际教学第一线的老师。美国自由撰稿人 Paul Wright 先生对本书的编写提出了很多建设性意见，还在百忙之中抽出时间对全书的语言做了修改和润色。在此我们对他表示诚挚的感谢。

本书内涵丰富，集知识性和趣味性为一体，可作为大学生跨文化交际课程教材，也可供从事跨文化交际实践的人们自学之用。

本书是国内第一本跨文化交际视听说教材，教材的编写从内容到形式都有不少新的尝试。由于条件和水平有限，难免有疏漏和不当之处，恳请广大读者和同行批评指正。

编者

2008年10月

于华中科技大学



# Contents

<b>Part I</b>	<b>Basic Concepts</b>	<b>8</b>
	Chapter 1 Culture 9	
	Chapter 2 Communication 21	
	Chapter 3 Intercultural Communication 34	
<b>Part II</b>	<b>Cultural Value Orientations</b>	<b>50</b>
	Chapter 4 Kluckhohn and Strodtbeck's Model 51	
	Chapter 5 Hofstede's Cultural Dimensions 64	
	Chapter 6 Hall's Culture Context Model 80	
<b>Part III</b>	<b>Verbal Communication</b>	<b>90</b>
	Chapter 7 Cultural Connotation in Language 91	
	Chapter 8 Norms of Social Interaction 107	
<b>Part IV</b>	<b>Nonverbal Communication</b>	<b>124</b>
	Chapter 9 Body Language 125	
	Chapter 10 Time 139	
	Chapter 11 Space 153	
<b>Part V</b>	<b>Barriers and Bridges</b>	<b>164</b>
	Chapter 12 Ethnocentrism and Stereotypes 165	
	Chapter 13 Culture Shock and Adaptation 182	
	Chapter 14 Acculturation and Identity 198	
<b>Part VI</b>	<b>Contexts of Intercultural Communication</b>	<b>212</b>
	Chapter 15 Education Context 213	
	Chapter 16 Business Context 225	
	<b>References</b>	<b>237</b>
	<b>Key for Reference</b>	<b>239</b>

A black and white photograph of two women in formal dresses, laughing and holding champagne glasses. The woman on the left is laughing heartily, looking upwards. The woman on the right is smiling and looking towards the first woman. They are both holding champagne flutes. The background is a simple, light-colored wall with a vertical shadow.

Part

# I

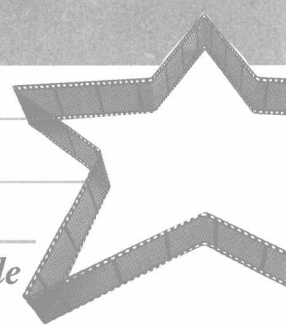
Basic Concepts



# Chapter 1

## Culture

### Section A Movie clip



#### Introduction to the Movie *Legally Blonde*



Elle Woods, majoring in fashion merchandising, is a blonde sorority girl who is about to graduate from CULA (City University of Los Angeles). She has what she thinks is a perfect life, and is fully expecting her boyfriend to propose marriage before he takes off for Harvard Law School. All of this changes the night her ambitious boyfriend breaks up with her telling her she's not good enough to be a future senator's wife. Elle decides that the only way to get him back is to go to Harvard Law School herself. After managing to get herself admitted, she has trouble initially fitting into the life

of a typical law student at Harvard, but she works her way through the tough times. Eventually, she becomes a law firm intern working on a difficult murder case. By using her somewhat unconventional methods, she solves the case and gains respect from her peers. She proves that people can do anything they set their mind to.

## Introduction to the Selected Scene



To apply for Harvard Law School, Elle Woods undergoes difficulties preparing for the LSAT entrance examination, foregoing the fun activities she prefers. With a score of 179 on her LSAT, she finally meets the requirement for admission to Harvard Law School. She also prepares a video essay in her application, in which she introduces herself and offers her qualifications. Watching her imaginative essay, the men on the admissions committee sit at a table piled high with applications, stunned. Finally one of them speaks.

## Script of the Scene

**Elle:** Hi, my name is Elle Woods, and for my admissions essay, I'm gonna tell all of you at Harvard why I'm gonna make an amazing lawyer.

**Elle:** As president of my sorority, I'm skilled at commanding the attention of a room and discussing very important issues. It has come to my attention that the maintenance staff is switching our toilet paper from Charmin to generic. All those opposed to chafing please say "aye."

**Girls:** Aye.

**Tutor:** A, neither type of opera or neither type of rap is on sale. B, neither type of jazz and neither type of opera is on sale. C, neither type of opera and neither type of soul...

**Boys:** Party! Delta Nu, we love you!

**Elle:** I'm able to recall hundreds of important details at the drop of a hat.



**Margot:** Hey, Elle, do you know what happened in *Days of Our Lives* yesterday?

**Elle:** Why, yes, Margot, I do. Once again, we join Hope in the search for her identity. As you know, she's been brainwashed by the evil Stefano.

**Serena:** Get set and go!

**Margot:** One forty-three.

**Elle:** I feel comfortable using legal jargon in everyday life. I object!

**Amy:** It's here!

**Elle:** What?

**Amy:** It's here! The LSAT score! It's here!

**Girls:** Open the score! What's the score? This is so exciting. Tell us! What is it?

**Elle:** One seventy-nine! One seventy-nine!

**Elle:** And that's why you should vote for me, Elle Woods, future lawyer for the class of 2004.

**Admissions Guy 1:** She does have a 4.0 from CULA, and she got a one-seventy-nine on her LSATs.

**Dean of Admissions:** A fashion major?

**Admissions Guy 2:** Well, sir, we've never had one before, and aren't we always looking for diversity?

**Admissions Guy 3:** Her list of extracurricular activities is impressive.

**Dean of Admissions:** She was in a Ricky Martin video.

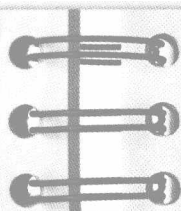
**Admissions Guy 1:** Clearly, she's interested in music.

**Dean of Admissions:** She also designed a line of faux fur panties for her sorority's charity project.

**Admissions Guy 2:** She's a friend to the animals as well as a philanthropist.

**Dean of Admissions:** Elle Woods... welcome to Harvard.

## New Words



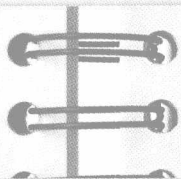
**aye** *adv.* yes 是的; 不错

**chafing** *n.* soreness or irritation of the skin caused by friction 皮肤发炎

**extracurricular** *adj.* outside the regular academic curriculum 课外的

**generic** *adj.* common 普通的

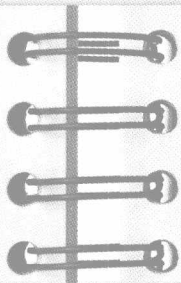




**philanthropist** *n.* someone who makes charitable donations intended to increase human well-being 博爱主义者; 慈善家

**sorority** *n.* a social club for female undergraduates 女生联合会

## Phrases and Expressions



**at the drop of a hat**

quickly and easily; without needing to decide 一发出信号; 马上

**faux fur panties**

man-made short underpants for women and children 人造皮毛的紧身短裤

## Notes



### **Days of Our Lives**

A soap opera that has aired nearly every weekday since 1965 on the NBC network in the United States.

### **Charmin**

A well-known brand of toilet paper produced by Procter & Gamble American Company.

### **Essay**

Also known as college application essay. A good essay serves to distinguish yourself from hundreds or even thousands of applicants with similar grades, activities, and SAT scores. To achieve this, your entrance essay must not only demonstrate your achievements, but also paint a vivid picture of your personality and character.

**Delta Nu**

The name of the sorority

**4.0 from CULA**

4.0 is the GPA (grade point average) Elle gets in her studies in CULA (City University of Los Angeles). GPA is important to admissions committees, not because it signifies a student's intelligence, but because it is a long-term indicator of a student's motivation and his/her ability to do consistently good or bad work. Generally, most master's programs require minimum GPAs of 3.0 or 3.3, and most Ph.D. programs require minimum GPAs of 3.3 or 3.5.

**Hope**

A character in *Days of Our Lives*.

**LSAT**

Law School Admissions Test. It is designed to measure skills that are considered essential for success in law school, including knowledge, logic and the ability to draw inferences etc. In this movie, Elle is told by her advisor that if she wants to enroll in Harvard Law School, she will need at least one seventy-five on her LSAT.

**Ricky Martin**

The most well-known pop singer in the world and winner of a Grammy Award and a Latin Grammy Award. He was chosen to sing the anthem of the 1998 FIFA World Cup—The Cup of Life.

**Stefano**

A character in *Days of Our Lives*.



## Understanding and Speaking Interculturally

**Exercise 1** The following is a list of abilities Elle presented to Harvard Admissions Committee. Fill in the blanks to make it complete.

GPA

\_\_\_\_\_ from CULA

<b>LSAT score</b>	_____
<b>Major</b>	_____
<b>_____ activities</b>	In a Ricky Martin video Designed a line of faux fur panties for her _____ Skilled at _____ the attention of the members of her sorority
<b>Others</b>	A friend to the animals and a _____
	Able to _____ hundreds of important details
	Feel comfortable using _____ jargon in everyday life

**Exercise 2** In her application, what examples have been given to illustrate her points?

1. I'm able to recall hundreds of important details.
2. I feel comfortable using legal jargon in everyday life.
3. I'm skilled at commanding the attention of the members of my sorority.
4. I'm interested in music.

**Exercise 3** Decide whether the following statements are True or False according to the movie clip you have just watched. Write "T" for true and "F" for false.

- \_\_\_\_\_ 1. Elle's 4.0 GPA is not good enough for admission to Harvard Law School.
- \_\_\_\_\_ 2. Her LSAT score is not good enough for admission to Harvard Law School.
- \_\_\_\_\_ 3. According to the Dean of Admissions, a fashion major is not good enough for the admission to Harvard Law School.
- \_\_\_\_\_ 4. The Harvard Law School Admissions Committee is always looking for diverse applicants.



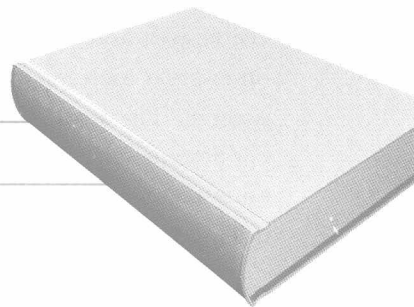
**Exercise 4** Roleplay the scene showing the discussion among members of the Harvard Law School Admissions Committee.

**Exercise 5** Explore interculturality.

1. Why is Elle Woods considered diverse by Harvard Law School? And why is Elle Woods admitted by Harvard Law School? What can we learn from it about American culture?
2. Discuss in groups the strengths and weaknesses of the American and Chinese education systems. Present your ideas to the whole class after your discussion.
3. Why do Chinese and Americans develop different education systems? What are the cultural factors underlying the differences?



## Section B Reading



### Defining Culture

When you think of the word “culture”, what enters your mind? Perhaps music, architecture, the arts. Many people associate these areas with culture. Others may think of philosophy, history, and literature. Still others may think of beliefs, customs, values, and worldview.

Perhaps the earliest formal definition of culture, put forward by E. B. Tylor in 1871, is also one of the best known. He conceived of culture as “that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.” (Tylor, 1871) Since Tylor’s definition, more than 500 different versions have emerged, but still no consensus has been reached up to the present. Defining culture is difficult mainly because scholars have different understandings of it. One definition, for example, treats culture as everything that is human-made. Another scholar, however, has proposed that “culture is communication and communication is culture.” (Hall, 1976)

The authors of this book agree with most anthropologists’ view that culture refers to the total way of living of particular groups of people. It includes everything that a group of people think, say, do, and make. Traditional Chinese medicine, Chinese Gongfu, Peking Opera and Chinese Cuisines are among the most frequently mentioned symbols of Chinese culture. Besides,