

# *Intercultural Com munication*

## 跨文化交际






# Module 3

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## Daily Verbal Communication



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*When in Rome, do as the Romans do.*

*—English Proverb*

*One man's meat is another man's poison.*

*—English Proverb*

# Structure

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- ❑ **Greeting**
  1. **Pre-reading**
  2. **Greeting carefully**
  3. **Case for practice**

- ❑  **Addressing**
  1. **Pre-reading**
  2. **Ways of Address**
  3. **Case for Practice**



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- ❑ **Visiting**

- 1. **Pre-reading**

- 2. **Different Countries Have Different**

- 3. **Case for Practice**

- ❑  **Gift-giving**

- 1. **Pre-reading**

- 2. **Gift-Giving Etiquette**


- 3. **Case for Practice**

# ■ Greeting

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## ○ Pre-reading

1. **How Chinese people would usually respond to greeting “ 吃了吗 ? ”**
2. **How the foreigners most probably feel when hearing the Chinese greeting, such as “ 上哪儿去啊? 干什么去啊? ”**



# *Greeting carefully when in different culture*

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**The reason why people exchange greetings is roughly similar in different culture. That is to establish or maintain the social relationship.**

**But the words people use to greet each other are quite different from culture to culture.**



## **In English**

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**How are you?**

**How are you doing?**

**How are things?**

**How are things going?**

**How are things with you?**

**How's everything?**

**How's life?**

**.....**



## In Chinese

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when meeting the first time,

你好！

很高兴认识你！

when greeting acquaintances,

吃过了吗？

上哪儿去？

出去呀？

干什么去呀？

忙什么呢？

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**Greeting can be expressed both audibly and physically, and often involve a combination of the two.**

**Popular forms of greeting of Western countries:**

**hugs, kisses, handshakes, and so on.**

**China:**

**a handshake, a nod, a slight bow, and so on.**



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**Topics inappropriate for many English-speaking countries.**

**Such as:**

**age**

**salary**

**marital status**

**health status**

**religious faith**

**personal experience**

**.....**



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**Topics that are acceptable to both Westerners and Chinese, such as:**

**weather**

**hobbies**

**jobs**

**holidays**

**sports**

**travel**

**films/TV serial**

**books/magazines**


**.....**

# Addressing

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## Pre-reading

- Linda White taught English at a primary school in China. This is her first time to live in China. When she came into her office for the first, she introduced herself, "My name is Linda White. If you like, you can call me 'Linda'."

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- Then one of her new colleagues introduced himself: "My name is Zhou Yang. Call me Zhou Yang." Linda looked confused. She didn't know which one the family name was, "Zhou" or "Yang", and she didn't know why she should use the whole name to call her new colleague.

# Ways of Address

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- Address others by using the first name—Tom, Michael ...especially common among Americans
- Americans have only a limited number of titles to be used before a person's last name — Doctor, Professor, Judge...
- English custom might suggest using some such expression as Excuse me, Pardon me

# Case for Practice

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- **Case ---referring to the textbook**

**Ø Why did Linda White ask her students call her "Linda" or "Ms. Jones", but not "Teacher"?**

**Ø Why did Zhang Nianci look confused?**

# ■ Visiting

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## Pre-reading

**“Alice” has a western English teacher named Ms. Merrick. Several times on campus, Alice has seen Ms. Merrick and chatted with her. At the end of conversations, Ms. Merrick often says “Come over and visit me sometime.” So, one evening Alice decides to go and visit.**

**When Alice finds Ms. Merrick’s apartment, she knocks on the door. After a moment, Ms. Merrick opens the door, but she doesn't look very happy to see Alice. Instead of inviting Alice in, she says: “Can I do something for you?”**

**(何维湘, 2004: 35)**



## ***Different Countries Have Different Visiting Courtesy***

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1. How about a cup of tea?
2. Would you like a cup of tea?
3. Would you like some coffee?
4. Would you like something to drink?
5. Tea or coffee? Or something cold?




## ■ *Suitable expressions:*

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**Mr. White and I would like to come and visit you. Would it be convenient for us to come on next Friday evening?**

- **There's something I'd like to talk over with you. I wonder if it would be convenient to meet you this Friday evening?**
- **Shall we discuss the matter at 10 tomorrow morning? If not, please ring me to make another time-many thanks.**


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- Could we see each other for about an hour on Friday afternoon at three?
  - I'm in town for a few days and would very much like to come and visit you at your house. Would it be convenient if I call on you this evening?
  - I haven't seen you for a long time. I was wondering whether I could come round to visit you sometime.

# Case for Practice

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## ○ *Case 1*

**Jane, an American teacher, had just started teaching English to a group of Japanese students in the US. She wanted to get to know the students more in formally, so she invited them to her house for a party. The students arrived together at exactly 8:00 pm. They seemed to enjoy the party: they danced, sang, and ate most of the food. At about 10:00 pm, one of the students said to the teacher, “I think it’s time for me to leave. Thank you very much for the party.” Then all the students stood up and left at the same time. Jane decided she would never invite them again.**


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- Why did the Japanese students leave together at the same time?
  - How did the American teacher feel when all the students stood up and left at the same time? Why did Jane decide never to invite the students to her house again?
  - What's the difference between U.S. and Japan in the notion of time?



## ○ **Case 2**

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**Tom, an American, went to a Chinese home for the first time. He was offered some tea. Just when the first cup was about to finish, more tea was added. He drank the second cup. Then the cup was filled the third time. Then he drank it, then ... until he was quite full. Tom was totally confused by the way of entertaining.**

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- **Why was Tom totally confused?**
  - **What's the difference between America and China in entertainment?**
  - **What reasons do you think caused the misunderstanding? Can you give any advice to help them avoid similar misunderstandings in the future?**

# ■ Gifts

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## ○ Pre-reading

**Mark was in charge of a negotiation team sent to Japan. Upon learning the importance of gifting giving to a successful business relationship in this culture, prior to departure he asked his secretary to wrap these gifts: a clock with the company logo, a leather briefcase, a country ham, and a pen and pencil set marked “made in Japan”. His secretary wrapped the gifts attractively in bright red paper and with matching bows and mailed them to his Japanese host. But the result was not as pleasant as he expected. (庄恩平, 2004: 202 )**

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- **What rules for appropriate gift giving in this culture have been allowed?**
  - **Which rules have been violated?**



# Gift-Giving Etiquette


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- ***China***

- ***Japan***

## Appreciated Gifts

1. foreign, prestigious name-brand items
2. imported scotch, cognac, bourbon, brandy or fine wines (top-quality brands only)

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3. frozen steaks
  4. gourmet foodstuffs, fresh fruit
  5. electronic toys (if children are on your gift-list)
  6. cuff links
  7. pen and pencil sets
  8. something that reflects the interests and tastes of the recipient
  9. a simple commemorative photograph (i.e., taken from a gathering that the recipient attended)



## Gifts to Avoid

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1. Lilies, lotus blossoms, and camellias are associated with funerals. White flowers of any kind should be avoided. There is also a superstition that potted plants encourage sickness.
2. Giving four or nine of anything is considered unlucky.
3. Red Christmas cards should be avoided, since funeral notices are customarily printed in this color.

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- ***Saudi Arabia***
  - ***Australia***
  - ***Germany***

### Appreciated Gifts

1. Fine chocolates
2. A good imported liquor
3. Coffee table books
4. An elegant, tasteful silk scarf
5. A local food specialty



- ***United States***

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1. Business gifts are often presented after the deal is closed.
2. During the Holiday season (late November through the first week of January), gifts are exchanged.
3. When you visit a home, it is not necessary to take a gift, although it is always appreciated .
4. Gifts for women such as perfume or clothing are usually inappropriate.

# Case for Practice

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Frank is a student in China who has just been granted a special scholarship to study at a university in the West. His English teacher, Ms. Kelsen, wrote a recommendation letter that was instrumental in his getting the scholarship. Frank feels very grateful to Ms. Kelsen, so he decides to buy her an expensive gift, a landscape painting, as a way of thanking her.


One day after class has ended and the other students have left, Frank presents the gift to Ms. Kelsen. Looking surprised, Ms. Kelsen says thank you, but says that she can't accept his gift. Frank offers the gift several more times but Ms. Kelsen insists on refusing.

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- **Why do you think Ms. Kelsen won't accept the gift?**

# Exercises

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- ***Decide whether the following statements are true or false.***
  1. Many students call their professors by their given names in most English-speaking countries.
  2. We can address Roger Williams, who is an officer, as Officer Williams.
  3. The purpose of greetings is to establish or maintain in the social relationship.
  4. Ranks in the armed forces like Captain, General, Major can be used as title in English.
  5. In Chinese there are no differences between paternal kinship terms and maternal kinship terms.

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6. Embracing is the traditional way of greeting in Northeast Asian countries like Korea and Japan.
  7. To give the proper gift, one must understand the culture of the receiver.
  8. It is accepted to give the same gift to two or more Japanese of unequal rank.
  9. For a Saudi to receive a present from a lesser acquaintance is so embarrassing as to be offensive.
  10. For an important guest, the Chinese host will see him or her to the building gate, or even to the bus stop.

**Exercise B: *Decide which of the followings are the polite invitations and which are the real invitations.***

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1. It's good seeing you. I'll invite you to tea later.
2. Why don't we get together one of these days?
3. A : It was nice talking to you. I have to run to class.  
B : OK , maybe we can meet sometime soon.  
A : Yeah, love to. Why don't you drop by my house sometime?  
B : Great. Gotta go, check you later.



4. A : Before you leave for your vacation, can we get together and have lunch?

B : Sure, love to.

A : How about Friday ? Say about 12:30 at my place.

B : That sounds good. See you then.

## **Exercise C: Discuss giving gifts in China**

1. Interview a classmate to see what he/she thinks of this advice. Find out:
  - a) Whether your classmate agrees or disagrees with the statement;
  - b) whether your classmate would modify it in some way.
2. Small group task: Should I open it now?





**Exercise D: *Read the following case, and discuss in groups the possible alternatives.***

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- ◆ How would you normally address her when you talk to her in class? Please rank the best three alternatives from 1 to 3 as show in the following: Maria, Mrs. Smith, Professor Smith, Dr. Smith, Dr. Maria, Madam/ Mrs., Professor, Teacher.

**Exercise E: *Read the following case, and discuss the question.***

- ◆ What, if any, rules of proper etiquette were breached in the case?



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*Thank You  
So Much!*

