

## <<跨文化交际面面观>>

### 图书基本信息

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### 前言

China's 1st Intercultural Communication Conference was held at the Harbin Institute of Technology in the summer of 1995. It was during this conference that the China Association for Intercultural Communication (CAFIC) was created and a leading body elected. Two years later CAFIC, Beijing Foreign Studies University and Foreign Language Teaching and Research Press (FLTRP) jointly sponsored the 2nd conference, which took place in Beijing from October 11 - 14, 1997. It was attended by more than 80 participants, some of whom came from overseas. In addition to some 70 papers presented there was a workshop run by Torrey Orton and his colleagues on trust, trustworthiness and reliability in Chinese-foreign business relationships. In spite of some inadequacies and shortcomings in arrangement and logistics, it was a successful and fruitful conference, which enabled intercultural communicationists in China and overseas to exchange ideas on theoretical issues as well as issues of immediate concern. I was entrusted to edit for publication the papers presented at the conference. As any editor would know, the greatest difficulty lies in judicious selection. Since it was unrealistic to include all the papers I had to do the unenviable job of leaving out about half of them. To all those whose papers are not within the pages of this volume I offer my deepest apology.

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### 内容概要

《跨文化交际面面观》从文化人类学，社会语言学，实用语言学的角度分析了跨文化交际中产生的冲突及交际失误等问题。

文章指出，人们的交际方式，语言选择，交际策略的差异也会造成交际中的误解与阻隔。

论文的结论是：文化差异是跨文化冲突的主要原因。

文化是背景，而社会语言现象，社会群体意识，社会心理规范是前景。

只有以客观公正的态度去观察、评价、理解不同的文化，才能使跨文化交际更有成效。

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### 章节摘录

Five ( about 20% ) students got completely correct answers for all the 15 questions , while the average number of correct answers were between 12-13 ( 12.45 ) . ( For questions which have two parts , mistake in either part would make this answer incorrect. ) The percentage of correct answers was 84% ( 288 in a total of 345 answers ) . Of the questions asked , No.2 ( responding to compliment ) and No.7 ( the color of wedding gown ) had the highest correct rate ( 100% ) . This means that everybody in the class knows that the correct response to a compliment is “ thank you ” and that a Western bride wears a white gown. Students also did quite well on other verbal communication questions on greet-ing ( 1 wrong answer ) , age and salary as inappropriate conversation topics ( 2 wrong answers ) and sneeze ( 4 wrong answers- all knew the person who sneezes says “ excuse me ” .but were not sure what the person beside the sneezer would say ) . The worst part was on questions of etiquette : 9 students did not know if it is all right to ask for drinks or should wait to be offered , and 10 were not sure if the guest was supposed to finish the food on his plate. In terms of the sources of information , English classes are the chief information provider for verbal communication questions ( Questions 1 to 5 ) , Western TV and movies for non-verbal communication questions ( Questions 6 to 7 ) , and the combination of the two for questions on etiquette ( the rest ) . ( see Appendix II ) The result of the survey shows that young educated Chinese have a fair knowledge of culture in the West , and that our teaching of the English language has been quite a SUCCESS in this respect.

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