



"Look who's talking" - Transnational Studies and Achieving Higher Language Proficiency

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Cross-cultural competence

Interagency Language Roundtable (ILR) 8 skills:

<http://www.govtilr.org/>

- [Reading](#)
- [Listening](#)
- [Speaking](#)
- [Writing](#)
- [Translation Performance](#)
- [Interpretation Performance](#)
- [Audio Translation Performance](#)
- [Competence in Intercultural Communication](#)



- Who is speaking for whom for what purpose from where & how

- **Multi-disciplinary knowledge:**

Sociolinguistics, history, sociology, cultural studies, area studies, Foreign relations, political science, economy, geography, anthropology etc...

- Transnational studies: comparative approach

identify, analyze, compare, differentiate, apply...



Moving from "between the lines" to "beyond the lines":

- Lexicon (words)

word choice - different regions use different terms for the same thing:

People : 人民 PRC- the masses ; 民衆 non-PRC people.

"我黨, 我國, 我國人民" our party CCP, PRC, Chinese people

vs.

天朝 "heaven dynasty" CCP regime, 你国 your country PRC, "p 民" we Chinese people



Censored words and synonyms:

“river crab” – “harmony”

Ai Weiwei river crab banquet





CENSORED

ON JUNE 4TH WE WEAR BLACK
六•四 我们一起穿黑衫



我们无需聚集，只是今天选择黑色上衣。显示你的力量！Canyu.org

Falun Dafa



真 善 忍
Truthfulness Compassion Tolerance

This is the Falun emblem, the symbol of Falun Dafa. It contains the Tai-chi symbol of the Dao School of cultivation, and the swastika of the Buddha School. This swastika symbol—golden, bent left, and positioned flat—dates back thousands of years and has been found in ancient relics from China, Greece, India, and Peru. For centuries it has been regarded as a symbol of fortune and been held in high esteem.



Discourse Analysis (DA)

- **Discourse Analysis (DA)** is a modern discipline of the social sciences that covers a wide variety of different sociolinguistic approaches.

Discourse can be defined in three ways:

- Language beyond the level of a sentence
 - Language behaviors linked to social practices
 - Language as a system of thought
-
- Discourse analysts will look at any given text, and this just means anything that communicates a message, and particularly, how that message constructs a social reality or view of the world.

* <https://sites.google.com/a/sheffield.ac.uk/all-about-linguistics/branches/discourse-analysis/what-is-discourse-analysis>



Discourse Analysis (DA)

- Syntax (the structure of sentences)
- Discourse analysis:

”Discourse analysis adds a linguistic approach to an understanding of the relationship between language and ideology, exploring the way in which theories of reality and relations of power are encoded in such aspects as the syntax, style and rhetorical devices used in texts.” - D. Lupton

<http://www.ncbi.nlm.nih.gov/pubmed/1391155>



Rhetorical devices: what and why certain rhetorical devices are employed, and what it can tell us about the writer's situation and background...

i.e. the use of **metonymy** in "Brothers" by Chinese blogger/public intellectual Li Chengpeng: (CHIN4364 Chinese Editorial)

“**brothers**” – countries / people – fellow Chinese;

“**shinning white rice**” – China’s foreign aid;

“**bright young faces**” – young Chinese soldiers;



“Diaoyutai State Guest House reception/host’s facial expression”
– China’s foreign policy





Diaoyutai State Guest House reception/host's facial expression” – China's foreign policy





Analogy: Target language speaking country (China) and the West (U.S.)

Allegory : Literature – fictions *1984, Animal Farm*

Pop culture – Martial art novels, Gangster movies:

“the boss” – party leader,

“turf” - territory,

“protection fee” - tax...

Article: “[Entertainment Commentary](#)” : movie and novel plot as allegory of real political events i.e. Wang Lijun and Bo Xilai incident

Style, register and cultural references - ***profiling the author***



China's "brothers" – its geopolitical surroundings:

Geopolitical info of China,
Modern Chinese history,
foreign relations etc. :

“a half million troops got
thrown over **the river** to
another country and never
come back”;

“the **brother in the south**
was so hungry”;

“the **brother in the east**
came to ask for food”...





Cultural Studies and Different Word Order in Various Languages

- Cultural/regional studies: Chinese word order in complex sentences
 - address writing in both Chinese & western cultures:
Individuals vs. collective
 - inflectional (English) vs. non-inflectional languages (Chinese - 分析語 (Analytic Language))
word order and context

In Mandarin Chinese:

Subject Additional information Verb Object

In English:

Subject Verb Object Additional information

* **Additional information**: Time, place, adverbs, complement etc.



- Influence in sentence structures:

1. S. + V. + O.

2. Topic + Comment



Logical fallacies

- Logical fallacies vs. common sense & universal values:

偷換概念 Disguised replacement of concept

篡改定義 (Arbitrary) redefinition

假資訊來源 False attribution

匿名權威 Weasel words; Anonymous authority

格言論證 Thought-terminating cliché; Appeal to tradition

訴諸群眾 Argumentum ad populum (appeal to the mass)

...

Cultural and social comparisons between target country and students' own...



- Who is speaking?

collective / top-down vs. individual / bottom – up

lecture/preaching vs. dialogue / conversation



Speaking for whom?

鳳凰視頻 首頁 資訊 娛樂 影視 紀實 軍事 播客 時尚 VIP H7N9禽流感 搜索 登錄 註冊 我看过 鳳凰首頁

鳳凰直播 2013年4月5日 星期五 北京 晴14℃~2℃ 添加到收藏夾

正在直播: 康恩貝鳳凰正點播報0900(6/4/13) 关灯

4月5日鳳凰資訊台節目單 近期全部節目單

- 13:00 康恩貝鳳凰正點播報0100 (6/4/13)
- 13:27 鳳凰氣象站
- 13:30 全球通金石財經 (5/4/13) (RP)
- 14:00 康恩貝鳳凰正點播報0100 (6/4/13) (RP)
- 14:27 鳳凰氣象站
- 14:30 股市風向標 (5/4/13) (RP)
- 15:00 康恩貝鳳凰正點播報0100 (6/4/13) (RP)
- 15:27 鳳凰氣象站
- 15:30 忠旺總編輯時間 (5/4/13)
- 16:00 羣體大匯匯 (6:30) (RP)
- 16:15 五線春天下捕網羅 (5/4/13) (RP)
- 17:00 康恩貝鳳凰正點播報0500 (6/4/13)
- 17:27 鳳凰氣象站
- 17:30 以齡藥止新聞今日談 (5/4/13) (RP)

澳元 1.0378 09:24

570千米。 瀏覽更多資訊，請登入鳳凰網：www.ifeng.com 手機





The John F. Kennedy Center for the Performing Arts





此主题相关图片如下！



thus stirring up disgust among Chinese human rights and democracy activists in the United States.





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Idioms: traditional Chinese philosophy and medicine

- **忠肝义胆**: loyal liver and chivalrous gall bladder (lit.) – loyal and brave
- **古道热肠**: ancient way warm intestines – ancient way of hospitality
- **铁石心肠**: Iron stone heart and intestines – cold hearted
- **心猿意马** (word order): heart monkey mind horse – heavily distracted

