

普通高等教育“十一五”国家级规划配套教材  
全国高职高专英语专业课程统编教材

# 英语国家文化 概况(下)

*The Culture of Major English-speaking Countries (Book Two)*

( 高职高专英语专业适用 )

主 编 李兰波 岑红霞

副主编 刘振君 周捷峰 王耀兴



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YINGYU GUOJIA WENHUA GAIKUANG (XIA)

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# FOREWORD

随着改革开放的不断深入发展,中国正逐步融入国际社会。当代大学生不仅要学好英语,提高语言运用能力,还应加深对英语国家社会与文化生活基本情况的了解,培养国际视野,从而在工作和生活中更好地进行跨文化交流。为此,我们根据《高职高专教育英语课程教学基本要求》(试行)专门为高职高专学生编写了《英语国家文化概况》教材。本书简要地介绍了英国、美国、加拿大、澳大利亚、新西兰这五个以英语为主要语言的国家的地理、历史、政治、经济、教育、文化、节日、旅游以及生活习惯等基本情况。此书在充分考虑到高职高专学生的特点、英语水平和学习需要的基础上,用地道、易懂的英语撰写,介绍时不求面面俱到,但求内容的代表性、趣味性、时效性、简要性和实用性。通过对本书的学习,学生可以获得上述以英语为主要语言的国家的社会文化知识,增强学生对中西文化差异的敏感性,逐步形成跨文化交际意识,进而提高语言交际能力和文化修养。

《英语国家文化概况》分上、下两册,共十个单元,由多所院校十余位教师共同完成。各单元按主题编写。其中,英国、美国的内容占篇幅较大。第一单元介绍地理、政治和经济;第二单元介绍重要的历史事件;第三单元介绍民族风情;第四单元介绍教育;第五单元介绍流行文化;第六单元介绍礼仪文化;第七单元介绍生活方式;第八单元介绍节日文化;第九单元介绍风景名胜;第十单元介绍文学概貌。

《英语国家文化概况》每单元的内容由学习要点、思考讨论、问题导入、话题阅读、文化注解、巩固练习、参考答案、拓展阅读和课文概要九个部分组成,其显著特点可概括如下:

**1. 内容翔实,时效性强。**在编写过程中,我们参考了众多国内外相关著作、文献资料及相关网站,对大量的信息进行筛选,力求教材的内容权威、客观、实用,尽量选用最新数据和材料,侧重介绍英语国家最新情况。

**2. 结构新颖,注重对比。**每单元一个主题,每个主题进一步细分为一些小的话题,每个小话题有二至三篇简短的阅读材料支撑。在围绕某一话题对以上几个主要英语国家的相关文化集中加以介绍,突出各国特点的同时,还注重文化对比,提升学生的文化意识,增强文化敏感度,感悟英语国家之间的文化联系。

**3. 任务明确,提高效率。**每单元开头部分的学习要点提示清晰明了。每单元阅读课文前的思考讨论等活动用以检测学生的背景知识,激发其学习兴趣,帮助学生在阅读前后思考和理解相关话题,明确阅读任务,促进阅读能力的提升。

**4. 注解实用,图文并茂。**每个小节的开头都配有同主题密切相关的精彩图片。阅读材料旁侧的文化注解以中文形式对重要的历史事件、术语、概念进行简要解释,无需跨页浏览,可使学生快速掌握文章大意。

**5. 练习丰富,强调自主。**每个单元后均有编者精心编制的三至四种配套练习,便于教师检查和学生自测,以强化、巩固、运用其前面所学知识。另外,拓展阅读部分给学有余力的学生选用,体现因材施教,提倡自主学习。

本册教材共五个单元,由李兰波和岑红霞任主编,刘振君、周捷峰和王耀兴担任副主编。编者为杨音、赵玥、刘晓华、蒋萍、郑刚强、马倩云、杜洪(编者排名不分先后)。

在编写过程中,高等教育出版社外语和国际汉语出版事业部上海分社社长周俊华给予了大力支持和指导,在此表示衷心感谢。

由于编者水平和掌握资料所限,加之时间仓促,书中定有错误和不足之处,恳请使用本教材的师生和读者给予批评和指正。

编 者

2011年3月

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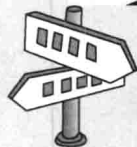


# UNIT 6

## ***Etiquette and Manners***

### **Focus:**

- Making an introduction
- Table manners
- Making apologies and requests



### **Before Reading**

#### **Discuss**

1. What is etiquette? Do you have any puzzles in communication?
2. Do you know some table manners?
3. Do you know how to be a good visitor in other countries?

#### **Guess**

**Try to fill in the blanks. Then look for the answers in the reading.**

1. Introduction is the formal \_\_\_\_\_ of one person to another, in which people \_\_\_\_\_ each other and set up relationship with each other.
2. There are \_\_\_\_\_ manners of inviting guests in western and eastern countries.
3. Customs of gift-giving \_\_\_\_\_ greatly from country to country. What is considered appropriate in France may be entirely inappropriate in Japan.



## 6.1 Making an Introduction

### Text A Introduction<sup>1</sup>

#### Check your comprehension

Question: How can we introduce people properly?



Introduction, the formal presentation of one person to another, is a channel through which people get to know each other and establish relationship with each other.

As is known to all, the first impression is very important. A proper introduction can be a good beginning for future communication. In business introductions people are usually introduced according to their business rank.

#### Guidelines for introductions

To begin with, when a person is introduced to the others in business or social contexts, usually the following two ways are appropriate:

1. Use of the word "to"  
e. g. "Mr. Johnson, I'd like to introduce you to Mrs. Borden."
2. Saying the name of the person to whom the other is being introduced first, without using the preposition "to". This is the most generally used way in introductions.

#### Cultural Notes:

1. introduction: 得体的介绍是进一步交流的良好开端。在工作中介绍他人, 往往把次要的人介绍给重要的人物, 不管这位重要的人物是男是女。

e. g. “Mrs. Borden, may I introduce Mr. Johnson?”

### Other important rules in introductions

1. A man is always introduced to a woman.
2. A young person is always introduced to an older person.
3. A less important person is always introduced to a more important person, whether male or female.

Socially this can be difficult, since it is sometimes hard to determine who is the most important. In work places, however, it is easier to follow this rule, e. g. If the executive vice president, James Williams, and the new product vice president, Jennifer Green, have not met, it's appropriate to introduce them by saying, “James, this is Jennifer Green, Jennifer, James Williams.” When introducing the new office manager, Frank Adams, to the company president, Carl Smith, you would say, “Mr. Smith, I would like you to meet Frank Adams, our new office manager. Frank, this is Mr. Smith, our company president.”

When introducing people of equal rank in business situations, social rules apply—a man is introduced to a woman, and a young person to an older person.

Do not use first name in business introductions, unless it is the request from the office custom or a business **client** (顾客) or customer.

When introducing business **associates** (伙伴) to one another in social situations, you can also mention what they do or something about them, because it helps those you are introducing to begin a conversation with one another without having to ask, “What do you do?” In this way, people being introduced may have two topics of instant conversation—their jobs and their shared interest. You may join in their conversation or, if pressed to make other introductions, excuse yourself and move on.

### Guidelines for making responses

Once you are introduced, you'll attract other's attention. At this time, you should respond properly by selectively doing the following:

1. Stand up. If you cannot stand up, you should show your intention to

do so. This rule should be followed no matter you are a lady or a gentleman.

2. Approach and look at the other party with a smile to show respect.
3. Shake hands. Shaking hands is to show your trust and respect, and it's also a way to send your greetings.
4. Greet the other party by repeating his or her name. You can say, "Nice to meet you, Mr. Brown." or "It's a pleasure, Mr. Brown." or "How do you do, Mr. Brown?"
5. Say good-bye when the conversation is over. You can say: "Goodbye. I enjoy meeting you." or "Goodbye. Nice meeting you and talking to you." or "Goodbye. I look forward to seeing you again."

### Greetings

There are many ways to greet people including formal and informal greetings, **verbal** (口头的) and non-verbal **greetings**<sup>2</sup>. Informal verbal greetings are usually used between close friends. For example, you can say, "Hello, David.", "Hi, Mary." Formal verbal greetings are usually used in business situations. For example, you can say: "Good morning, Mr. Williams. How are you?" Non-verbal greetings include shaking hands, kissing and bowing. Kissing is a very personal way of saying hello, so you have to be careful about using it in business situations. The use of kissing should be based upon consideration on the occasion and the setting. Kisses exchanged in<sup>3</sup> the context of business meetings that are social in nature, such as **banquets** (宴会) and conventions, may be acceptable. Those exchanged in pure business settings such as conference rooms or offices should be replaced with handshakes. Don't ever feel **obliged** (勉强) to give or to receive kisses. Keep your distance and **extend** (伸出) your hand before the kisser has a chance to get too close. Good feeling can be extended with a smile and words accompanied by a warm handshake.

2. There are many ways to greet people... : 社交场合有很多问候的方式,包括正式问候和非正式问候,语言问候和非语言问候。

3. Kisses exchanged in... : 要考虑场合和背景。在商务集会和酒宴上,互相亲吻是可以接受的。

### Text B Business Card Etiquette<sup>4</sup>

#### Check your comprehension

Question: What is the use of a business card?

4. business card: 在交往中互赠名片是非常重要的。一般在国际交往中名片要用双语印制。



One of the first impressions you will make on a foreign friend is through your business card, and in many cultures, especially in Asia, the exchange of business cards is a meaningful **ritual** (典礼) rather than a casual **informality** (非正式).

Today, it is more a necessity than a **courtesy** (谦恭) to have your card translated into the local language of the country you are visiting. **Bilingual** (双语的) cards are the **norm** (标准), with one side printed in your home language and the other side in the foreign language in which you are dealing.

If you are using a one-sided card, always hand your card to a friend with the printed face up. Never **fling** (乱扔) a card across the table or onto a desk. It is a bad manner. Asians consider it an extraordinarily rude gesture.

If presenting to a **multitude** (多数) of contacts at once, give your card to the highest-ranking individual or leader of the delegation first. This is a sign of respect and avoids **embarrassing** (令人难堪的) other relatively low-ranking members of the delegation who may even refuse your card if their head has not yet received one. In most Asian cultures, presenting a card with two hands conveys respect and an appreciation of the importance of the ritual. It is best to hold the card by the two corners when making the presentation. Likewise, you should receive a business card with both hands.

Once you have it in hand, take time to read it—not merely a **glance** (匆匆一看) but a **deliberate** (深思熟虑的) study. Often this is an ideal time to read the person's name, which will help you connect the face to the name. In Japan and in many other Asian cultures, it is insulting to put the card directly in your pocket, wallet or card case without giving it sufficient study time.

In the **Islamic** (伊斯兰的) world, the left hand is considered unclean. Even in many non-Islamic areas of Africa and Asia, this tradition has



**evolved** (发展) into using the right hand in preference over the left. So when presenting or receiving a business card in these areas, use the right hand.

In Europe and North America, business cards are far less **formalized** (形式化) and are used merely to keep track of who-is-who during a meeting schedule. If you come to sell something in these societies, your hosts will be concentrating on your product, not your business card.

### Text C *Privacy*<sup>5</sup> (隐私) *as Border*

#### Check your comprehension

Question: What are the questions that are supposed never to be asked about?



There are quite a few questions that are supposed never to be asked about.

These topics include one's age, income, marriage, religious belief, political belief as well as any other fields of privacy.

5. privacy: 在西方, 隐私是很讲究的。所以去外国朋友家做客时要特别注意这一点。

In order to understand the American or Western idea of personal concept of privacy, one may think of "**territory** (领地)". A nation has borders or boundaries with other countries and everything within the border belongs to the nation alone and no one else.

#### One's home—one's castle (城堡)

Is one able to enter another country without a passport—a permit from that country? Absolutely not. It is the same for one's home.

If one enters someone else's home without asking for permission, he is likely to be charged with **trespassing** (非法入侵) or even **burglary** (入室行窃). Everything inside the house is within the territory of the owner and no one may enter the territory without permission.

**Inside the room—confidential (秘密的)**

No one has the right to open the closet, desk or drawer in one's room—these may be something secret in the host's or hostess' castle. On top of the desk there may be letters, business papers or exercise books—these too are within the owner's territory. Never touch them or read them! Similarly never read over one's shoulder when he or she is reading something! You don't want to behave like a spy, do you? Anything one is reading is his or her private property. Don't **invade** (侵略) it!

**Income—a top secret**

In the United States, one's income is the top secret. Never even try to ask any questions about it! In the same way, it is impolite to inquire about one's **property** (财产) or the cost of some articles. You may say how cool something is, but never even try to inquire about the price.

**Age—taboo (禁忌) for everyone**

Age is considered a taboo, especially for the ladies. They hate any topic about age, simply because they hate to get old, and because they want to stay young forever! Never make any comment like “You have grey hair”, otherwise you'll annoy other people.

**Religion—sensitive (敏感的)**

Religion is what one believes in personally. It is totally a personal matter. Never ask questions like “Why do you worship Christian?” It is none of your business. Everyone has his freedom in belief.

**Politics—big men's affairs**

Politics is a sensitive topic too. It is completely of personal opinion. Such questions as “Do you believe Israel will accept the conditions for peace talk?” should be on the **agenda** (议程) of those “big men”, not for common people.

## 6.2 Invitations and Replies

### Text A Invitations and Thanks

#### Check your comprehension

Question: Are there any different manners of inviting guests in western and eastern countries?



In modern life, various public relations activities are very frequent. It is more than often to invite some leaders, **celebrities** (名人), clients, colleagues and friends to join in the activities so as to make them more influential.

Manners of inviting guests in Western countries are different from that of Eastern ones. Foreigners in English-speaking countries tend to respond to the invitation with a direct and clear answer. For example, if one Western friend invites you to a dinner but you will be occupied at that very moment, you should respond with "Thanks, but I'm afraid I can't go because..." Foreigners will certainly accept the excuse. Unnecessary **chinchin**<sup>6</sup> (客套) should be avoided.

In English, there are various ways to refuse a request or an invitation. It is important to learn which refusals are strong and which means "Ask me again some other time." It is always good to soften a refusal and find a proper excuse for it. For instance, you should say: "I'm sorry, but I'm busy on Saturday." instead of saying, "No, I don't want to go." It isn't necessary to do something you really don't want to do just to be polite.

6. chinchin: 东方人在接受邀请时往往会说“好,好,有空我一定来”或者“行,到时看情况”之类的客套话,听到这些,西方人会以为对方接受了邀请。