



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Foreign languages & cultural
awareness

Mandarin - Lesson 2

Introduction Key Concepts

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[-Digital Connectivity Bursary Application Form](#)

[-Undergraduate Bursaries](#)

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Recap

Last week gave an overview of...

Cultural Awareness:

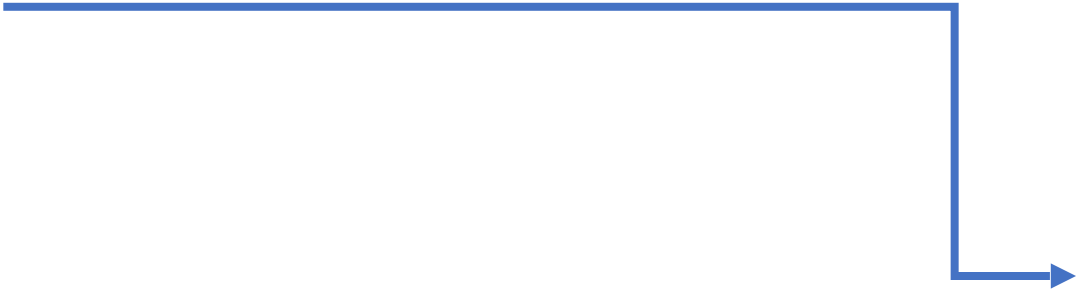
- Coursework
- What the module is about.
- Greetings

Mandarin:

- Hello

CULTURE

WHAT IS CULTURE FOR YOU?



Imperatives for Intercultural Competence

Demographic

Technological

Economic

Peace

Interpersonal

Demographic Imperative

.China's population

-

Technological Imperative

- Marshall McLuhan coined the term “global village” to describe mass media’s outreach throughout the world.
- Rapid and efficient transportation systems link people who live very far from each other.
- Technology allows and facilitates human interactions across the globe and in real time.

Economic Imperative

- Globalisation—the integration of capital, technology and information across national borders—is creating a global marketplace.
- Economic success of the U.S. depends on intercultural communication competence.
- U.S. economy is characterized by interdependence with other countries.

Peace Imperative

- In 2009, there were more than six thousand hate crimes committed against individuals because of their race, culture, religion, or social group membership.
- The need to understand and appreciate those who differ from ourselves is vital.

Interpersonal Imperative

- Given the effects of the global village, the quality of your daily life will increasingly depend upon your ability to communicate competently with people from other cultures.
- There are consequences to maintaining competent interpersonal relationships in an intercultural world.
- In our sectors of activity, we deal with customers/ people from around the world, so it is vital

An introduction to Intercultural Communication

Shared Ancestry, Diverse Cultures

Neuroscientist – Antonio Damasio (2010)

- Our world, our environment is so complex and so varied on the planet that diverse social networks developed to regulate like so that we could survive.

Sir David Cannadine (2013)

- There are six main forms of regulators of human life: **RELIGION, NATION, CLASS, GENDER, RACE AND CIVILAZATION.**

第 3 课

Nǐ jiào shěn me míng zì?

你叫什么名字

课文 *Text 1*

在学校 In the school

Nǐ jiào shénme míngzi?

A: 你 叫 什 么 名 字?

Wǒ jiào Lǐyuè.

B: 我 叫 李 月。





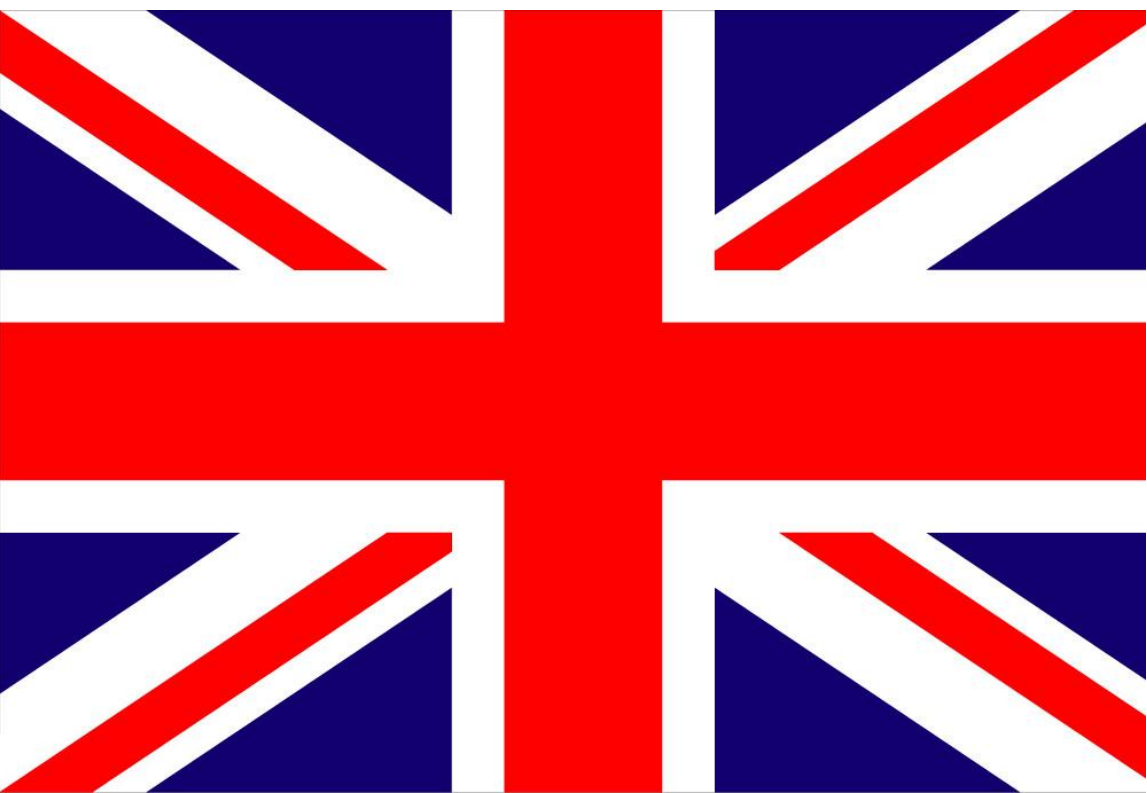
Country



China

Zhōngguó
中国





The UK

Yīngguó
英国





Baidu 百科

Romania



Luó mǎ ní Yà
罗马尼亚



孟加拉

Banglades
h



rén

人

N. person

To construct different nationalities in Chinese,
simply place 人 after the country name.

中国
英国
罗马尼亚
保加利亚
意大利
美国
加拿大
澳大利亚
法国
日本
新西兰
爱尔兰
俄罗斯

rén
+ 人

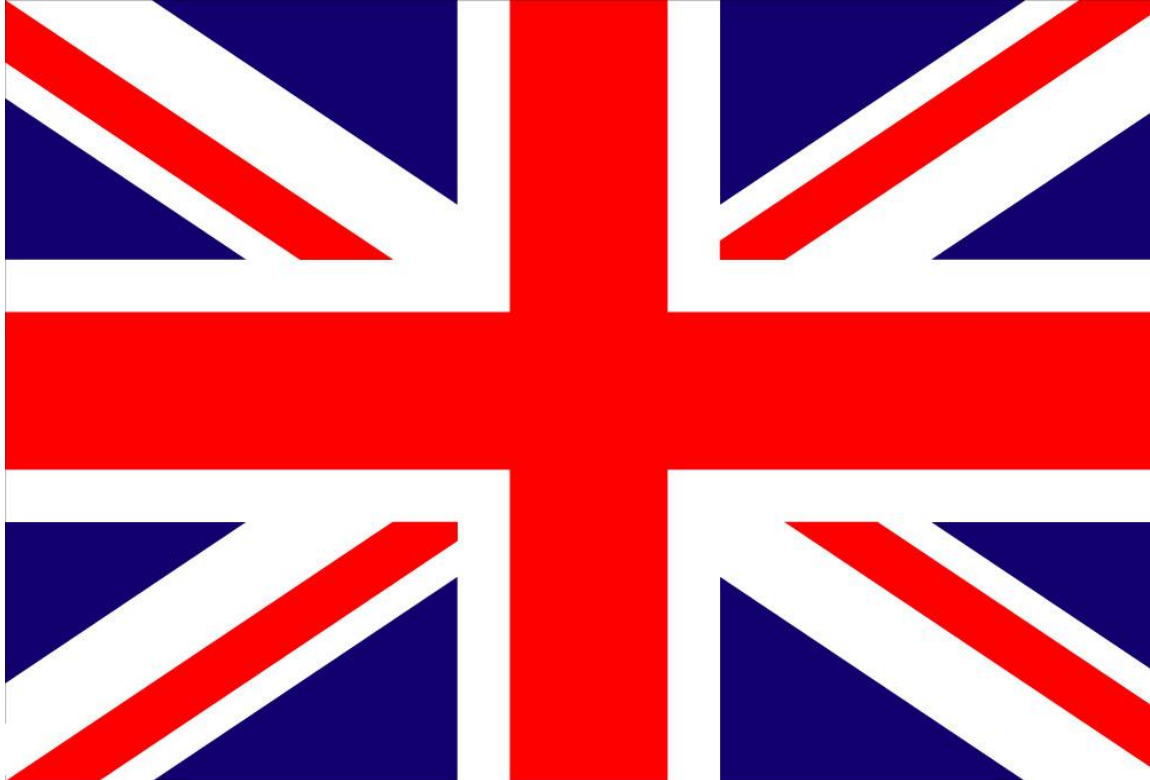
中国人
英国人
罗马尼亚人
保加利亚人
意大利人
美国人
加拿大人
澳大利亚人
法国人
日本人
新西兰人
爱尔兰人
俄罗斯人



Chinese

zhōngguó rén
中国人





yīng guó rén
英 国 人





Baidu 百科

Romanian

Luó mǎ ní yà rén
罗马尼亚人



How to express your nationality?

shì

是

V. am, is, are

Subject+是+country name人。

Wǒ shì zhōngguó rén

我 是 中 国 人。

nǐ shì Yīngguó rén

你 是 英 国
人。

tā yě shì Yīngguó rén

她 也 是 英 国
人。

吗 ma

To indicate a question



nǐ hǎo ma ?
1. 你 好 吗 ?



nǐ shì yīng guó rén ma ?
2. 你 是 英 国 人 吗 ?

课文 *Text 2*

在教室 In the classroom

Nǐ shì lǎoshī ma?

A: 你 是 老师 吗?

Wǒ bú shì lǎoshī, wǒ shì xuésheng.

B: 我 不 是 老师, 我 是 学生。



课文 *Text 2*

在教室 In the classroom

A: 你是老师吗?

B: 我不是老师, 我是学生。



课文 *Text 3*

在学校 In the school

Nǐ shì Zhōngguó rén ma

A: 你 是 中 国 人 吗?

Wǒ bú shì Zhōngguó rén wǒ shì Měiguó rén

B: 我 不 是 中 国 人, 我 是 美 国 人。



课文 *Text 3*

在学校 In the school

A: 你 是 中 国 人 吗?

B: 我 不 是 中 国 人, 我 是 美 国 人。



Culture and Communication

Cultural definitions of communication

- Culture is a code we learn and share, and learning and sharing require communication
- Definitions of communication from many Asian countries stress harmony. For example, a Confucian perspective on communication would define it as an infinite interpretive process where all parties are searching to develop and maintain a social relationship
- In a Western perspective, communication is one-way, top-down, and suited for the transmission media. For example, in Berlo's model of communication the source is viewed as more active and more important than the receiver and encoding (speaking) is viewed as superior to decoding (listening)

The Media of Intercultural Communication

- One component of the communication process is the channel, the medium; the use of media can help increase contact and communication between cultures
- **Human couriers and intermediaries:** early form of intercultural communication:
- **Telephone:** in 2011, there were 1.2 billion landlines in use; differences in conversational patterns
- **Internet:** Over 2.5 billion users in every part of the world; issues as computers are English-oriented
- **Social media:** nearly 53 million users in the UK (78% of population – Jan 21) 4.48 billion users worldwide (July 21) 2011: 1 billion users; international and nation-specific platforms



Communication

“Communication is a symbolic, interpretive, transactional, contextual process in which people create shared meanings.”

- EYE CONTACT
- POSTURE
- APPEARANCE
- TOUCHING
- GESTURES
- VOICE TONE

“all aspects of communication other than words themselves”.
(Birdwhistell, 1970)



Characteristics of Communication



- It is symbolic.
- It is interpretive.
- It is transactional.
- It is contextual.
- It is a process.
- It involves shared meaning

Communication is Symbolic

A SYMBOL

- Is a word, action or object that stands for or represents a unit of meaning.

MEANING

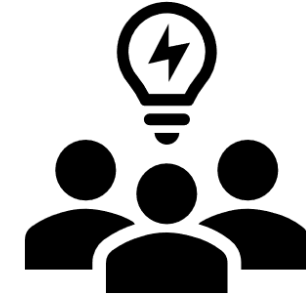
- Is a perception, thought, or a feeling that a person experiences and might want to communicate to others.

A MESSAGE

- Refers to a package of symbol used to create shared meanings.

Communication is Interpretive

WHENEVER PEOPLE COMMUNICATE, THEY MUST INTERPRET THE SYMBOLIC BEHAVIOR OF OTHERS AND ASSIGN MEANING TO THE BEHAVIORS.



COMMUNICATION REQUIRES SUFFICIENT UNDERSTANDING BETWEEN PARTICIPANTS.



COMMUNICATION DOES NOT REQUIRE AGREEMENT AMONG PARTICIPANTS.



Communication is Transactional

Communicators simultaneously send and receive messages at every instant that they are involved in conversations.

Emphasis is on the shared creation of messages and meaning.

Communication is Contextual

All communication takes place within a setting or situation called a context.

Context includes:

Physical settings—actual location for interaction.

Social settings—shared expectations people have about the kinds of interactions and behaviours that normally should occur in various social events.

Interpersonal settings— Expectations people have about the behaviours of others as a result of differences in the relationships between them.

Communication is a Process

It is a process that includes people, relationships, activities, objects and experiences that are dynamic rather than static.

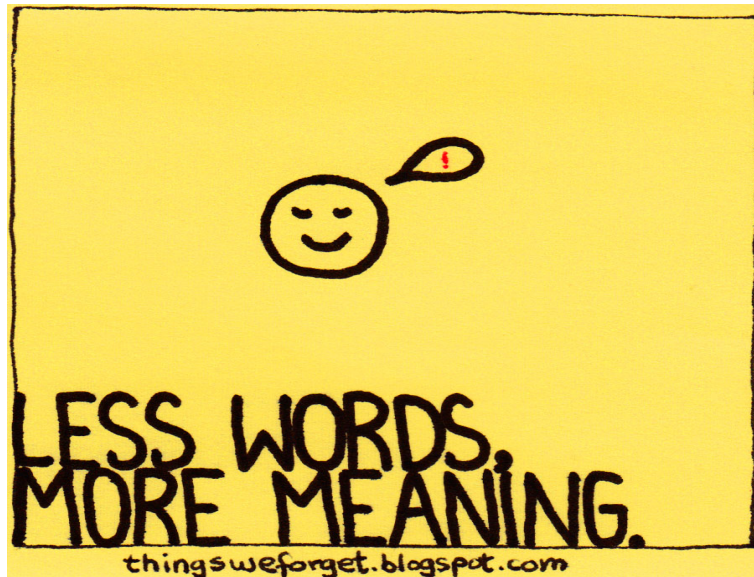


This process is always changing, moving, developing, and evolving.



“you can’t stand in the same stream twice”

Communication involves shared meanings



- ❖ Meanings are created and shared by groups of people as they participate in the ordinary and everyday activities that form the context from common interpretations.
- ❖ Focus is on the ways people attempt to “make sense” of their common experiences in the world.

Interpersonal Communication



It is comprised of 4 characteristics.

1. It occurs between small groups of people.
2. It involves people interacting exclusively with one another.
3. It is adapted to specific others.
4. Interpretation of messages can occur simultaneously with their creation, allowing communicators to adapt their messages instantaneously.

The Challenge of Communicating in an Intercultural World

All Cultures have a visible component and a larger (and arguably more important) part that is hidden from view.

There are no simple prescriptions that can guarantee competent interpersonal communication among people from different cultures.

As the world transforms, differences among people become reasons to celebrate and share rather than fear and harm.

QUESTIONS?



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