

# Conference Proceedings

2015 “Bald Eagle & Panda”

U.S.-China Culture Exchange Virtual Conference



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Iowa State University of Science and Technology  
Ames, Iowa, USA

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## **Editorial Notes**

### ***What is the Bald Eagle and Panda Conference?***

The Bald Eagle and Panda Virtual Conference is an annual event, first began in 2014, funded by the U.S. Department of State and the U.S. Embassy in Beijing. The conference evolved through the collaboration between Iowa State University (ISU) in the U.S. and Henan Normal University (HNNU) in China. Since 2012, HNNU and ISU have worked together to establish an American Cultural Center on the HNNU campus that can enhance English language training, understanding American culture from a comparative perspective, and enriching curriculum across both universities for the creation of global citizens with wide perspectives and open minds. We seek to enhance critical thinking and open dialogue across the globe.

The Bald Eagle and Panda (BEAP) Conference is preceded by a call for proposals asking students to submit a short essay (250-300 words) describing their intentions for a longer and more complete presentation and/or paper. All proposals were evaluated on the following: importance of the topic within American and Chinese cultural exchange, quality of writing, potential for effective display, and suitability/readiness for presentation. All students were given informative feedback on their proposals. Proposals were either accepted for presentation, accepted but not presented, or declined. Proposers in the first two categories were invited to submit a full paper that would be included in these proceedings and will enter them into the competition for prizes.

All BEAP presentations are pre-recorded and presented on the day of the conference. Presentations are archived and can be viewed at any time after the conference by visiting the Bald Eagle and Panda website: <https://baldeaglepanda.wordpress.com/>. After each presentation, the authors are available for live questions and answers.

The conference proceedings include all of the submitted papers to the conference. It is important to note that the papers have not been edited. These papers are published as originally submitted (minor stylistic changes for uniformity) by the students. With few exceptions, these papers were written by undergraduate students in China for whom English was not native. The reader will note great variability in the depth, style, grammatical correctness, and topic across the collection of papers. We reserved the original papers as evidence of the thinking and ability of these student presenters. We invite the readers to enjoy the originality, the diversity, as well as the perspectives.

### ***What is the Bald Eagle and Panda Series?***

The BEAP conference is a part of the Bald Eagle and Panda Series that includes guest

lectures at various universities in China, a quarterly newsletter for undergraduate students in China, and recorded professional lectures by world renowned faculty on topics of importance to both China and the U.S.

We are proud of the accomplishments of the students and others who participate in the BEAP series. Our plans are to continue to enhance our offerings and to work together to enhance international understanding and ultimately peace.

Linda Serra Hagedorn, Ph.D.

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## DEVELOPMENT AND SOCIAL REALITY OF HOMOSEXUALITY IN CHINA AND THE U.S.

**Haohong Bai (Humphry Brande)**

Xi'an International University

**Abstract:** Nowadays, with the increasingly number of homosexuals, most of people is unfamiliar with homosexuality, especially the teenagers around the world. At the beginning of this paper, the author gives a brief introduction of homosexual in China and the United States. According to the simple data reflects why the homosexual community can't be ignored. The paper is divided into several parts describing the development and social reality in China. The paper consists of three parts, for the first part, mainly introduces the background of the homosexual in China in different dynasties and excavates homosexual behaviors and phenomena from several ancient literary works. For the second part, the paper mainly talks about the number of gay and homosexual incidence, the phenomena of homosexual in China, legislating for the homosexual community. The author adopts a movie to reflect gay relation among of modern college students. The last part, comes to conclusion. It concluded we should do is providing them with equal rights and environment as normal persons.

**Keywords:** homosexuality, attitude, social phenomenon

Homosexuality has become a hot topic in our society in recent years. There are around 2% to 5% people were LGBTQ (L: lesbians, G: gay, B: bisexuals, T: transgender, Q: questioning) by the middle of 2009.

According to Kinsey statistics on the number of homosexual in the United States and Whytham's proportion of various cultures in the homosexual community and are very close to the authoritative statement (The Kinsey Report, Alfred C Kinsey June, 2013). Homosexuals in our society, are accounted three percent to four percent of the adult population. Professor Li Yinhe, a famous sexology said, according to Alfred Charles Kinsey's statistics on the number of American gay and Whytham authoritative statement on the various social and various cultures are very close to the proportion of homosexuals and stable. This can be speculated that homosexuals in our society ,but also when accounting for 2% to 5%of the adult population. Phenomenon of homosexuality has always been existed in the history of development of human society. Homosexuality is a normal way of life, rather than backslide. These people are minorities in social groups. For a long time, due to the influence of cultural traditions, social customs and other factors. They have been discriminated against from all sides and under great pressure. Nowadays, no matter where in the United States or in China or any other countries, the homosexuality community can't be ignored any more. So the World Health Organization and every country's government have paid more attention to this "special community". Since the legal status of homosexuals



in western countries has been greatly improved, protected the rights for homosexuality through making laws in many western countries.

In ancient time, there were a lot of novels describing the phenomena of homosexuality in different dynasty, the authors usually used “Long Yang” “Yu Tao” (a kind of explanation for homosexuality in ancient China.) and any other words to allude to the phenomena of homosexuality.

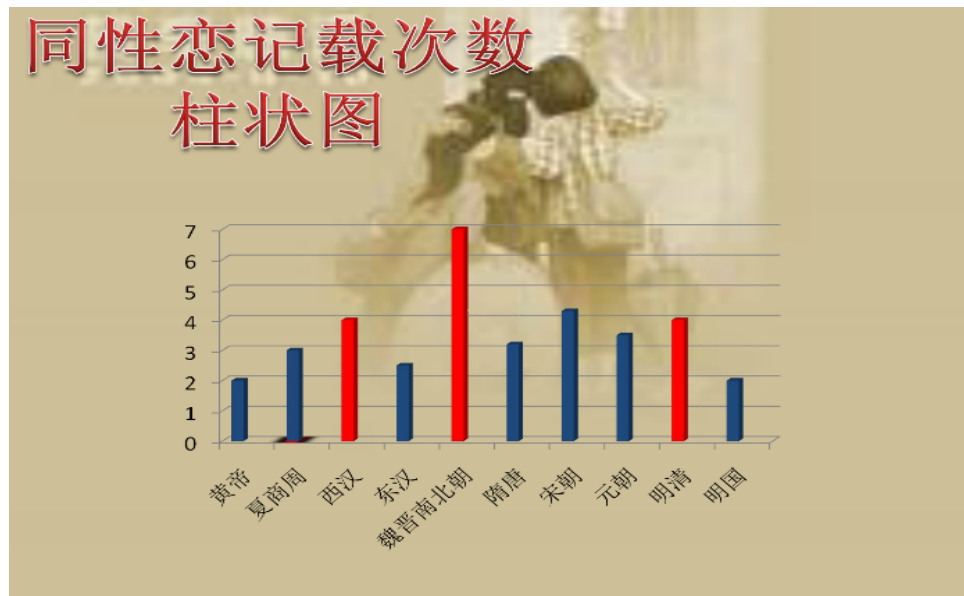
According to these statements above, no matter in ancient time or modern society, in China or the other western countries, homosexuality has been very a commonplace. Actually I think it is a normal social phenomenon in our modern life. What we should do is providing them with equal rights and environment as normal persons.

## 1. Historical Background of Homosexuality in China and the U.S.

1.1: According to the ancient novels *Dream of Red Mansions*, *Golden Lotus* and *Lizzie*, homosexual phenomena are often found in literary works. *New Chants of Yutai* collected the homosexuality poems concerning their homosexual feelings. The expressions of emotion are though simpler than heterosexual loves, unique in their own ways. Included in the literary anthologies, such poems suggest the tolerance and understanding of homosexual loves in the ancient Chinese literary works.

1.1.1: In 202—220.BC. the Han Dynasty ,each emperor almost has one or two young men as their sexual partners and recorded in the official history (Shang Shu & Yi Xun).

1.1.2: In 618—907 ,the Tang Dynasty, male homosexuality prevailing can be seen in Tang novels .And in late Ming Dynasty(1368--1644, homosexuality has been very common.



The chart above mainly tells us the phenomena of the homosexual was recorded in different dynasties in ancient China, In Huang Di time, 2100 AD, the phenomena of homosexuality was recorded two times; in Xia, Shang, Zhou dynasties was recorded 3 times

totally. In Han dynasty (202—220.BC.) the phenomena was recorded over six times. And in Sui (581—618), Song (420—479), Yuan(1271—1368), Ming(1368—1644), Qing(1644—1911),the number of phenomena was recorded sixteen times in total.

1.2: American society treats gay subculture drifting away from the cultural mainstream, then being persecuted and ignored. After a long time people began to accept the gay subculture gradually. Gay movement was divided into three steps--- silence, compromise , protect. Cultural identity and historical experiences of American gay movement are rooted in cultural and social environment. Under impacts of the objective conditions and subjective selection showed a compromise with the opposition of duality and contradiction. Development of American gay movement was prelude and cornerstone of gay liberation movement in the 1970s.

1.2.1: In the late nineteenth century, the United States, industrial revolution brought drastic changes in social life, constituting a gay identity and social power relations.

1.2.2: From the 1870s to the 1930s, the number of gay in American grew slowly. And in the middle of twenty century, American society attitudes toward homosexuality have changed a lot. This situation provided an external condition to the gay movements.

The attitudes towards homosexuals in ancient were worthy of our reflection. With the rise of a great year, many cultures existed, including homosexual culture which was aim to seek a joint cultural development, embraced and borrowed the cultural similarities and progressed together.

## 2. The Social Reality of the Homosexuality

The number of gay and homosexual incidence estimated by Professor Zhang Beichuan. At present, from 15-year-old to 60-year-old people, the number of homosexuality was about 30 million, of which two of thirds were gay and bisexual, the rest was lesbian. Due to the incredible social and economical development in recent years, the society is becoming more and more open. Meanwhile the homosexual group is enlarging continuously, especially the HIV infected ones that have been doing harm to society. Therefore, we saw great importance of conducting investigation and research into such group of people. Never had homosexuality been scarce through the whole human history. In terms of the huge population in China, the homosexual group taking tiny proportion of the total could have a great impact on society merely with its existence and behaviors.

As for the existence of homosexual in China, in recent years, although the social statue of homosexual has been improved gradually, experts believed that living situation for this special community is still difficult. They were suffering the serious social discrimination. For a long time, the homosexual communities were almost living in fear and guilt. Experts did some surveys for some homosexuals who lived in cities and got well educated. But results showed that the mental health of those homosexuals was very disquieted. Because of social discrimination, 30% to 35% of homosexuals have had strong suicidal thoughts, 9%

to 13% of people have had suicidal behavior, 67% of people feel very lonely, 63% of people felt quite depressed. Because misunderstanding, more than a half of people felt painful and have serious impacts on their life and work.

At the same time, theoretical cycles also proposed that massive gay liberation movement made the legal status of Western homosexuals has improved to a large extent in 1960s. However, in China, on the one hand there is no strong awareness of the rights of homosexual, on the other hand, some positive homosexuals requested changing the social attitudes had had rarely reaction. There is a controversy whether it should be regulated by the legal status of homosexual legislation. Some experts proposed that homosexuality was a kind of unique culture behavior, and a kind of subculture phenomenon apart from major culture, which cannot be accepted by most people in the society. Legislating for the homosexual community, paying close attention to the weak group, and restraining homosexuality with the legislation, are of great significance. Therefore, it is necessary to make legislative measures from the following four aspects: (1) defining homosexuals enjoys personalities (2) defining homosexuals enjoys the personal right of privacy; (3) homosexual illegal activities are defined clearly; (4) define the legal status of the homosexual marriage. During NPC (National People's Congress) and CPPCC (Chinese People's Political Consultative Conference), the famous sociologist Li Yinhe, a researcher at the Chinese Academy of Sociology, sponsored proposals again calling for the legalization of gay marriage, caused widespread concern. She believed that same-sex marriage, as an effective way to achieve the rights of homosexuals should be affirmed.

Even from some microfilms, we can also find phenomena of homosexuality. Such as *Finding Mr. Right*, in March, 2013. And on December 15<sup>th</sup>, 2014, a movie named *I love you if you were man* was released. This movie mainly talked about a homosexual story between two college students. With an international perspective of homosexual development background, the film analyses of the development status and survival homosexual contexts in China. That makes people understood true meaning of homosexual, as well as a more tolerant treatment. We should treat them in a right and rational way, rather than blame and discriminate on them.

### Conclusion

There are more and more homosexuals around the world and most countries have paid more attention to this community. Most of western countries by legislating protect their lawful rights and interests. With the development of economy, actually I think it is a normal social phenomenon in our social life. Homosexuality is a unique cultural phenomenon, is an ideal subject of sociological research. Homosexual culture as a subculture has its unique characteristics drifts mainstream culture. Homosexual community as a subculture community has a unique code of conduct and methods. Among this community, people maybe poor or rich. Some of them even got a high education and it

also included smart people and stupid. Homosexuality exists in all races, all classes, and all nationalities among a variety of religious beliefs. Homosexual community is a disadvantaged group in our society, their needs and rights should be protected, which are the basic requirements of the State respects and safeguards human rights, rather than with a different sexual orientation would be discrimination against them. The public should gradually change the concept of treating homosexuals as aliens, but providing those homosexuals an equal and normal living environment. so that it can better protect human rights.

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## WHEN MEMORIZATION MEETS INDEPENDENT THINKING

**Kangjie Bian**

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**Abstract:** This passage starts with the Chinese history of educational system and the evolution of “Gao Kao”, meanwhile, it also explains why Chinese people are good at memorization and gradually develop a Memorization-focused thinking way. Then it talks about American educational methods leading to the American way of thinking-Independent thinking. In the last, with the comparison of two different way of thinking, the conclusion is that there is a better thinking way which is combined the benefits of each thinking way – comprehensive thinking.

**Keywords:** educational methods, test policy, memorization-focused, independent thinking, comprehensive thinking

With the continuing exchanging waves between China and the U.S., which include many similarities and differences in the financial, political, and cultural area, the most outstanding and interesting one would being the cultural interactions-the way that people think, act, talk. This passage is about educational differences leading to different thinking ways between China and the U.S.; Moreover, a brand-new and better way of thinking can be improved with combination of each contemporary thinking way.

We Chinese people are famous for our memories-no matter how thick the books are, as long as you give us enough time, we can nail them down. The history of this sort of supernatural power has to trace back to the times of educational system founded-Sui Dynasty (The Dynasty before the famous and prosperous Tang Dynasty). At that time, the emperor had already realized the importance of the elites' contribution they can do to the government if they were fully educated, so the emperor founded the very first pattern of Chinese testing policy-Ke Jun Zhi. During that time, if you want to achieve higher goals like to be a government officer or the judge of your local area, you have to get the pretty high scores on this test which is also the same today in China except for change of the purposes of why students taking the exams and the contents of the paper are totally different nowadays. Ke Jun Zhi was still a not comprehensive test system which was mostly literature-focused or humanity-focused because of the emperor's personal interest, and student had to read a lot of poems and essays, even recite them all for passing the exams. In order to get the higher scores, the students reckoned that memorizing these literal things would be the most effective way to reach their ideal grades. Plus, the invention of the paper and movable printing device also boosted this 'ridiculously popular' Memorization Wave, besides, without these two great inventions, it was much harder for the people to come up with some novel ideas, let alone the original ideas under the condition of scarce reading.

Now that the most students got the papers and the books, they just read too much, memorized too much, thought too little so that many students even lost the ability of independent thinking but I didn't deny there were still some great philosophers or poets who have impressive talents of independent or creative thinking.

With this test policy passing through most dynasties after Sui Dynasty, we have already witnessed the benefits that Ke Jun Zhi brought us which would definitely be the easier way to scoop the talented elites out of the normal communal residential places, and at the same time we learn about the formation process of Memorization-focused mind. Until the P.R.C was founded, the Chinese government finally condemned the excessive study of the humanities and literature, actually the tests held in the old China were nearly total neglect of science, mathematics, and applied technology, so the government decided to add extra subjects into the test, such as mathematics, chemistry, and etc. , which finally evolved into the Gao Kao, the exam held every year on 7th and 8th of June to test if you have already acquired necessary abilities and knowledge for the university, and the more important thing is that this test determines your future would be brighter or not to some extent, so that it could be the only path for the child born in middle-class or lower-class families to change their lives, and they even depend their millionaire dreams on the accepted idea that admission to the prestigious university leads you to a more successful status. The parents are so passionate for making their child study harder and during 1980s or before, there weren't many high-tech iPad like today so the only things bought from the parents to help their child study was to buy more books and let them memorize them, the 'best' way to make full use of the books.

This phenomenon didn't totally result from the parents excessive expectations and it was also due to the contents of Gao Kao at that time had a lot of memorizing units, like 'filling the blank with the poem on your Chinese Poetry Digest' or 'what is the Newton's first law', things like those that you can mostly find on your textbooks, so if you were good at memorizing things, you certainly had a higher possibility of stepping into a so-called better life. So what do we learn from this history of Chinese students memorizing 'supernatural power'? On the one hand, though Chinese student had started to learn some more logical and comprehensive things in the modern times, they still couldn't get out of the grid of memorization, this phenomenon is just like the mysterious black hole always catch our attention firmly, we know the shortcoming of this system but can't do anything without the reform of Gao Kao.

After several years, a number of Chinese educationists cooperated together to suggest the government making change on the test system, which focused on adding more creative questions because these kinds of questions exactly could stimulate the students' independent and creative thinking. Out of the applicability to every province's students of China, the government didn't enforce this new test form everywhere instead of choosing some much-developed province or cities such as Jiangsu, Shanghai, Beijing, as the

experiments of this new type Gao Kao. With the success of these reforms in these places, the expansion of the reform is still on. Now you can see how late the Chinese students start the more independent thinking way to replace that memorization-focused way, while our friend-America had been thinking in this way for a long time which leads to the enormous gap of economy and the development of the independent thinking between them.

To explain why American could use this technically advanced thinking method, we have to look into the American educational system since this mysterious country enforced the test policy.

Talking about the educational methods in America, they are considered to be more civilized and scientific so they lead to the different thinking way from Chinese way. American is not the born-genius. As we all know, the land of America was just found in 15th century which was way later than the Chinese first dynasty established, so no matter how the America compares with us of cultural abundances, and historical philosophy, America could never be the Chinese competitor, but how can you explain this short-history country has already been the most developed country in the world, the country of dreams' coming-true.

Since the advancement has little connection with the history, even the history of tests founding for we both founded test systems to select the elites, the critical factor should still be the thinking differences between them, which is relevant to the educational methods used in America. Here is an example of American interactive teaching methods' This stage sets the tone for future work, creating a relaxed, democratic atmosphere. It is held in any form or by any means. The teacher informs the students of his/her expectations and hopes regarding the upcoming activity'. 'The main strategy of modern education should focus on the student's independent activity, the organization of self-learning environments and experimental and practical training, where students have a choice of actions and can use initiatives well as flexible training programs where students can work in a comfortable rhythm. And here is my asking some of American teachers and students about "what the American assignment includes", "do you have some questions like filling the blanket with the exact words on the key of the paper", or "do you think the homework of America is much more strenuous than Chinese one". Of course there are some passages needed to be memorized", said Amy Van Gundy, teacher from Xi'an Jiaotong University. Most schools in America oppose excessive memorization while it doesn't mean memorization's value is 0, in contrast, appropriate memorization can help student formulate their own original thinking systems. Besides, there is another important assignment-the research paper which is definitely not just copying from the Wikipedia, in fact, the information used by American students are mostly from the other resources, such as visiting the neighbor for information, or conducting a micro-experiments in the basement. Hannah Gills, Student from University of Nebraska said "we often need to go to great lengths to get the information, so research paper costs your more efforts." Without the direction to tell the

students what to do next, they have already cultivated their own independent thinking systems since the American went to the elementary school. You might have some doubts about the relationship of the independent thinking and the homework pattern, or you can regard this pattern as one side of the whole educational system in America. During the process of doing a research paper, the students not only develop their computer skills (find the information online), but also train their communicating and analyzing skills because of asking for the information from different people, even stranger on the street (questionnaire surveys).

Now That's what I call the comprehensive study which is more crucial than the memorizing questions but the real "comprehensive thinking" still has some nuances with American way and I will illustrate this in the following paragraph. So I bet you can tell the differences of part of educational methods between China and America and it is right these educational methods differences lead to different way of thinking. Actually, American educationist started to teach students in this way long time ago, and they contended teaching methods was utterly effective to help students develop their independent thoughts. For instance, The Harvard Project Physics course, which at its peak accounted for about 15% of high school physics students in the US, has been the most widely used school curriculum based upon historical principles and which exhibited an explicit concern for the cultural and philosophical dimension of science. Its successes lie in retaining students, involving women in science courses, developing positive attitudes to science, developing critical reasoning skills, and raising scores on attainment tests.

But is that the America always doing everything forward than any other country? Here is the problem of American SAT (like American "Gao Kao"): Creativity and the need for applicable knowledge are becoming rapidly more valuable than simple memorization. Opponents of standardized education have stated that it is the system of standardized education itself that is to blame for employment issues and concerns over the questionable abilities of recent graduates. In the same way, is that Chinese people never make a change?

With time passing by, China has also experienced the huge transformation culturally and economically. In the past, we Chinese people were always considered as one the most impolite ethnic in the world and it seemed that we could never get out the definition as the typical Third World country. But now, China is one of the fastest economy-growing, influential and powerful countries, and the more important thing is that the image of Chinese people changes from the "salvage" tribe to the polite and friendly ethnic mostly, if you know the 'Chinese doctor saved a collapsed American woman while touring the Sea World in San Diego, California last month, the U.S. theme park. The noble act has gained tons of thumbs up in China's social media sphere'. Besides, 'Confucius Academy' has already been set up over 1100 branches school around the world to spread Chinese cultures, and what this organization does was quite different from the ancient 'Confucius' Classroom', they spread out the brand-new version of study methods instead of



mechanically memorization, modern etiquettes in China which aren't the reserved and unacceptable manners, and the message that we Chinese people aren't memorization-focused anymore, however, we can be as creative as the American people; the grand consecutive successes of Chinese launching the spacecraft exactly proves this unchanged truth- the shift from the Memorization-focused to the Independent-thinking is happening.

As a Chinese citizen, I never deny the impressive progress our country has already made during the economy crisis in the rest of the world, but shouldn't we ask ourselves a necessary question like does the advancements of the economy and people's better disposition result from the 'changing mind' or how many percentage the changing mind contributes to this incredible development? In my opinion, there is still a long way to go. We all know that you can buy almost everything "made in China", while rarely things are "invented in China"; As I mentioned at the beginning of this part, we underwent a cultural change leading to the unavoidable reforms of the teaching methods and test policy but the reforms aren't very complete so that they are not enough for students' independent thoughts developments, and here is "the long way to go" – we should not only explore our own way but also need to learn from the other countries which are really good at cultivating students independent thinking skills, though it seems against the meaning of 'Independent', the essence is to absorb all the good things and work out a prominent pattern only belong to yourself. From the positive perspective, Chinese schools indeed endeavored a lot. Students nowadays won't merely finish the paperwork, which is about little part of memorization, and the schools even open a paper-folding course in the elementary school. Although there are still many "Kaos" in the way of students to the university, and it is right these Kaos decide where you can go, say, you have to get a really high scores on the "Zhong Kao" as the prerequisite of acceptance to a prestigious high school. However, it seems that this way is not scientific for all the students, but for such great population of Chinese students, Kaos would be the most effective methods. Besides, the contents of this test have changed, the proportion of memorization in these tests was reduced to the minimalist and add more logical and scientific questions into these tests.

What is crucial to students in the school is to cultivate interests in working out the mathematical problems for science students and conducting a society research for art students instead of remembering the whole book of *Pride and Prejudice* and waiting for Mr. Darcy to teach you what is the electron. Of course, the students won't only do the logical and rational thinking training, in fact, the accompany with the beautifully idyllic poetries shows better effect when to help students develop their independent thinking pattern, In other words, we are doing the beneficial changes to matter ourselves.

While in the America, there aren't any entrance exams before University in the public school, and these methods offer more opportunities to the student who likes to student but poor at exams. "In the school, students are required to solve things more than academics,

which are sports, leadership developing, volunteer and other extracurricular activities important for a comprehensive student.” said Amy Van Gundy, “These activities are extremely good for cultivating kids’ interests in study, society and communicating.” Due to these comprehensive teaching methods, American people have already deposited their future potential since they entered the elementary schools. In the high school, they attach great importance on teamwork, the evidently important element in every area. When students are in the team, they usually have a brainstorm part where lots of the fabulous ideas are generated, and this can be the pro-type of independent thinking. With the comparison with this two countries’ teaching methods and test systems, you might reckon the American way is the most perfect one. Well, actually there is still a big shortcoming in American pattern. Say, hen students go to the university, they’re going to face with way more difficult mathematical problems for science students and they have the poor ability to work them out for the lack of mathematical knowledge is taught in the high school. So this disadvantages partly explain why there are many stressful American college students choosing to end their life every year. We can see that American teaching system needs a reforms as well to help students develop their independent thinking much better, and they should focus more on the scientific teaching which is necessary for both the science and arts student since they need to feel much easier to deal with problems with a rational mind whether it is about mathematics or not.

The conclusion of what I said of this part is that memorization aren’t dominating the education in China anymore which is more possible for students to develop a creative and logical thinking way. Both of them are the indispensable elements of independent thinking. American educational system is definitely very superb but it still has a few disadvantages-lack of the emphasis on the math and science knowledge in the high school, which will eventually turn into a enormous gap between Chinese and American students, especially science students. Their poor ability might tip them over the edge when they can’t work out the mathematical problems due to the scarce mind-strenuous practices, and this mental state will finally lead them the impasse of ‘Independent Thinking’. So China and American educational system alike should balance their strengths and short – beings before the reforms start.

Before making the balance of each educational systems, we have to know what part in the system is acceptable and useful, what part should be ditched, or what and how to learn from each other side to establish a new and versatile system. Chinese way of teaching focus more on the memorizing, and use memorization properly not excessively means you should learn about the ancient talented people’s thoughts in order to broaden your horizon and store more valuable knowledge in your bank of thoughts. I never deny this can somewhat make you more rational based on your broad reading and learning how people solve the similar problem in the past, While we didn’t realize that memorization-only can do nothing on generating your original ideas broadening your horizon without a purpose

would result in the loss of orientation for your mind sailing boat; You might feel that you are too vanished to venture a great opinion or a creative idea compared with the ancient Solomon. So if you have already been undergoing such a problem, what you need to do most urgently is not to stop memorizing people's works totally because certain stop won't be acceptable when there is some memorization part on the Chinese tests, besides, you should make a summary of all the things you've memorized, evaluate their importance to you and make connections between them and in this way, you might probably be able to come up with your own ideas-your own independent thinking system, This is the essence of American educational system.

After you mix this two elements up, what you will acquire from them is not only the seemingly superior thinking way-independent thinking, other than independent thinking, you will also get a comprehensively complete and powerful thinking mind.

Now I will give you some examples of things happening after the marvelous mix between memorization and independent thinking. Steve Jobs dropped out of college after six months and spent the next 18 months dropping in on creative classes, including a course on calligraphy. This is right the reason that you can use such plenty of typing character on your MacBook. After seeing how powerful the mixture can be, can you give me other reasons to refuse this attractive transformation? In fact, with the globalization of our culture and politics, both of our thinking ways have already been added with the new "spice" – we are learning from each other. Guess what would be the result of this combination? It actually can make Chinese and American be creative and rational at the same time, in other words, comprehensive thinking system is within a stone's throw.

In a words, Chinese and American alike should have a positive attitudes towards the thinking differences resulted from many factors, including educational systems, and we both are looking forward a much brighter future. Moreover, whether the government realizes the importance of the combination or not is still a question, so take my suggestion and be comprehensive without other doubts. Just follow your intuition!

### Conclusion

The difference of the thinking way is outstanding between two countries, and each of them has advantages and disadvantages. We should get full use of them, the essential parts of the thinking way, which means that we can combine them together with your own judgments to cultivate the better way of thinking-Comprehensive thinking.

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## AN ANALYSIS OF SINO-US FAMILY EDUCATION

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**Abstract:** Family education is related to a person's life which sometimes it lasts in his or her whole lifetime. As is known to all, family is the basic component of society. Family culture is a cultural phenomenon generated from family. That is to say, the different family education stems from different cultures, and in return, different family education reflects different social and cultural connotations. This paper will compare Chinese with American families in different family education and analyze some reasons for these differences.

**Keywords:** Family education, Cultural difference, Society

### 1. Introduction

Family is the most basic unit of all human society, reflecting the ethical values of a society and its cultural characteristics. In additions, children are the hope of nation and "family education" is the earliest lesson children took. So it is important to compare our family education with others and enable people to understand the differences between them. And I hope this paper can provide some helpful suggestions for Chinese family in order to let people change the traditional concept of family education and make children grow more healthily and roundly.

### 2. The Differences of Family Education Between America and China.

#### 2.1 The Different Aims of Family Education.

The aim of family education has restricted the direction of family education and determines the overall effects, so the aims are the core. Once the aim is determined, education contents and methods would be chosen accordingly. There is an essential difference between two countries. Chinese family education tends to family standard and the foundation of Chinese society is in the family. According to the Chinese tradition, parents become accustomed to imposing their own thoughts on children. They often design a future for children without considering whether they like it or not. Most parents expect their children to be outstanding and achieve great success when they grow up. Because of this, they will do anything to support their children and spare no efforts to provide a more favorable growing environment. But for American parents, their aim is to cultivate a child into a person who can adapt to the environment and have the independent ability, which can be called "social person". They provide children with more freedom and inspire them to develop through experience.

#### 2.2 The Different Concepts of Family Education.

As parents have an inborn love to their kids which is the common love both for

Chinese and American parents. However, the expression of them is absolutely different. In China, it is undeniable that children totally belong to their parents and should conform to their wills even if they are wrong. In the process of children's growth, the most important task in the eyes of parents is to develop their kids' intellect, except for caring children's daily life. At the same time, parents tend to ignore their children's extraordinary abilities and damage their imaginations. Contrastively, American parents generally believe that the growth of children must rely on their own strength and experiences. Based on this concept, most American parents help their children realize their own value. Under the guidance of this objective, it indeed cultivates their children's self-awareness and the ability to live independently.

### 2.3 The Different Contents of Family Education.

Objectives determine contents. The content of Chinese family education can be divided into five parts: moral education, intellectual education, physical education, aesthetic education and labor education. In short, it can be named as virtue, wisdom, beauty, body and labor. When a child is old enough to enter the school, the intellectual education will impart the knowledge and skill to children, such as purchasing a lot of books for children, training children's reading, writing, computer skills and so on. And with the development of society, more and more parents realize the importance of arts and they send their children to different training classes. It is a blind action because they neglect children's interests and it may kill children's talent, even worse, they may pay a great deal of money and a lot of time but without good results, or even put too much pressure on children. By comparison, American family education is more like a quality-oriented education. It mainly includes the psychological quality, physical quality, mental quality, regulation quality, labor quality and aesthetic quality etc. That is to say, American family education is relatively abundant and rational, and Chinese family education content is narrow, limited and not scientific enough.

### 2.4 The Different Teaching Methods of Family Education.

The choices of family education methods are restricted by the aim of education. Parents need the specific measures to complete the content of family education. Generally speaking, most American parents educate their children by the way of the equality of democracy. They respect children's personality and rights. Children, in the family, are treated as an independent part and an equal family member. Take the TV series 'Modern Family' as an example. When the 11 years old Manny told his parents that he was in love with a 16 years old girl in school and he hoped the parents could take him to the girl's working place to express his feelings. Although Manny was refused by the girl, the equality of the parent-child relationship is in the child's mind to establish a strong democratic consciousness. In Chinese family, affected by Chinese traditional culture, parents educate children by "control" and "seal" type. Parents prefer to directly telling children the results, rather than show the process, which just like the mode of "Teaching by holding his hand".

Children should obey their parents' willing or decisions, no matter which aspect, such as study, life, even a child's marriage.

### 3. Reasons Leading to the Differences.

#### 3.1 Different Historical Backgrounds and Cultural Traditions.

American is an emigrant country with a short history and has less old culture. Minority cultures within the United States often raised issues of cross-cultural conflict. So due to the influence of multi-culture and multi-value, it can accept new thoughts and culture more quickly without restriction. However, China has a long history and reserves more old culture, especially is affected by feudal farmer's idea for a long period. Chinese people are educated to be obedient, lacking of an environment to accept new ideas on the whole. Any kinds of ideas will be showed by the culture in a specific form. Americans pay attention to personality, their value orientation is based on the individualism. They lay stress on their own true value. It is the core of American culture. Chinese pay attention to general character. They have a conception, which is the most important. The conception is collective spirit. It emphasizes collective interest more important than individual interest.

#### 3.2 Different Economic Patterns and Social Conditions.

China is a developing country and has a large population. In recent years, although the national has been rapid developed, the economic, science and technology development level is still very uneven and has a huge gap compared to America. What's more, social security system and old-age care have not been perfect in China. Many Chinese parents take their children as their private possession in order to receive the children's return, which is reflected in the methods of education. The United States has what is usually described as a capitalist economy and its productive force is advanced. There are a lot of opportunities to get jobs, the economic conditions are good and the old-age social system is perfect. So American people have open concept about the choice of occupation. Parents don't need a child to provide for old age. When they are old, they can enter a nursing home, without any menace from the "rear". Thus, when the children are at the age of 18, their parents think they have fulfilled their task of raising kids and children should take on their own responsibility and struggle for their own future.

#### 3.3 Different Emotional Education and Corporal Punishment.

Why family education is different from school education? The distinguishing characteristic is that family education is centered on love. However, maybe Chinese traditional culture lays great emphasis on reservation, which results in the fact that the Chinese family is not good at expressing love, and the emotional education is very week. In the Chinese family, such words as "no", "cannot", "won't do", "do not" appear repeatedly. Such raw and cold order expressions brings barricade to the emotional education. However, in the Western families, parents show their appreciation to the children by using the encouraging language. They pay great attention to individual quality and the emotional

communication. The family lays emphasis on the construction and the cultivation of the emotion. They can vacate their time to talk with the child, listen attentively to the child's aspirations, and emphasize heart to heart communication.

#### 4. Influences of Family Education.

The influences vary from China to America according to different aims, concepts, contents and teaching methods, which are mainly reflected in four aspects:

##### 4.1 The Ability to Adapt to Society and Live Independently.

Most American children can adapt to society easier and can face and overcome the setbacks more directly than Chinese children. They have experienced the life through their own work so that they are not afraid of bitterness and have the perseverance of overcoming difficulties. Generally speaking, American children show distinguishing features when they are very young. For example, they show great enthusiasm to everything, keep calm when they run into troubles, get on well with others, have great power and are full of new ideas, strong independent ability and social ability. Because they are independent from parents when they are 18, they are full of more confidence and courage. Furthermore, they do part-time jobs to meet their needs of money, so they have the idea of suiting market economy, they take part in money management, and learn how to promote sales and communicate. Compared with American children, Chinese children, teenagers, even university students, who do well in their studies, show negative tendency in their characteristics. In more details, they behave in a passive way, such as timid, having deep-rooted dependent mentality, lacking of the ability to communicate with others. Even worse, with poor independent viability, all of these characteristics, many Chinese children cannot find their jobs after graduation and they need their parent to support for living.

##### 4.2 The Membership Among Family Members.

Chinese people prefer to build an intimate relationship of the family while American families prefer to separate individually. That is to say, Chinese people like being together and sharing the happiness with family members. Chinese family education shows that human relation is the base and emotion is the rule to deal with the relation of family. Chinese parents consider the children as their own private property, from the angle of their honor. But Americans prefer freedom and free space. In American education, parents are friends to their children. They never think that parents have priority to order their kids, and they believe that children have the right and ability to decide something by themselves. On the one hand, children should experience the life so that they can obtain what they can get only through their work. On the other hand, children will gain happiness from working. Maybe they think distance can produce beauty.

#### 5. Conclusion

What have been mentioned above are the analysis of differences between Chinese and



American family education. The author is not to judge which way of family education is superior. So the aim of this paper is not totally to repudiate Chinese family education or wholly to accept American family education. The world is colorful because of the plenty of differences. Each child grows up under his parents' family education, what kind of person he will be, depends on what kind of family education he will receive. So, from my point of view, on the one hand, the Chinese need inherit and develop the fine educational tradition of ancient China. On the other hand, they need derive the essence from American family education, and promote the reform in Chinese family education. Only in these ways, can Chinese people create a better and more scientific family education.

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## THE DIFFERENCE OF CONSUMPTION CONCEPT BETWEEN AMERICAN AND CHINESE

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**Abstract:** This is the age of economic globalization. It is common for us to buy products made by other countries. So do American and Chinese. In order to have deeper economic cooperation, we need to know the difference of consumption concept between American and Chinese.

**Keywords:** Consumption Concept, luxury, credit card

Recently, several Chinese middle-aged women eaten instant noodles in front of Gucci in Italy have aroused heated discussion. Many people can't understand their behavior, especially foreigners. So I decide to write this paper. By contrast the difference of US-China consumption concept, we can understand each other better and have deeper cooperation.

Firstly, I want to talk the different of buying house. To begin with, I want to tell you a short conversation with my girl friend. When I go to college, my girl friend had just got married. I am very surprised. So, I asked her: why are you got married with your husband?" She said: "He is nice. And his job is stable. At the same time, he owns an apartment, a car." And then, I asked her: "will you marry with him if he doesn't have an apartment?" "No," she answered. And I asked her. "will you marry him if he only can pay a down payment?" She said: "I will think about it, and I really don't want to empty my wallets to become slaves to a mortgage." This is a traditional Chinese girl's consumption concept.

There is generally an option for Chinese households to pay cash. In order to pay no interests, many of the Chinese households had paid cash, although many had borrowed from friends and relatives. They dislike spending tomorrow's money on doing something today.

However, Americans enjoy the happiness today with money borrowed. The famous story about two ladies-one is American and the other is Chinese. The American lady spent tomorrow's money, enjoy the big houses, luxury vehicles and so on. Before she died, she had paid off all her loans. And she said she had no regret in her life. It reflects the consumption concept of most Americans. It is common for Americans to buy something by installment. If they want to buy a house, they usually buy it by installments. There are two reasons. On the one hand, when they brought a house, their mortgage rate can deduct from personal income tax. On the other hand, their personal income tax is high. Therefore, if they buy it by installments, it will save a lot.

This is the first difference of consumption concept between American and Chinese. Secondly, I want to talk about the US-China different attitude to luxury.

In China, buying luxury is a symbol of status. But the ordinary people usually not buy

luxury. You know, it's very expensive. They usually buy goods with higher quality, lower price. For example, smart-phone, most of Chinese buy MIUI, OPPO, VIVO, HAWEI, COOLPAD and GIONEE. These brands' prices are cheaper and the quality is nice. Recently, I-PHONE put up a new service: Customers can use the old i-phone to exchange a new one by a lower price. It may be a shock to China telephone business.

In the U.S, luxury doesn't means high social status and rich. Well, except actor and actress. Most of Americans like to wear comfortably. They don't care the brand. The core of American's consumption concept is practicability.

But there are some people run with the luxury, they want to buy luxury to show off. In China, if they want to buy luxury but they can't afford it, they may buy cheap, good-quality imitations. They usually buy it On-line. What will American do? If they are not rich and really want luxury, they will buy it. And they will return it in a few days.

I am a big fan of "2 broke girls". In the Season 4 Episode16, Caroline and Max gets a part-time job in a new restaurant in Manhattan. When they came to work their first day on the job, Caroline asked Max to help her check the hidden price tags. Max said that she can find there's one tag inside the back of Caroline's pants. Caroline answered that is her underwear's tag. She also returns it.

Thirdly, I want to talk about credit-card. Credit-card is very popular in China. Even college students have a credit-card, including myself. It's very convenient. But I never overspend. Most of Chinese won't live beyond their income. However, for many Americans, they believe in "carpe diem". If they think they can repay the loans, they will overspend their credit card.

The difference of US-China consumption concept is obvious. It reflects the different lifestyle between American and Chinese. In the age of globalization, making wise choice needs to consider the cultural background and the favor of customers.

### Conclusion

All in all, there still have other kinds of consumption concepts between American and Chinese. Only we know each others' cultures deeply, we can have deeper cooperation. Fu Ying, the deputy foreigner minister of China said: "Only through cooperation, can we work towards prosperous world." Therefore, it is necessary for us to know the difference of consumption concept between American and Chinese.

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# A COMPARATIVE ANALYSIS OF PARENTING BETWEEN THE UNITED STATES AND CHINA

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**Abstract:** Family education is one of the important parts of education, and it takes great effect not only on personal growth but also the development of entire society. Influenced by all kinds of society factors such as historical background, economic patterns, value orientations, modes of thinking and so on, different characters are presented by family education of different country. This paper aims to carry out a comparative study about family education between the United States and China in the view of different parenting ideas, parenting methods, parent-children relationship and so on. At the end of this paper, some common areas of parenting between the United States and China would be summarized briefly.

**Keywords:** parenting difference, reason, value

## 1. Introduction

The rational of my study are, first, to provide alive material to expectant parents. Second, to know the different education ideas between two countries. Third, envisage the problems which may happen during parenting.

The purposes of doing this study are, first, to promote the cross-cultural exchange between the United States and China by analyzing the differences of parenting. Second, to find out the differences of parenting between the United States and China.

The significance of my study are, first, go better understanding of American child-rearing and Chinese traditional family education. Second, study family education of diverse cultural background and meeting the needs of times.

## 2. The differences of parenting between the United States and China

### 2.1 Parenting Ideas

#### 2.1.1 Parenting Ideas of the United States

American parenting ideas— excavate the internal potential of child.

American parents do not give their kids much pressure on their schoolwork. They want them to be happy learners. Parents are happy as long as their children do their best at school and try to realize their full potentials. The most common way of excavating children' internal potential is leaving them to observe and think by themselves.

#### 2.1.2 Parenting Ideas of China

Chinese parenting ideas— set higher expectation to let children hard working and get good grades.

The phrase “ Go, go, go, go back to your room to do your homework!” frequently

appears in Chinese daily life. Parents often say this to their children when they think the kids are doing something useless or in a situation that is inappropriate for the kids.

“Playing” in Chinese includes the following activities: watching TV, reading picture-story books, chatting or horseplay, playing games as well as going out with friends. When kids want to play, they have to finish their homework first. Therefore, it is not difficult for us to realize how parents emphasize on study.

Meanwhile, Chinese children usually do not have free time to do what they want to. Despite of homework, they have a lot of extracurricular class to study such as dancing, drawing, piano, math, Chinese and English and so on.

## 2.2 Parenting Methods

### 2.2.1 Parenting Methods of the United States

Parenting methods of the United States is to let children figure out the truth by themselves.

If parents do not agree with children’ wishes, they do not oppose to them in general. They believe that their children could figure out the truth by themselves. When the value of the parents clash with that of their children, parents will choose an alternative way so that they can remain their value of their own and respect the value of their children at the same time. American parents tend to open education pattern and let their children participate the outdoor activities. American parents hold that everything should be done by the children themselves. With increasing of children’ experiences and skills, their ability and confidence are strengthened.

### 2.2.2 Parenting Methods of China

Parenting methods of China is to lead children to the right way.

Chinese parents in terms of avoiding the mistakes that their children may make, they always tell their children the right way directly. Facing to the handcraft homework of kindergarten, Chinese parents usually do the most part of it and hand it to teacher in name of their children. Under the deep effect of Confucianism and Chinese traditional social institution, adults are obliged to support their old- aged parents. At the meanwhile, it is not deny that Chinese children means everything in family. So it is inevitable for children to have a bright future and happy life. And then, Chinese parents have to lead their children in a right way and remind them to avoid making mistakes to assure their children to approach that ultimate goals

## 2.3 Parent-children Relationship

### 2.3.1 Parent-children Relationship of the United States

The relationship between American parents and children are equal and democratic.

Parents treat their children as an independent family member. Parents encourage their children to observe their options. American children have more options to choose varies outdoor activities by themselves. The relationship between parents and children is most likely close friends and they communicate with each other freely.

### 2.3.2 Parent-children Relationship of China

There is class concept in the relationship between the United States and China.

It is not allow that children call their parents' name. Calling elders' name is an impolite action in China. With the effect of Confucianism, the words from parents carry weight and children usually do not have the right to obey it. Chinese parents choose the so-called right way for kids. In their opinions, the best way of protecting their children is plan future life for them as soon as possible and develop good habits for studying and working.

## 3. Reasons of differences on the United States and China family education

### 3.1 Different historical background

The United States is a nation of immigrants with 200 years. Under the effect of multi-culture, American values are more easy to accept the new ideas and culture.

China is a country with five thousand years history and Confucianism and some conservative spirits are kept until nowadays.

### 3.2 Different economic patterns

With advanced productive force, American booming economy takes more choices and careers to America people. So in such competence-oriented society, American parents think that every vocation is equal.

China is a degree-oriented society. Chinese live with heavy living stress. People usually place the happiness on vocation. So Chinese parents look forward their children to doing well in study and finding a good job. Thereafter, the purpose of Chinese parenting is to set higher academic standards.

### 3.3 Different value orientations

American emphasize on the individual interest and self-achievement. America culture core is man-oriented. In the family, independent and individual have the higher position. So American parents treat their children as a close friends and respect their options.

Chinese put collective interest superior to individual and hold the idea of "If family lives in harmony, all affairs will prosper.". Family is the smallest but important union which bonding and warming everyone in society. So the family education play quite a vital role. Chinese parents treat their children as the extending of their own values and plan future life even choose future spouse and marriage time for them.

### 3.4 Different modes of thinking

With the effect of individualism, American put individual interest on the quite important position. They treat every family members equally. The American children are raised with individual interest and told to be independent and self-achieved. American parents develop children' ability of independent when they are young. On the considerate of different tradition, because American children do not have to support their parents, they have less pressure from their parents and live the life just they want.

Under the deep effect of Confucianism, collectivism became the core-value of Chinese

family since several thousand years ago. Most Chinese parents educate their children under the consideration of supporting old age (because medical insurance is not building completely in China) and seem their children as their personal properties. Therefore, it is not difficult to understand why Chinese parents are determined to see their children succeed in life.

### Conclusion

This study aims to analysis the differences of parenting between the United States and China and the reasons of it.

There are three main differences of parenting between the United States and China. First, parenting ideas. American parents pay less attention to children' grades. They tend to excavate the internal potential of child. Chinese parents usually set higher standards of academic expectation. Second, parenting methods. American parents want their children to observe and think on their own. Chinese parents avoid any mistakes that their children may make as far as possible. Third, parents-children relationship. The relationship between the parents and children in the United States is equal and democratic. Degree- class mode is the relationship between parents and children in China.

The reasons of differences are different historical background, different economic patterns, different value orientations and different modes of thinking.

Although there are a lot of differences of parenting between the United States and China. We can still find out some common area. Parents devote to educate their children to possess all good characters and virtue. They want their children to be happy, polite, sympathetic, goodness and honest. I wish the kids in this world could grow up healthy and happy.

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## SUMMARIES OF CHINA-AMERICA RELATION

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**Abstract:** As the penetration of globalization, the interdependence is going deeper between countries, the Sino-US relation can be said as one of the most important bilateral relations in the world. With the improvement of mechanical degree, the cooperation between China and America in politics、economy and culture become closer and wider. The passage mainly narrates the past、 present and future situation in China-America relation by bringing out facts and reasons in various fields. Promoting healthy development between countries is not only the general affairs for government officials, but also matters our average people. We university man should start cultivating sense of responsibility from focusing the country currency.

**Keywords:** Sino-US relation, globalization, win-win cooperation, political civilization, economy, culture

When it comes to the topic of Sino-US relation, everyone has seen its great change, especially after the China established its diplomatic relation with America in 1979. Enduring more than 30 years' ups and downs, the changing situation has continued, adding new substance to our relations. China and America have benefited a lot in this kind of Win-Win cooperation.

The research and development of bilateral relation between two countries are mainly carried out by strengthening collaboration in politics、 economy and culture. In politics, as we all know, America is superpower in developed countries, while China acts as the largest developing country. The relation is shaping and influencing the whole international environment in a way, especially on the international economy、 politics as well as the security of the Asian-Pacific region. With all of these episode analysis, we can know that the cooperation between China and US is of great significance. As in the political region, the relation in economy and trade is the most important part in bilateral cooperation, what's more, it's playing more and more complicated role. After the financial crisis breaking out in 2008, capitalist countries such as Greece and Spain could not escape the fate of bankruptcy. The bad effect of financial crisis on the capitalist countries is far more serious than it on the socialist state. Grasping the chance to seek for development with each other becomes two government officials' imminent task in the future, so is the research of bilateral relation between two countries. In comparison to another two fields, the relation in cultural communication is of the longest stand, which can date back to the time before China establishing its diplomatic relation with America in 1979. However, some activities about cultural exchange took place in recent years are known to people much more, such as the



hosting of projects like Chinese Bridge and Confucius Institute. More and more Chinese student go to American university to learn advanced science and technology.

In a word, it holds great meaning for us to pay attention to the state affairs. We young college students, as the future successor of state and society, have a great responsibility to build a better and more harmonious country. Advancing parallel and bilateral relationship with America, the most developed country in the world, appears particularly significant.

#### 1. The political level of bilateral relation

After the end of cold war, especially after the world entered a new century, the Sino-US relation will certainly develop on a larger scale, both in breadth and depth, proceeding all-round grand matching. Growing with global influence and strategic significance, the Sino-US relation has outlasted conventional bilateral relations. At the same time, China and the United States have wide and important common strategic interest in safeguarding world peace and promoting mutual development. China and America shouldn't only develop the relation at the immediate stake, but also be the constructive partner. The international situation at the present time is globalization, as the rapid growth of globalization, there exist two factors which play more and more important role in bilateral relation. One of them is increasing interdependence, it can be seen from the growing interdependence between trade and capital; on the other hand, it promotes the consciousness of sharing common destiny while the other is the enhancement of regulation. And because of the booming growth of technology、information and productivity, the whole world has formed a huge community, reaching a high point of globalization. The globalization strengthen comprehensive power of the two countries, increase interdependence between two countries, improve objective need in two countries' collaboration, promote interaction between China and America. However, the remaining differences in ideology、value perception and political system will be loom larger in the situation of globalization. Despite all of these shortcomings, the advantages of globalization outweigh the disadvantages. In the end, we can learn that seeking benefit sharing point, China and America can cooperate in a special way.

#### 2. The economic level of bilateral relation

Sino-US economy and trade relation can be said as a important foundation in bilateral relation between two countries, one of the prominent trait is its incredibly quick development speed, the other is that China's position as an international partner with America in economic region has advanced. The economy and trade relation between China and America is not only the integral part in the bilateral relation, but also maintaining an upward momentum, capitalizing on this momentum will serve the vital interest of two countries. As the relation develops rapidly, it presents an appearance of mutual complementary and beneficial, but it can weigh on growth and intensify frictions over trade.

Specifically speaking, for one thing, China-America economic cooperation has a great relevance and strong complementary, which makes a big contribution to the economic development and industrial upgrading. At the same time, the abundant capital, advanced technology, moderate management and standard service theory in America have attracted lots of Chinese investors that participated in Chinese Modernization Construction. And equally Chinese market advantages and bright market prospect attract a great quantity of America investment, which can help stimulate the economy and optimize industrial structure. China export good and cheap products to America to reduce the level of inflation pressures and improve real purchasing power and the quality of life for lower middle class in America. After China entered WTO, China and America developed for mutual beneficial in further details. For another, the frictions over trade between China and America goes deeper as two countries make further cooperation. It is involved in four fields that are both different and interrelated: deficit in US trade, the perform of WTO agreement, the protection of intellectual property rights and the issue of RMB exchange rate. From a purely economic point of view, the economic relationship between China and America weigh more on complementarity than competitiveness in essence. In order to grasp economy and trade relation ties between two countries, we should expand win-win situation instead zero-sum and prevent the problem of political economy. Besides, we need to strengthen the strategic awareness of double-win cooperation.

### 3. The cultural level of bilateral relation

In comparison to another two fields, the relation in cultural communication is of the longest stand, which can date back to the time before China establishing its diplomatic relation with America in 1979. Chinese political culture is composed of three parts: Firstly, Chinese traditional political culture takes Confucianism as to represent, with a supplement of Taoism and Buddhism. It advocates keeping peace with other countries; Secondly, China focus a lot on justice and fairness of global system in international affairs with its special international vision; Lastly, the political culture formed by socialism with Chinese characteristics and political system have trait of time - Marxism Leninism Mao Tsetung Thought, Deng Xiaoping Theory, Three-Dimensional World and Chinese Dream. American political culture have four principals that are individualism, liberalism, pragmatism and nationalism. Furthermore, there exists quite a lot of similarities on political culture between China and America. Primarily, political culture is of great influence to two countries. It is mirrored in the cognition of two leadership on the national own interests, and as we know, national interest is the starting point of formulating and implementing foreign policy; Then, China and America have the same feature on political culture: relatively open environment, the pursuit of democracy, rule of law and science. The last but not least, political culture decides a lot on the practice of handling Sino-US relation. America pursued pragmatism while Chinese emphasize the spirit of pragmatism. Though

enduring several decades' ups and downs, China and America can always find a compromise to push two countries to develop in a better direction.

#### Conclusion

As China's overall national strength and international status has risen by a big margin, China and America strengthen the cooperation, there has emerged large number of scholars and papers studying Sino-US relation. This article is just a shallow talk about bilateral relation between China and America by developing the narration on politics、economy and political culture from a college student perspective, and it's not difficult to tell that the relation between China and America is not simple at all. China-America relation is entering a new era, full of opportunities and challenges, we college students should be aware of this instead of taking it for granted that the affairs of state is the responsibility of government officials. Only when we bear it in our mind, can we grow into a qualified successor.

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## INFLUENCE OF THE BIBLE AND CONFUCIUS ANALECTS

(Investigation into the Roots of Differences between Chinese and American values)

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**Abstract:** There are lots of differences between the U.S. and China, one of these notable differences is their traditional values. The origins of their values are different from each other, which have influenced people in different ways. These differences can lead to cultural misunderstanding, but there still stand chances for people to seek harmony in diversity. This paper intends to find similarities in differences from the perspective of traditional values showed in the books of the Bible and Confucius Analects. Based on the idea that different nations are characterized by the cultivation of different values, this paper will show different influences reflected in two countries. Meanwhile a trend of integration is emerging. Despite all the differences, the most significant fact is that people learn from each other out of sincerity and respect, and in turn the process itself contributes to cultural prosperity.

**Keywords:** the Bible, Confucius Analects, similarities, differences, culture, communication

On the threshold of this new era, the world is becoming an integrated entity. This trend is clearer as time goes by. Today, it is impossible for any nation's culture to develop without absorbing the essence of other cultures. This paper intends to revitalize those excellent features in American and Chinese cultures to find similarities in differences. The ultimate goal is to develop cultural harmony in diversity. The Bible and the Confucius Analects are two influential books in the U.S. and China. Nowadays ideas and values in the Bible and the Confucius Analects individualism, collectivism, self-reliance and consideration are still applicable. Though there are lots of barriers and obstacles in intercultural communication chances are that we can break them. As a collectivist country, public consciousness of privacy are increased extensively day by day in China. Meanwhile Confucius ideas of sincerity, correctness of social relationships are accepted by Americans. For those who want to know more about a totally different culture, value is an important factor. To avoid cultural misunderstandings and boost intercommunication, the author hope people can find ways to develop cultural harmony in diversity by finding more similarities in differences. It is by learning from each other, share with one another that people in America and China gain mutual benefit from cultural exchange.

People's knowledge about how did different languages come into being is unclear. In the Bible, at first the whole earth was of one language and of one speech. When people travelled east, they found a plain in the land of Shinar and they decided to build a city and a tower whose top reaches to the sky, but these all ruined after God saw through their

intention. God went down and confused their language, so that they could not understand each other's speech. He scattered them abroad on the surface of all the earth. They said, "Let's make ourselves a name, lest we be scattered abroad on the surface of the whole earth." They may be scattered abroad, but they do make themselves a name eventually. Their efforts to making the whole world a better place never stop. Though God was afraid when people tried to break down the barrier of communication, he could hardly prevent people from craving communication and unity. With the development of the science and technology, the estrangement between people from different countries are reducing by the day. In the year of 1905, Zamenhof created Esperanto was one leap of realizing the unity of global language. Now, distance of communication between people has shortened because of the development of the Internet. The world is becoming an integrated entity, this trend is irresistible, no one can keep this world from moving forward, not even God.

America and China are two different nations characterized by the cultivation of different cultures. The United States of America is currently the most powerful and influential country in the world. Religion has been part of American social and cultural life from the very beginning. It has played an important role in shaping the national character in the U.S. One survey shows that fully 92 percent of American said they believe in God. Though later, American religion had become much more varied in its make-up, American, by and large, still follow the long-held conviction— "In God we trust." American values and ethics have been greatly influenced by the Judeo- Christian traditions and the Bible, which is widely regarded as a book of great value. It is also taken as an encyclopedia of life. It has influenced people throughout the ages with its unending significance. So far, values in the Bible has been developed as individual freedom, equality, self-reliance, responsibility, justice. Some of them are becoming American character. Unlike values in America, Chinese values are tightly intertwined with Confucianism, which has greatly influenced Chinese thinking patterns. Confucian philosophy, which Chinese ethics are deeply rooted for thousand years, was developed from Confucius teaching collected in Confucius Analects. Confucius emphasized on justice, sincerity, correctness of social relationships and so on. The main ideas of Confucius Analects are 仁(humanity), 忠(loyalty), 孝(filial piety), 礼(ritual norms), 中庸(reconciliation between extremes or opposites) and 仁政(enlightened and benevolent governance with rites and morality). Among all values in Confucius Analects, collectivism, modesty, loyalty and consideration, benevolence, are closely interrelated to ordinary people.

#### Individualism and Collectivism

Take a good look at the Declaration of Independence, main aspects of American value can be found easily in it, "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are life, liberty, and the pursuit of happiness. "As a core value, individualism emphasizes individual freedom, self-reliance, privacy, equality, which are reflected in

American's daily life. Individualism has a long history in American culture, it contains the meaning of pursuing individual interests and undertake ones own responsibility at the same time. Individual freedom is the cornerstone of individualism. Freedom refer to the human desire and the ability of all individuals to control their own destiny without outside interference from the government, ruling class, the church, or any other authority. Self-reliance is generally regarded as the basic of individual freedom. It was brought along in the early and mid-19th century by American settlers, who had to learn to depend on themselves more than others. As a result, they developed a "D.I.Y." spirit by building their own houses, inventing their own tools, making their own clothes... Today, this strong belief is still be stressed as a traditional value. Children over the age of 18 often make living by taking part-time jobs and make decisions on their own. Moreover, Americans value the idea of privacy so much. In Genesis of Bible, the first thing that Adam and Eva did after they tasting fruit of wisdom was picked leaves to cover their bodies because of awareness of privacy. Taboos like age, income, marriage...still not on the list of favorite topics in the U.S. This makes Americans look unapproachable sometimes; in fact, they just don't feel like being watching or bothered by others. "All men are created equal." is stated in the Declaration of Independence of the USA. Equality, as an indispensable value in America, means that each individual has the right to equal opportunity and freedom from any kind of discrimination, thus, equality is the idea of equal treatment and respect. Everyone can achieve his "American dream" in the USA as long as he puts all of effort to it. This may explain why immigrants have traditionally been drawn to this miracle land.

Collectivism can be found everywhere in Chinese daily life. Different from individualism in American society, collectivism concentrate on the whole community's interests more than individual's. To achieve uniformity and conformity, all the individuals must cooperate with each other for a common goal. Thus, Chinese culture is labeled as "we" culture. Chinese people are good at establishing harmonious relations, they believe that individual cannot survive in any isolated way of life, only when they stick together, consider their community as a whole can they survive and thrive. To get along with others, they should be more considerate of others than of themselves. In Chinese literature, it is easy to find proverbs or parables show proof of collectivism, such as 人多力量大 (many hands make light work); 众人拾柴火焰高 (a lot of people to collect wood make a continuous fire); 独木不成林 (one person alone cannot accomplish much). In some ways, loyalty and consideration are the outcome of collectivism. Loyalty means to put oneself in the position of others and offer help to achieve their goals. Consideration is necessary when people deal with relations between friends and family members in collectivist society. Another special characteristic belongs with Chinese people is modesty. Advocated by the greatest thinker, educator and philosopher Confucius, modesty has been brought along and passed down by every generation. Confucius thought that modesty is a quality against pride. For a society to sustain itself, modesty is required, because pride resulting in

complacence and then lead to destruction, as in the saying: 满招损，谦受益 (Complacency spells loss while modesty brings progress). Last but not least, benevolence, also known as humanity is also deeply rooted in China. Confucius once said, "Benevolence is the humanity." It is believed that benevolence is the important procedure to realize the highest goal to the effect that "the whole world is one community." Benevolence means to love people, it can be accumulated bit by bit in daily life by putting oneself in the place of another. Now, people in China and Chinese communities overseas their every act may be originated in Confucius Analects.

Chinese nation has a long history, despite the ups and downs in lives, Chinese has always been idealistic, and have never stopped to learn from others. "Wherever three persons come together, one of them will surely be able to teach me something." Confucius once said, "I will pick out his good points and emulate them, as for his bad points, I will reform (三人行，必有我师焉，择其善者而从之，其不善者而改之)". By saying this Confucius meant we should always be ready to learn from others. Chinese people have been following this principle not only in their dealing with person around but also at the relationship to other countries. With reform and the opening-up policy, China has taken in many exotic features. For example, there was no such word or concept like privacy in Chinese traditional culture. It was not until 1983 that the term "privacy" was first showed in Chinese dictionary. It is said that privacy was being held back by the collectivism, but with the development of cross-cultural communication, people's awareness of privacy has been increased, especially the young generation. They start to find ways to defend their rights of privacy. Take the changing lives of Chinese undergraduates for another example, since the beginning of the Chinese reform and opening-up policy, the values of Chinese undergraduates have changed tremendously, they are no longer a group of young people who are over-conventional in feudal society. Nowadays, students in Chinese universities and colleges are very open-minded, they accept new things easily, especially when they are coping with culture from America. One survey made in Xi'an International University shows that more than half of the undergraduates prefer American pop music, movies, TV series now, from which they find ideal ways to release pressure. They consider American lifestyle a more comfortable way to live life without thinking too much and just enjoy the moment which is totally different from old Chinese life style. They talk about NBA on the dinner table in KFC, they wear T-Shirts with printed pictures of American celebrities, features, symbols on them, they are huge fans of Taylor Swift, Katy Perry, Rihanna, Eminem. Even cheerleaders are becoming popular in universities and colleges. Meanwhile, many Chinese characteristics appear in American society. The popular drama series REVENGE started with one proverb from the Confucius Analects, "Before you embark on a journey of revenge, dig two graves (子曰：“攻乎异端，斯害己也。).” They also quote, "Do unto others" from the Bible, coincidentally, back in 504 BC Confucius hold one similar view, "己所不欲，勿施于人。(Do not do to others what you don't want to do.)" Examples can be found in

other forms, for instance, there is a proverb in the lyrics of a famous song ROLLING IN THE DEEP, "You reap just what you've sown." Correspondingly, Chinese version of this proverb is "自食其果", which share the exactly same meaning. The meanings behind these proverbs have influenced people in not only America but also China down the ages.

In conclusion, different values in various cultures are precious heritage to any of nations. Chinese culture has enriched itself by absorbing new elements from American culture, and in turn has contributed to the prosperity of American culture and vice versa. As a matter of fact, people learn from each other out of sincerity and respect, and in turn the process itself contributes to cultural prosperity.

With the exchange of cultures, lots of problems are emerging in the process of intercommunication. Like every sword has its two sides, culture has its excellent and vulgar aspects. Due to globalization, cultural exchange have made an inexorable march of progress. How to treat exotic cultures and values properly has become an irresistible problem. Under the circumstances, culture and value should be treated rationally ,borrowed and learned selectively, instead of accepted blindly and passively. To take a correct attitude towards traditional culture, one should keep a clear head and abandon those thoughts behind the times instead of maintain those decadent ideology and carry forward the rubbishy tradition simply because they come from classical works. Only in this way can people in the U.S. and China mutually benefit from cross-cultural exchange.

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## **IDENTIFYING DIFFERENCES OF BODY LANGUAGE BETWEEN CHINA AND AMERICA AND PREVENTING MISUNDERSTANDINGS**

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**Abstract:** Body language plays an important role in cross-cultural communications. This study first explores the differences of body language between American and Chinese cultures, including the comparisons in frequency, postures, facial expressions and eye contacts. Then cultural and social causes of these differences are discussed. Finally the author provides an easy-to-use guideline with the purpose of helping Chinese and American people avoid gesture ambiguity in their communications through correct use of body language. In conclusion, people in China and the America need to respect the differences existed in body languages, to understand each other's culture, to learn to imitate what native people do and to participate in more cross-cultural conversations to reduce misunderstandings and embarrassments in interactions.

**Keywords:** body language; cross-culture communication; misunderstanding

Body language is a terminology for forms of communication using body movements or gestures instead of sounds, or other forms of oral communication (Quirk et al, 1985). It is often called kinesics, composed not only of gestures and posture, but also of facial expressions and eye contacts (Zhang, 2008). The Oxford English Dictionary defines body language as the conscious and unconscious movements and postures which attitudes and feelings are communicated. The Oxford Business English Dictionary offers a slightly different definition: The process of communicating what you are feeling or thinking by the way you place and move your body rather than by words.

Body language is used more frequently than most people think. In the book *Introduction to Kinesics*, American psychologist Ray Birdwhistell (1952) states that verbal communication counts 30% at most in all kinds of social communication, and the rest is carried out through body language. Psychologist Albert Mebrabian attributes the impact of a message as 7% verbal, 38% vocal, and 55% facial expressions and behaviors (Cohen and Manion, 1983).

Communications between American and Chinese people have increased drastically in the last decades. To adapt to the new trend, more and more people begin to improve their capability of communicating to their counterpart. However, people seem to focus largely on learning the spoken language. The importance of body language is greatly overlooked. Since same gestures may have significant different meanings Chinese and American cultures, confusion and misunderstanding of each other's intentions may arise because of the careless use of body language. For example, the American-style OK sign (a circle made

with thumb and index-finger with other fingers fanned or outstretched) is not widely accepted in China. Chinese are not used to hugging each other to show friendship. Misunderstanding of body language may account for inefficient or misleading communications, thus bringing great difficulty in mutual understanding among people from different cultures. Therefore, it is critically important to accurately understand body language in different cultures and to use body language as an effective tool in the cross-culture interactions.

To address the aforementioned problem, this study aims to explore differences between Chinese and American body languages and to provide advices to help reduce misunderstandings existing in the cross-cultural communications between China and America. To achieve the goal, this study will 1) find out the differences between Chinese and American body languages in frequency, gestures and meanings 2) explore social causes of the differences and 3) provide a guideline for properly application of body language. Finally, the conclusion that people should know each other's culture, learn to imitate others and participate in more cross-cultural conversations to reduce misunderstandings and embarrassments in interactions.

#### Frequency

American people use body language nearly all the time in conversations to help express their emotions and clarify their points. They use body languages frequently in daily occasions such as chats, interviews and business presentations. A typical example is President Obama's inaugural speech, in which he used a lot of gestures to help listeners receive his message. Chinese people, on the other hand, use body language much less frequently. Comparing to President Obama, President Xi only slightly waved his hands once in his nine-minute 2015 New Year speech (see <http://youtube/G9NjrB8-70Q>). In general, Chinese people prefer to express themselves only by verbal communication. It is not a custom for them to use body language.

#### Gestures, Facial Expressions and Eye Contacts

Because of different cultural backgrounds, body language of a country has its cultural accent (Li, 2011). Each culture in the world is unique and has its own system of expressing body language in communication. It is the uniqueness of different cultures that cause misunderstandings or even conflicts in intercultural communication (Li, 2006). As the differences exist, only by knowing them and paying attention to them can people avoid the misunderstandings. In the following subsections, some representative elements of the body language of American and Chinese people, including gestures, facial expressions and eye contacts, are discussed with the purpose of identifying the differences in them.

##### *Gestures*

Gestures are movements made with body parts (e.g. hands, arms, fingers and legs) and

they may be voluntary or involuntary (Kurien, 2010). Gestures are the incomparable componentry of body language. It refers to specific body movements that carry meanings. Some gestures may indicate general emotional arousal, which produces diffuse bodily activity, while others appear to be expressions of particular emotional states. Gestures are both innate and learned. They are used in all cultures, tend to be tied to speech processes, and are usually automatic (Hu, 1999). Differences of gestures can be grouped into two classes.

#### 1) Same gestures, different meanings

In America, it is not considered to be offensive to point at someone. In China, it is regarded as a rude behavior. The person that is pointed at may think people are talking gossips about her or him. So Chinese people choose to use hand to remind others rather than point directly. In America, turning rings around when having social activities may suggest this person is nervous or anxious. On the other hand, it is likely that Chinese people think of it showing off his or her richness.

#### 2) Different gestures, same meanings

When expressing the meaning "I'm full", American people tend to put a hand flatly under the neck to show what they just ate is already piled up to their throats. Chinese people always pat their own belly with one hand, which means the stomach cannot contain more food. In China, the gesture of a forefinger stretched with its tip touching one's own face several times quickly conveys "shame on you". In America, to express the same meaning, people would use forefinger of each hand stretched, palms down in front of somebody's body, and one forefinger brushing on the face several times. (Che, 2009)

#### *Facial expressions*

Facial expressions can reveal one's emotions. Research shows that most basic emotions can be expressed by facial expressions (Tang, 1996). Facial expressions help form different moods of an individual through combinations of eyes, eyebrows, lips and cheek movements (ibid, p4).

The meanings of facial expressions around the world are almost the same, such as smile normally stands for cheer or appreciation and frown indicates anxiousness, anger or pain. However, the use of facial expressions in China and America differs from each other. In America, people tend to make exaggerated facial expressions so that their feelings can be understood easily. For historic reasons, Chinese people are inclined to keep their own emotions inside. They turn to make slightly movements on the face. For example, "laugh without showing teeth" is the unwritten rule for formal social activities.

#### *Eye Contacts*

Eye contact is an important element in social communication system. The differences of eye contact between Chinese and American people are significant in conversations. American people have an old proverb: Never trust a person who can't look you in the eyes (ibid, p4). When engaged in a conversation, people should focus on the speaker's eyes to

show respect to her or him and interest to the conversation. Moreover, frequent eye contacts will impress others with confidence and honesty. However in Chinese culture, it is impolite for people in a face-to-face talk to look directly into others' eyes. Especially when young people talk to the older or the subordinate talks to the superior, direct eye contact is considered to be very offensive. The young and the subordinate are asked to lower their heads and nod at times to show their modesty and respect (Yang, 2002).

### Traditions and Cultures

Traditions and cultures affect Chinese people's behavior unconsciously and accumulatively. Chinese people are overcautious in body language. For example, smiling without showing one's teeth can traces to *Nv Lun Yu*, an ancient book written in Tang dynasty, which says Every woman should learn how to live life under the principle of living Qing and Zhen. Qing is keeping dutious and Zhen is living with good reputation. Do not look back while walking and do not smile with teeth out. Another example is from *Sanguozhi*, records of the three kingdoms, which says Conceal one's angry and delight. As time goes by, such ancient thoughts are still influencing Chinese people's life today. Chinese people inherit these thoughts from generation to generation. They get used to expressing themselves cautiously, humbly and politely. Therefore, body language, the tool usually used to amplify one's points, emotions or personalities, is not very compatible with traditional Chinese culture. America, on the other hand, is a young country without too much cultural burdens. Its culture was created by a group of people who sought for spiritual freedom from the old continent. They wanted to build their own country and make themselves heard desperately. Thus, body language seems to be a good fit for these pioneers.

### *Social Customs*

In Hofstede's theory of cross-cultural communication, he defined that individualism is more like loose associations than coherent organization. People living in individualistic culture value their own interests and pay less attention to other people's thoughts. Collectivism, however, is a well-organized social group with clear goal for the whole team (Song, 2009). It is obvious that Chinese culture is collectivistic and American culture is individualistic. Chinese people lay stress on creating intimate social network and finding the sense of belonging to his or her own group. Prominent or odd behaviors are not wise options as it may break the inside harmony. On the contrary, American culture values personal interest. American people prefer to regard themselves as independent individuals. Under such circumstance, they use body language without too much concern.

### Recommendation on Avoiding Misunderstandings Caused by Body Language

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

This famous saying should be considered as the primary principle of cross-cultural communication. One can always imitate other people's postures, gestures and ways of eye

contacts when having communicative activities even if she or he is not familiar with the body language system of another cultural environment.

#### *Learn Cultural Background*

People who are going to have intercultural communication can get access to the cultural background of the body language through many ways, for example, by watching foreign movies, lectures or other video materials, by asking foreign friends for help and by searching tips on-line. Only by knowing the culture in every aspect can one use body language effectively and correctly.

#### *Participate Intercultural Communications*

Practice makes perfect. The best way to improve one's communicative skill is to have more face-to-face communicative activities with native speakers. Getting oneself involved in multicultural communicative environment is a good way to learn how to properly use body language and when to use it. The more practices, the fewer mistakes one will make.

### Conclusion

As an important element of nonverbal communication, body language remedies the shortage of verbal language. It is extremely necessary to learn body languages of different cultural environments to ensure the success of the cross-cultural communication. To avoid misunderstandings and to achieve the effectiveness of cross-cultural communication, people can learn, practice and improve their use of body language. In cross-culture communications between Chinese and Americans, people are encouraged to know each other's culture, social customs and even histories to reduce misunderstandings. Americans tend to be more independent and more talkative with various body languages. Most Chinese are quieter and lack of body languages. Even for some similar body languages, the meanings behind them are quite different. Therefore, people should keep an eye on how others use body languages and learn to imitate what they do. Also, getting involved in cross-culture conversations more often with foreigners is a shortcut to help people avoid misunderstandings and embarrassments. In future studies, the reasons that make body languages so different should be deep explored.

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## A COMPARISON OF BUSINESS ETIQUETTE AND CULTURE IN CHINA AND THE UNITED STATES

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**Abstract:** This research focuses on the business protocol that has been established and is followed by China and the United States. The emphasis of the research discusses in great detail the findings and connections between written protocol versus the exact etiquette that is used during a business meeting in both countries. This was done through numerous in depth interviews and a survey that was conducted as well as literary analysis. Taking this information, a compare and contrast analysis of both country's business etiquette was performed and a cultural analysis was conducted. Our findings concentrate on how each country does business both internationally and in their own home country along with external impacts that affect the specified business protocol.

**Keywords:** business practices, China, United States, cultural influence

China and United States are currently classified as the number one and number two countries based on economic contribution and GDP. Globalization, the integration of the world's economy, has increased rapidly and can be seen through both countries' dominance in the business world. The interaction between each country has exponentially grown and this trend is expected to continue as trade between each country grows. Appropriate business etiquette is quintessential when conducting business in either country.

We live in a world that is becoming more and more globally minded each and every day. International business education begins as early as college. However, many do not foresee during their college years that they may partake in international business until later in life and at that point, there is not much time to prepare. I have been fortunate to have been immersed in both cultures and observe the distinctive differences in the American culture versus the Chinese culture, which is what sparked my interest for this topic. With the increasing amount of business interaction between China and the U.S. and the lack of current informative resources, I have found that this topic will provide up to date and useful information for individuals in both countries. This research will also help out current and future students, business leaders, and anyone who generally wants to be globally educated on these two major powerhouses.

Although business protocol can encompass many different facets, the scope of my research was narrowed to five different topics including greeting and meeting people, gift giving, structure of a business meeting, idea of face (Mianzi), and idea of connections and the establishment of these connections (Guanxi). Both China and the United States were analyzed based on these topics and then a cultural analysis of both countries was

performed to determine how the culture may impact the business protocol.

### Meeting and Greeting People in China

When conducting business in either country, there will always be an initial interaction where defined meeting and greeting protocol will occur. From the initial interaction, a first impression is generated and can be a make or break factor when moving forward both personally and professionally. When participating or conducting meetings in China or the United States, punctuality is key ("Business Etiquette in China").

When an American guest arrives, it is custom for the guest to be welcomed and greeted by someone from the Chinese company that holds an equal or higher rank than that of the guest (Seligman). In regards to addressing a Chinese individual, the surname comes first then the title follows (Christensen). From the American perspective, rank is not important when addressing someone but rather it is used in their introduction (Davis). Respondents in my data collection interviews elaborated on how business professionals from both countries are often defined by the position that they hold in their career or society and it is often communicated during any form of introduction both inside and outside of the business setting.

Handshakes are generally the most common form of greeting; however Chinese handshakes are not nearly as aggressive as an American handshake ("Export, Innovate, Invest - The Canadian Trade Commissioner Service"). Strength in a handshake can be seen as professional and confident in the United States however in China, it would be preserved as overbearing (Huebsch).

In regards to business cards, Chinese business professionals generally transfer and receive cards with two hands. When receiving a business card, look over the business card as a sign of respect and honor rather than putting it away with no regard to the information on it (Fox). In America, business cards are generally received in a nonchalant manner and placed in a convenient spot for later use. The majority of interviewees expressed similar views to the literature.

### Gift Giving

Gift giving is less common in America due to strict laws and regulations. The idea of gift giving is not intended to bribe someone but rather is a generous practice involving the exchange of gifts for another's time and hospitality before any business is done (Chua). These gifts should not be too expensive or extravagant so that the individual on the receiving end does not feel embarrassed for not having something of the same caliber.

Giving a gift in China can be a great way to start the foundation of relationship. Gifts that are not generally acceptable or can be misconstrued in the Chinese culture include clocks and flowers (which are symbols of death and funerals), scissors, knives, letter openers (which symbolize the breaking or ending of a relationship), and much more



(Seligman). Gifts, once they are received, are not opened in front of the recipient in order to save face. There is little to no protocol for gift giving in American business as it is not a common practice.

In 1977, the Federal Corrupt Policies Act was enacted to make it unlawful for people and entities to make payments or extreme offerings to help retain or obtain business. This law applies to United States citizens, specific foreign issuers of securities, and foreign firms or people who perform corrupt actions on United States soil (“USDOJ: CRM: FRAUD: Foreign Corrupt Practices Act (FCPA)”). Some interviewees elaborated on the anticorruption act and how China’s President Xi has expressed his disapproval of bribery.

Gifts should never make someone feel as if one is indebted or taken advantage of when receiving a gift. Overall, the respondents’ comments interviewees substantiated the research that was found on gift-giving.

### Structure of a Business Meeting

A business professional must be respectful and courteous during meetings. The host of a business meeting is typically the one who assumes the facilitating role throughout the business meeting. It is very beneficial to have a variety of materials on hand for all participants in a meeting (Christensen).

American business people are driven on quick and immediate decisions. Chinese people on the other hand are less concerned with time and more concerned with interacting and building a relationship with their guests (Engel). Chinese business people take multiple days, numerous meetings, and even other events to determine if a business deal or agreement will be accepted. Patience on the behalf of the American business person is imperative in regards to the style of business meetings, the language barrier, and the overall culture (Rodier).

Business meetings are generally held in a conference room. In America, the conference room has desk chairs or seats while Chinese conference rooms have couches and comfortable chairs that line the room (“Export, Innovate, Invest - The Canadian Trade Commissioner Service”). Respondents commented on the style of table being either rectangular or circular and there is typically an assigned seating chart in either country. The host generally sits at the head of the table followed by the main guests to the right and everyone sits in order of rank from host to lower ranked staff.

It is assumed in both China and the United States that unless otherwise directed, it is necessary to wear business professional attire to a meeting or business casual dress. Unless informed beforehand, however, it is safer to dress business professional (“Office Dress”). Through the interviews, there was discussion on how younger generation workers and bosses are adopting from corporate cultures such as Google or Microsoft. One of the practices typically adopted is wearing business casual attire rather than a suit and tie. This practice brought up the idea that even established practices from other cultures can

become obsolete or replaced by a new practice.

Overall structure of a business meeting has not changed significantly in either country over the years according to both existing research and interview responses. In both countries, respondents believe that a business meeting is considered the most effective tool when discussing business matters.

#### Idea of Connections (Guanxi)

The last principle of focus is the idea of connections and networking which in Chinese is guanxi. Relationships and connections are necessary for successful business in both countries (Graham & Lam). The stronger the relationship is between two people or two companies, the better the trust and the foundation of that relationship is.

Interviewees commented on how the Chinese are more prone to the idea of building a relationship before immediately doing business. They want to know that they can trust the people that they could be doing business with, otherwise all business negotiations will be deemed null and void (Brennan). In the western culture, business is done in a way that is forward, quick, and direct in its approach.

Guanxi is more than just the relationship that has been built; it carries great responsibility to maintain (Christensen). Chinese business professionals follow the idea of reciprocity, which is essentially when a relationship is established, each member of the relationship has the right to call upon one another in a time of need or help and in turn, a request of equal or greater status will be reciprocated (Graham & Lam). This is essentially like a favor in America. Without relationships in either country, one is at a loss. A common American phrase that perfectly describes relationships would be: "it is all about who you know rather than what you know" (Brennan). Chinese respondents elaborated and highlighted the importance of the idea of reciprocity.

According to Phyllis Davis, the American idea of networking is the ability to develop business and social contacts. While these relationships may build over time, most remain at an acquaintance level (Davis). These connections should be properly maintained. American business people thrive on a large network that can range from contact from within your work, industry, and even as broadly as someone in the business world (Davis). Interviewees noted relationships and connections are the pipeline to success and they should never be overlooked when doing business or starting out in the business world.

#### Idea of Face (Mianzi)

Respect and preventing embarrassment, or mianzi, is imperative in business. In American business, respect is often an unspoken requirement. Mianzi directly translates into English as "the idea of face" (Seligman). In China, mianzi ranges from avoiding mistakes that could bring unintended attention to oneself, providing praise to others, and maintaining a positive public self-image (Carden & James). American business people

view face as being a simple concept but in China, face is a central thought and impacts many things including one's social status. There is also the idea of 'saving face', 'losing face', and 'giving face'.

Saving face is essentially when an individual maintains their current status in society by avoiding loss-of-face situations (Christensen). Intermediaries or someone who is very familiar with both languages, social cues, mannerisms, and the overview of the topic in discussion is imperative to successfully do business (Graham & Lam). Intermediaries can help save face by settling or elaborating on any uncertainties that may occur due to the language barrier. They can also provide services to defuse any conflicts that arise (Carden & James).

Losing face on the other hand is when the current status of your reputation is placed in jeopardy due to embarrassment from others or yourself. Loss of face can occur in a variety of ways from being disrespectful, questioning beliefs of others, criticism in a public setting, and more (Christensen). Face is not always negatively received; someone's Mianzi can also be boosted by others.

The idea of giving face to others would be considered the equivalent of encouragement or praise in the American culture (Christensen). Giving face should be done in a way that exemplifies affirmation or praise but in a manner that is conservative and not flamboyant (Engel).

Mianzi was another topic during interviews and many agreed and expressed the significance of knowing the meaning behind face. Almost all interviewees agreed that reputation is very important in both society and a good reputation takes time to build and only seconds to destroy.

### Cultural Impact on Business Etiquette in China

All business etiquette is impacted in some way by a specific country's culture. Each country has its set traditions and customs on how things have been done.

Geert Hofstede is well known for his research of how values in the workplace are impacted by the culture. Among the cultural dimensions identified by Hofstede, three are relevant to the current research: individualism, masculinity, and indulgence (Hofstede).

One way that Chinese business practices are influenced by culture is their view of individualism. China has long been classified as a highly collective society where its people act more in the interest of a group that they are associated with versus self-interest (Hofstede). In the workplace, decisions are made collectively and it is looked poorly upon for someone to stand up for something that the majority of your group does not coincide with (Christensen). Respondents emphasized how maintaining harmony and peace within a society is one of the key principles brought about through the primary philosophy followed in China, Confucianism. Confucian values promote harmony, maintaining status quo, and great emphasis on the different types of human relationships (Seligman).

The United States scores extremely high on the idea of individualism. Americans are taught that it is acceptable in their society to be unique versus conforming to society (Hofstede). Interviewees noted that even with being an individualistic society, everyone is taught the idea to love one another and embrace their differences. Individualism has translated into other values such as self-expression and independence. Another concept that is very pertinent in the American culture is the idea of individual praise. When someone achieves some level of success, that person is placed at the forefront and congratulated for their efforts openly. In American business, congratulatory awards and recognitions are given to employees for hard work and standing out in a positive way within the company (Engel).

Both countries are very driven by success or masculinity. Hard work in both countries is attributed to the idea that success is the equivalent to a higher and more prestigious rank in society. The biggest difference in masculinity is that Chinese individuals want to be the winner and if they are not, then there is a lot of disappointment (Hofstede). In America, there is a very competitive desire in people's mind, but there is also a sense of comfort in the idea that as long as one tries, it is acceptable if they fail.

Lastly, our focus on cultural impact on business etiquette comes from indulgence. Indulgence is the extent that people attempt to control their desires and impulses. There are two extremes that a society can be classified as in regards to indulgence: one being a strong control over indulgences or restrained (Hofstede). China is classified as a restrained society in part to the Confucian thought of being humble and maintaining harmony. The perception of indulging in China is looked down upon. Singling oneself out defies the idea of collectivism and maintaining harmony within a group (Seligman). On the opposite spectrum, America is a very indulgent society. In business, it is thought that if you work hard that you have the ability to "play hard", or indulge in material and luxury items. These are just a few of the many examples in which a specific country's business etiquette is influenced by the culture.

The interviewees remarked that the biggest change in business practices is how technology has had one of the biggest impacts on current business practices. Another idea that is slowly being adopted in China is the fact that more and more people find it acceptable to show their wealth and be more indulgent versus the tradition conservative notion that China has long been known for. Americans have become more accustomed to fast and immediate results in all aspects of their lives including business (Davis). Culture impact is not a set list of a few items that impact how we do business but rather every aspect of the culture influences practices and etiquette that is followed.

### Conclusion

The beauty of culture and its influence on business practices is that these practices have and will continue to change however there will always remain some trace of tradition

and value placed upon unique and difference practices. This is clearly evident in the Chinese culture as westernized practices and influence has been embraced and implemented in their culture and business sector. Chinese business etiquette books are fairly current and are easily accessible unlike American business etiquette books, since U.S. practices are deemed to be more straightforward. International business will continue to grow rapidly and as globalization continues to grow, the push for integration of cultures and exchange of practices will become more and more evident in both countries. It will be imperative that business professionals be educated on other culture's business etiquette. Generally speaking when doing business abroad in China or the United States, the interviewees discussed how it is important to be knowledgeable of the different practices in each culture. One can prepare for working in China or the United States by reading books, through classroom education, or having a friend or professional who is very familiar with the culture and practices educate you. One way that many of the interviewees have prepared is by having a basic knowledge but taking that knowledge and capitalizing on it through on-hands experiences. Being open, adaptable, and willing to embrace the culture and their business etiquette goes a long way and leads to great success in business.

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## ON EDUCATION BETWEEN CHINESE FAMILIES AND AMERICAN FAMILIES

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**Abstract:** In a lifetime, family is the first school, in which parents are the first teachers for the children, and children are the hopes of a family as well as a nation. Family education is the elementary education for children. There are many types of family education in the world and each of them shows distinctive features and is closely responsive to its culture. American family education is the most famous one among them. Analyzing the different family education, the reasons for the difference and the results of family education between American and China can help us know it very well. Although there do exist certain difference, its influence on people can enable us to find some suggestions for family education in order to make children grow more healthily and roundly.

### 1. Introduction

Children are the hopes of a family as well as a nation and family education is the elementary education for children. With the rapid development of society, education is not only the development of the absolute principle, but also is related to a person's life. Now, social development needs high-qualified talents. Good family education depends on the different social systems, culture backgrounds, education aims and so on. Family education for the children are different in many aspects between American and China.

In China, many parents only care about whether the children have a promising future, a good job, a good life or not. Based on those expectations, the majority of parents feel that their responsibility for their children is to create as good condition as possible they can so that the children will not worry about anything in the future. In short, Chinese parents would like to sacrifice anything if their children can live better with their help.

In America, American parents generally believe that the growth of children must rely on their own strength and experience. Based on this concept, most American parents emphasize more on training of their children's ability of independence once they are born, because they think that children should form a self-supporting awareness and have capacity to live independently since their childhood. And the capacity comes from the very training in the early age.

Now, family education is very important. In such a high-speed society, all aspects of family education needs to be improved. To understand the strengths and weakness of family education between America and China, respectively to absorb the nature of family education and achieve mastery through a comprehensive study. It is important for families to find the best combine site, consciously change backward ideas of family education extend the field of family education. Enrich the content of family education in order to



create a special steadily of the next generation is very well for parents. As a saying goes, "Mountain can offend jade."

Good family education in the future needs to focus on the development of the person's overall harmonious life. Our country's family education is affected by several thousand years of tradition, forming the point of the content the family education way influenced by Confucianism .we should continuously carry forward the culture. Noticing the individual is American culture development for the advocates of respect for individual freedom and rights. The national education, American family education agrees on the children's subjective initiative. The two countries of China and American are affected by Darwin's theory of education and western philosophy. As today's values have changed, when it comes to educating children, on the one hand, parents should continue to carry forward the traditional virtue of the ancestors, at the same time, they should absorb the western humanism spirit and teach their children to pay attention to the interests of the individual phenomenon as a driving force for the development of the forward, only improving the first to make contribution to the development of society.

## 2. The Difference between Chinese Families Education and American Families Education

### 2.1 Concept

A good concept may cause a good child, good concept of education plays a determinative effect on children. In the film Guasha Treatment serves as a good, in a film there is scene that Datong ordered his son to apologize to his boss's son when he saw his son was fighting with his boss's son. What's more, he slapped his son in the face at the refusal of his son, which gave his boss a quite a shock. His boss became confused why the father would show the regret by striking his son. This scene and the boss's confusion reflect the different concepts between China American. Traditional Chinese family education emphasizes kind heartedness, so we can say that Chinese parents like Datong in the film always want to model their children. On the contrary, American children have more rights of autonomy, because their parents pay more attention on justice and freedom in the process of family education.

### 2.2 Aim

The aim of family education is to faster the children to grow in its. It is the restrictive factor for the direction of family education, deciding the general effect, so the aim of family education is the core of family education and the fundamental reason for the differences between the two countries. There is an essential difference between two country's aims of family, one expects the child to become an outstanding personage the other hopes the child to be a comprehensive and independent person. Person gives expression to the difference. For most Chinese parents, the aim of family education is expecting their child to be a "dragon", which is "wangzichenglong" in Chinese. But American parents hope the child to be a man of ability which is "wangzicengren" in China. For Chinese parents, their aim is to

do anything in order to support their children to get high marks. What forms apparent contrast to it is that American parents give their children more training about improving their abilities, they try to train their children to have the ability of adapting to environmental variety and ability of living independently.

### 2.3 Method

The differences of concepts and aims cause the children to be taught by different ways and methods. Chinese parents affected by traditional culture, educate children with “control” and “seal” type, there are four tips for it:

(1) In daily life, Chinese parents prepare all things for their children, and the Children don't have to do any house work, which causes children to be lack of autonomy, independence, so that thought the Chinese children are isolated.

(2) In social life, Chinese parents protect their children from the excess to social activities. Many children are kept away from the exposure to the outer world because their parents worry about children's being affected by side-effect things. If the children stay in parents' bay for a long time, they will lose a lot of ability so that they don't know how to deal with social problems.

(3) In study, Chinese parents have a rather strict attitude towards children's school performance. Parents regard grades as the only and standard for future success. “Tasks Sea” strategy is often used in study. Chinese children are tired of doing many extra exercises, and they have no time to develop their other interests. Moreover their interests and hobbies are controlled, restricted and thus they tend to be lack versatile talents, do not possess very good development potential.

So Chinese children spend more time in studying than doing other things, what about American children? Let's talk about the famous film *The Pacifier*. In the film, it may be unconscious, but Shane Wolfe had left the kids master many skills by training them during the time when he cared them, so Americans bring up their children by the method of “letting go” but except developing children's abilities of independent living.

(4) In the relationship between their children, Chinese parents always let children make friends carefully so that children think that it's elusive to find a perfect friend when they grow up. But American parents have an open, democratic attitude for it.

### 2.4 Content

The differences of family education between the two countries are also reflected in the contents of family education. Although the contents of Chinese family education can also be divided into moral education, intellectual education, physical education and artistic education, but intellectual education has been the most important one since the children go to school. However, the contents of American family education is abundant, which focuses more on the harmonious development of language, emotion, knowledge and so on, it is so called “education for all-around development.”

### 3. The Reasons for the Difference

#### 3.1 Different historical background

China with a long history has a sort of innovative consciousness. There is a shortage of environment in which people can accept new ideas. By contraries, America is a nation of immigrants with a short history, there remains so little traditional culture, under the influence of multi culture and sense of worth, it is easy for people to accept new thoughts and culture, so American children are better at taking risks and innovating.

#### 3.2 Different economic form

China is a big country with a large population. Therefore, there are so few opportunities to find a job, a good job even can decide one's life happiness, and getting high mark has become a necessary condition to have a good job and future. The condition of economy in America is better than that in China, so there are more employment opportunities in America. American parents think profession is not distinguished as long as they can survive in society.

#### 3.3 Different social conditions

So far, social system and the older care have not been perfect in China. Many Chinese parents take their children as their private possession in order to receive the children's return, their children's high scores have become their origin of pride. But in America, there is a prosperous development of economy and sane social security system. So American parents don't count on their children's support, they regard educating child to be an independent conscientious and kindhearted person as their duties.

#### 3.4 Different traditional culture

In China, people advocate collectivism which emphasizes that the collective interests should be more important than personal one. Therefore, Chinese parents usually replace children's interests by their own willing and thought. They design children's future from in the adult angle. What's more, in Chinese family, parents can raise their children for their lifetime. However, stressing personal benefit are all cores of American culture. American parents believe that it is rationalistic that children after 18 years old should be independent and not rely on their parents.

### 4. The Results of Two Different Kinds of Family Education

The results of family education in the two countries also display obvious differences because of the distinct of education concepts aim, methods and contents. These are mainly influenced in three aspects.

#### 4.1 Ability of adapting to the society

Most American children can adapt to the society more smoothly than many Chinese counterpart, they can face and overcome setbacks more easily.

#### 4.2 Ability of living independently

Compared with the independent American children, Chinese children have particularly

much requirement and are strongly dependent and they always prefer to get others' care.

#### 4.3 Interpersonal relationships

As a result of parents' overprotection, Chinese children have few abilities of personal interaction, while American children are opposite at this point.

### 5. Conclusion

In a word, family education is very important. With the progress of society and the development of the times, all aspects of family education needs to be improved. Although the academic achievement of Chinese children, teenagers and even college students is nothing less than the west, generally Chinese children show a poor ability to be independent and the lack of independent consciousness. Independence of Chinese children is not only weak, but also Chinese children are short of environment to adapt and strain capacity. Chinese children just only ask someone to take care of, but they are always lack of compassion and the ability to help others. Chinese children don't realize that they need to respect their elders at home, outside they are being lack of social responsibility. By contrast, American parents give children the key to open the door. American teacher education basically, there is a consensus that parents should not give children specific specification, everyone can choose according to their respective values. The importance of education is to guide them how to choose. "Give them the key that opens the more appreciate than to take them into the room." Parents accompany behind them to give confidence, emphasizing the application to the children "in your eyes to observe". An appeal is being for our young parents to give the children more independent space and don't arrange to replace everything for children, parents should know how to teach children some of the solution, not often help them to solve.

Because of the influence of different cultural backgrounds in the two countries, China and America form their national characteristics of family education. So we should carry forward the Chinese nation for thousands of year splendid civilization of brilliant crystallization. We respect each other's cultural characteristics and draw lessons from each other on the ideas and methods of family education.

## FESTIVAL CULTURE IN AMERICA AND CHINA

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**Abstract:** Guided by the theory on close communication in traditional culture between America and China, this paper gives a bright perspective of the festival culture in communication, and describes the difference, provides the methods of learning and introduces some interesting Chinese festival. This report presents conclusions from the introduction that combining national festival origin with the actual customs, and a survey do in college about foreigner's interests in Chinese festival culture. Finally, the importance of a further learning in festival communication will be found, the number of people who are interested in Chinese festival culture will be increased.

**Keywords:** difference in New Year, method of learning, Chinese festival presentation

It is known to all that each traditional festival is a product of the ancient civilization, which is formed from the development of The Times. Gaining a comprehensive understanding of those festivals which we are interested in can help both American and Chinese understand better on foreign traditional culture. While the communication in this part is more and more frequent between America and China, in fact, few know the name or the date for the festival celebration, no to mention that they really understand the origin and the profound meaning behind the festival. It would seem, therefore, the further investigation is needed in the area of the traditional festival culture, in order to make more people especial the foreigners have better understanding for the Chinese festival culture and promote a further communication between them.

The primary focus of this paper is to give an example to describe the difference in festival between these two countries. A secondary purpose is to present some useful ways to learn how to effectively understand the festival culture and then introduce some famous and interesting Chinese festival for public. This paper pay more attention to the Chinese festival culture, in other words, the description referring to Chinese culture is more detailed than American, which is in order to be well presented the Chinese festival to American friends.

The research is devoted to the field by the detail presentation of the festival in origin and customs, a survey about the foreigner's view of the Chinese festival culture, and the effective information on how to integrate into unfamiliar festival culture. It is hoped that this research will stimulate a continuous communication in traditional culture over these two countries, and inspiring increasing people participate in this communication.

The difference between American and Chinese New Year

Chinese New Year or the Spring Festival is one of the most important and longest holidays in traditional Chinese festival. It begins on the first day of the first month in Chinese lunar calendar, and ends up on the 15<sup>th</sup>. As all American known, Christmas also is the most important celebrations of the year in America. It falls on the twenty-fifth of December, and has the same importance as Chinese New Year to people with English background.

As for the origin, Christmas is a Christian holiday that celebrates the birth of Jesus Christ. While no one knows the exact date when Christ's birth, most people observe Christmas on the 25<sup>th</sup> of December. The history of Christmas may date back over 4000 year. Christ is the son of god, he born to help people understand god better and love each other more. Christmas is celebrated to honor him.

The Spring Festival can be traced to several millenniums. The most interesting and famous legend for this holiday is a story about the beast named "nian", which is a cruel and wild animal in ancient times. The people believe that the beast will come to the village and kill the common people in lunar New Year's Eve night. According to the legend the beast extremely fears red color, flame and a lot of mixed sound. So people begin to put up the red paper in the gate, light the torch all night and set off the firecrackers in order to avoid the beast. From then on, the beast does not come out any more. Nowadays the Spring Festival are mostly celebrated to the reunion for the family and pray for the good life in next year.

With the time goes on, regional customs and traditions concerning the celebration of the Spring Festival are varied widely by different nation in China. However, many customs are same in general. They will clean the house before the New Year's Eve and decorate the house with the red lantern and the Spring Festival couplets, sometimes even stick the red paper cuttings on windows, Americans clean the house too, but they decorate the house with holly, mistletoe and Christmas trees.

During the New Year's Eve, both of them have a big supper with family. In China, the food includes the fish, chicken, and so on. Americans prefer to roast Turkey. After the eating, Chinese family always gathers together chatting, playing cards or watching Spring Festival Party on CCTV1, children like to set off the long strings of the small fireworks. Until 0 o'clock, all the family set off the firecrackers to welcome the coming new year. The whole sky is lighted brightly.

In America, when children go to bed that night, they hang up their stockings, and on the Christmas morning, the children are always wake up early to find them full of presents. Of course, it is not due to the coming of Father Christmas. Just their parents fill the stockings. Chinese child also wake up early to greet to their parents by wishing them a healthy body and happy new year. Then receive the money in red paper envelopes which named "hongbao" in China. In the next days it is same to American people, they often visit friends and relatives.

For Chinese and American new-year celebration, while the customs are similar in

some place, the differences are existed. For example, stockings and “hongbao”, they stand for the different culture element. Only when we know more about these, can we understand a new culture better.

#### The methods of learning a new festival culture

It sounds too difficult for someone to learn a foreign festival culture under different background. According to the research in this field, the most important and basic ways to step to the festival culture is that we need to be rich in knowledge, which including the origin, customs and features about the festival. Besides, refer to the Internet to find some videos and information which are related to the celebrations, in order to feel the atmosphere in advance. Last but not the least, make friends with local people and join in the celebration of a festival what you like with them. It is the most direct way to contact with the new festival culture.

The methods given above are most concise for people to learn a foreign festival culture, which combing the theory and practice. They make the process of learning become more interesting.

#### The middle-autumn festival

According to the survey done on the international college in Science and Technology of Harbin University, a festival that foreigners are most interesting in is the Middle-Autumn Festival.

It is celebrate on the fifteenth of August, the day was also considered as a harvest festival. The origin can be traced back as far as the ancient Xia and Shang dynasty. In the Zhou dynasty people hold ceremonies to greet winter and worship the moon. When the Middle-Autumn Festival sets in, it becomes very prevalent in the Tang dynasty that people enjoy and worship the full moon. In the southern Song dynasty, people send round moon cakes to their relatives as gift in expression of their best wishes of family reunion. Since Qing dynasty, the custom of Middle-Autumn Festival celebration becomes unprecedented popular. The also appear some special customs in different part of the country. Such as burning incense, planting Mid-Autumn trees, lighting lanterns and playing dragon dances. However, these customs are not as popular as it used to be. Nowadays, people gather together to have a supper, drink wine below the moon, the most essential food for this festival is moon cake.

The round moon cake, measures about three inches in diameter and one and a half inches in thickness. The cake is made with melon seeds, lotus seeds, almonds, minced meats and so on. Now it forms a wide range of different taste cakes.

Nowadays the Middle-Autumn Festival is mostly celebrated for the reunion of the family and the missing about the relatives who do not stay at home in many people’s eyes. Drinking the wine and eating moon cakes are the remarkable characters for this festival.

## Conclusion

This article set out to make more people focus on the traditional festival communication between America and China, and attract more American friend's interests on Chinese festival culture. According to the comparing with Christmas and the Spring Festival, present the obvious difference in their celebrations. Then the secondary presentation about the methods of stepping into the traditional festival aims to help people to understand better for a new festival culture. The festival is the more attractive topic for all of us, understanding them better can promote a increasing communication and facilitate a more friendly and harmonious atmosphere between America and China.



# THE ANALYSIS OF FILM SUBTITLING TRANSLATION IN THE CROSS-CULTURAL COMMUNICATION BETWEEN AMERICA AND CHINA

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**Abstract:** Reform and opening up boosts the increasing internationalism of the film, which makes the film subtitling translation more important. Based on translation adaptive conversion theory, this paper explores the adaptive election in film subtitling translation from three levels: language, culture and communication. The author hopes this translation strategies can be used to create more perfect film translation versions available to the common people and further speed up the process of communication between America and China.

**Keywords:** film subtitling translation, language dimension, cultural dimension, communicative dimension

## 1. Introduction

At the sound of international communication between America and China, we may imagine the diplomacy of the leaders and the exchanges of the students. Nevertheless, the essential communication comes from the ordinary people who are the root of the country. Film tends to be more popular media to make Americans and Chinese know each other, which makes the film subtitling translation more important.

Nowadays, Chinese films sweep European market, while European films hit China, in the process of which translators play a dispensable role. Therefore, in order to transmit the culture and make the globe to be an “earth village”, film-subtitling translation is supposed to be a powerful impetus.

This paper aims to expound general considerations in film subtitling translation under translation adaptive conversion theory from language, cultural and communicative dimension.

## 2. Cases Study on Basis of Translation Adaptive Conversion Theory

“Translation adaptive conversion theory”, put forward by professor Gengshen Hu, is a new ecological translation theory, which guided by the basic thought of “adaption/choice” doctrine in Biological Evolution written by Darwin. Professor Hu pointed translation as the choice of translators answering to translation ecological circumstance which means the world presented by the source language, that is language, communication, culture, society and the integration of author, reader and consignor.

### 2.1 Adaptive conversion in language dimension

Adaptive conversion in language dimension means although translators are invisible,

they carry the responsibility to bridge the movie and the audience. Therefore, film subtitle translation requires the adaptive conversion in language style, rhetorical feature and sentence structure[2]. Examples as follow:

1) Excerpt from The Flowers of War

“都怪我!”“怎么能怪你呢?”“我看就是怪你。”

“It is my fault!” “It is not your fault.” “It is your fault.”

It is noticed that the second sentence is disjunctive question. However, its real purpose is to convey negative meaning. If the literal translation “How can it be your fault?” were adopted, it to some extent would break the sentence structure. The above translation version not only convey the purpose of the speaker, but also maintain the uniform sentence structure and style[3].

2) Excerpt from The Big Bang Theory

So, how do you feel? Nice and loose? Come to play? Got your game face on?

感觉如何? 严阵以待? 一鼓作气? 士气如虹?

This sentence is what Penny says to cheer for Leonard and Sheldon, when they prepare to enter the physics bow. If the literal translation “放轻松”“准备好了吗?” were used, we would fail to feel the expression effect that the competition atmosphere is so fierce that the audience immerse in the competition. And here, four-character phrase is typical Chinese[4].

## 2.2 Adaptive Conversion in Cultural Dimension

Adaptive Conversion in Cultural Dimension means that translators focus on the transition and explanation of cultural connotation in the process of the translation[5]. There exist many differences between Chinese culture and American culture, which is reflected in characters. The dialogues in film show the particular cultural connotation of one nation, therefore, in film subtitling translation, translators are required not only to concentrate on the language conversion of the source language, but also to adapt to the whole cultural system and to pay attention to the transition of cultural connotation between two languages[6]. Examples as follow:

1) Excerpt form The Flowers of War

南京死了这么多人，阎王都来不及收。

So many people have died, even the hell is packed.

Chinese believe that one after death will go to Yinjian accept the trial from Yan Wang. In western country, the Christians claim that the evil will be punished in hell after Armageddon. The hell (or Yinjian) is viewed as the place that the souls exist after the death of people. Therefore, “the hell” and “Yinjian” share the similar meaning in different culture.

2) Excerpt from The Big Bang Theory

(1) No guts, no glory, man.

人有多大胆，地有多大产。

“No guts, no glory” is a folk adage. if literal translation were used, it would be “没有勇

气就没有荣耀”，which is very awkward-sounding. In fact, the translation version “不入虎穴焉得虎子” has been perfect. However, the above translation no doubt closely connect the TV series and the Chinese audience, making the expected effect of comedy.

(2) We need a fourth for our team.

我们队现在三缺一。

This conversation occurred on the occasion when Leonard invited his colleague Leslie to join their contest of physics bowl. “三缺一” is also a common saying, representing an occasion when there are three persons while playing mahjong (one kind of entertainment in China) demands four persons. Now, it can be used to refer that the absence of people leads to the failure to continue an event. Hence, this translation version is a stroke of genius enough to make the audience in China, a country with the popularity of mahjong, resonate with American audience.

### 3) Excerpt from Black Books

Fran: If I told you that wall of my flat were actually moving in, would you think I was strange?

弗兰：如果我告诉你，我公寓的墙壁确实在移动，你会不会认为我在异想天开。

Bernard: No, I'd ask you to come round and look after my small children.

伯纳德：不会，我会让你和我的孩子一起玩。

This conversation occurs on the occasion when the host moves the wall of Fran's flat to diminish the room area. Fran tells his doubt to Bernard while the latter mocks at her rich imagination through the words 'ask you to come around and look after my small children.' This plot is typical English humor, therefore, Chinese may have difficulties in understanding it immediately. Two parties in different cultural backgrounds hold different reaction to the same humor[8]. Western-style humor is showed in direct way, which reflects their cultural features of pursuing individualism and liberation; while Chinese-style in tactful way, embodying cultural ideology that do not do unto others what you would not have them do unto you.

### 2.3 Adaptive Conversion in Communicative Dimension

It is useless for the message to fail to the function of communication. The final target of every language is for communication. To a large extent films depend on the dialogues of actors or actresses, which can reflect the characteristics of actors and the unique function of communication. Adaptive Conversion in Communicative Dimension means translators focus on whether the communicative purpose of the original text is expressed in translation version or not[9]. Examples as follow:

#### 1) Excerpt from The Flowers of War

(1) 当兵的躲在这里，算什么东西！

But if he hides here, he is a coward.

Here, the speaker misunderstands the soldier with the belief that he is scared of the death, the sentence of “算什么东西” is about to show the scorn of the speaker. The

translation version “coward” conveys the communicative purpose in a better way.

(2) 我们要珍惜我们的命。

Life is a sacred gift.

In Chinese, there are many sentences embodying the word “要”, such as the city slogan “我们要做文明的城市人”. Chinese are accustomed to this kind of expression which can be seen as a caution. However, if literal translation were used, it would be unavoidable to utilize ‘should’ ‘need’ and other modal verbs. For example, “We should be civilians in the city”. Foreigners can not understand this kind of expression for which the original dialogue means the kind remind and care, while the translation version feels like an order. Foreigners may ask, “Do we behave like barbarians?”

In the film, students would rather die than perform for the Japanese with the choice of committing suicide. The speaker aims to persuade them to give up the negative thought. Therefore, “Life is a sacred gift” perfectly convey the communicative purpose: cherishing the life.

2) Excerpt from The Big Bang Theory

A well-known folk cure for insomnia is to break in your neighbor’s apartment and clean.

失眠的灵丹妙药就是闯到邻居家打扫。

This conversation occurred at the occasion when Sheldon accidentally found that Penny messed her house up beyond his endurance, so he helped do the clean when Penny fell asleep. Leonard thought that the behavior of his roommate is inappropriate, so he booed Sheldon. The translation “灵丹妙药” wonderfully delivered the communicative purpose, sneering at Sheldon.

The process of film translation can be seen as an integrated whole among translator, source language and audience. Moreover, translator - translation of film subtitle, playing a central role, must make adaption and conversion in language dimension, cultural dimension and communicative dimension on basis of the characteristics of film subtitle and the acceptability of the audiences.

### 3. Conclusion

This paper analyzes the translation strategies of The Flowers of War, The Big Bang Theory and Black Books based on translation adaptive conversion theory through which we can achieve the adaption and conversion in language, cultural and communicative dimension. Professional film subtitling translation requires first the knowledge of both Chinese and American culture. Second, the ability to create a version available to common audiences proves to be the quality of most successful translators.

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## ANALYZE THE DIFFERENCES BETWEEN CHINESE AND AMERICAN WEDDING CUSTOMS

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**Abstract:** This paper aims at describing two differences in Chinese and American wedding customs-wedding ceremony and wedding dress – and analyzing those of internal causes. Only by totally understanding the difference between Chinese and Americans' perspective of weddings, can they fully get along well with each other, thereby reducing cultural conflict. Though the differences existing in so many fields in two countries, there is no need to distinguish which one is superior. Most important thing is to further understand China and American wedding cultures, thus, they can seek common ground while reserving differences.

**Keywords:** Chinese, American, wedding, culture, religion, ceremony, dress

Given the differences in historical background, cultural heritage, political system and economic development level of China and America, it is natural that the two sides have different views or even disagreements on some cultural traditions. So it is necessary for their people to have a deeper understanding of each other's distinctive culture.

This paper will talk about one aspect of culture, wedding customs, which take a great importance in Sino-America cultural communication. With the growing Sino-American communications, it is not uncommon to see combined couples from these two countries. However, that situation often accompanies with some conflicts at first because the couples lack of basic knowledge about the contradiction of Chinese and American wedding customs. So it is of vital importance to promote Chinese and American cultural exchanges and minimize misunderstanding between countries' communications.

The paper will contain the description of two differences of wedding traditions on ceremony and dress of both countries. And also I will analyze those of internal causes and cultural background to deepen cultural understanding, thereby reducing cultural conflict.

### Wedding Ceremony

Recall such an episode in one movie: in a magnificent cathedral, the bride wearing a white wedding gown and also a white veil, accompanied by one of her family and bridesmaid, slowly goes towards the bridegroom who is waiting for her in front of the altar. With the wedding march beginning to ring, the wedding starts. This is a very common scene in American wedding. Almost all the wedding ceremonies are held in the church, and presided over by a priest, the couples make their vows, like this: I (name), choose you (name) to be my (husband/wife), to respect you in your successes and in your failures, to care for you in sickness and in health, to nurture you, and to grow with you throughout the

seasons of life. Then they will exchange rings. Everything seems so fabulous and sacred in such quiet and peaceful atmosphere.

Unlike American weddings, traditional Chinese weddings are held at home, not in church. The bride and groom are conducted to the family altar, where they worship the heaven and Earth, and the groom's ancestors. Then the couple will serve tea to all their superiors in the family to show their respect. After that the bride and groom bow to each other which symbolize they are getting married. After these rituals, there will be banquet like a get-together party among the couples' families and friends. Groom need to accompany them, the atmosphere is less formal and more casual compared with American wedding. As to the bride, she will leave to the bridal room waiting for the groom uncovered her scarf which completes the ceremony.

#### Potential Reason for Choosing Wedding Place

It is well-known that in America, the people have a firm belief in God and Christian becomes their most important religious belief. As the marriage is considered as the gift from God, people assume that the couple is able to find each other with the help of God. The church and minister are viewed as the divine temple of God and God's messenger or the person closest to God respectively, thus the minister's hosting the wedding in the church shows the couples' respect and thanksgiving to God, and the minister's mission is to help to free the new couple from the ominous and evil of the devil, in this way their marriage will be blessed.

However, as far as most Chinese are concerned, they are deeply influenced by Buddhism, Taoism and Confucianism, few of them are Christian, and they naturally have no "Church Complex". The wedding is being held at home gives an expression of the family's importance. Through saluting a home, the Chinese family value, that is emphasizing the status of parents in the family, is well expressed.

#### Wedding Dress

Traditionally, in America, the bride is wearing a white dress, a white wreath, and long white gauze which symbolize love, purity. In addition to wearing the white dress and veil, at American weddings, the bride should also wear and have another 5 things, "something old, something new, something borrowed, something blue and a sixpence in the shoe". Something old means to represent the link with the bride's own family and the past particularly mother or grandmother or even most distant relations. Something new, those newly-bought objects suggest a new happy and blessed marriage life. Something borrowed indicate that the friends and families will always be there for her when help is needed. Something blue represents purity, loyalty and love. A sixpence in the shoes is a symbolization of wealth. It is to pray wealth and happy married life.

The first documented instance of a princess who wore a white wedding gown for a

royal wedding ceremony is that of Philippa of England, who wore a tunic with a cloak in white silk bordered with grey squirrel and ermine in 1406. Prior to the Victorian era, a bride was married in any color, black being especially popular in Scandinavia. White became a popular option in 1840, after the marriage of Queen Victoria to Albert of Saxe-Coburg, where Victoria wore a white gown to incorporate some lace she prized. The official wedding portrait photograph was widely published, and many brides opted for white in accordance with the Queen's choice.

Today, Western wedding dresses are usually white, though "wedding white" includes shades such as eggshell, ecru and ivory.

As to China, red is the top priority for wedding garment. At traditional weddings, the bride wears an embroidered gown, a phoenix coronet shawl on head and a red scarf. As for the red scarf, it is to be uncovered by the groom when the wedding ceremony ends, and after that, they become a couple. The patterns on groom's garment will be dragon. According to ancient Chinese legend, the Phoenix symbolizes female, and indicates auspiciousness, and the dragon is a highly revered image representing power. The image of the dragon and phoenix together signify the nature balance that exists between man and woman.

A Chinese wedding dress also include complex but elegant headdress. Brides are adorned with such an exclusive hairstyles which adds up to their beauty even more. Hair designers are given special training before they could be a perfect head dresser for a bride. Sometimes the hairstyle is so complicated and heavy that bride could do nothing but to keep his head straight so as to maintain the balance. Such a headdress is also an outcome of ancient Chinese culture.

Nowadays, as culture communication constantly increased, western wedding elements are coming to Chinese wedding. It is not unusual to find Chinese women dressed in a western white gown, though the color whiter was mostly associated with death.

### Conclusion

In a nutshell, influenced by its history, culture and religion, American wedding ceremony is mostly held in a church, with the quiet and peaceful atmosphere. The bride chooses white dress on her wedding day, and also wears something old, something new, something borrowed, something blue and also has a sixpence in the shoes as tradition. On the country, traditional Chinese were affected by the thoughts of Buddhism, Taoism and Confucianism. Their weddings always take place at home, lively and active, and bride is dressed in red, representing jubilation and passion of new life.

Differences as it has in two countries wedding customs, it actually doesn't hinder the path of two countries culture communication and integration. We see Chinese wedding dress is no more just limited in red color, but blooming with various colors especially white. Meanwhile, the process of wedding ceremony has been becoming simpler in decades. Many



young people prefer to the western-style wedding for it seems rather holy in the witness of priest. As to America, it is not unique to see that some traditional Chinese wedding elements are added to its wedding customs. For example, cheongsam caught on for a while as the top priority for choosing wedding dress.

Nobody could tell which culture is superior or inferior, and there is no need to. Each culture has got its attractive features. This paper aims at contrasting some differences so people can have a further understanding of wedding customs both in china and American, and sense that to respect the variances and to appreciate them will help cultural communication more successful and satisfactory.

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## THE SINO-US DIFFERENCES IN ETIQUETTE

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**Abstract:** China and the US have a completely different histories and cultural heritages. So it is no doubt that there exist different etiquettes between China and US. In my paper, I will talk about the Sino-US difference in etiquette, such as communicative language etiquette, gift giving etiquette, guest etiquette and etiquette on the table in detail.

**Keywords:** daily greeting, appellation, farewell, gift giving etiquette, guest etiquette cuisine, atmosphere, seat

There are huge differences in etiquette between the U.S. and China, and we should realize the importance of the Sino-US differences in etiquette and know the Sino-US difference in etiquette. Therefore, the purpose of my paper is to make people to learn the Sino-US differences in etiquette. Because understanding the etiquette can not only present the respect for each other but also advance the harmonious development of the Sino-US relations, which has long-term impact on two countries. Although Eastern civilization and Western civilization are produced and developed in a certain social and historical conditions, both of their existences are reasonable and there is no question which one is better. So we are supposed to respect the personality and habits of others. Only in this way, communication between the two countries can proceed smoothly. So it is necessary to understand and study etiquette in other countries.

Here, we make the study of the Sino-US differences in etiquette.

1. The etiquette on communicative language is different between the two countries.

In daily greeting aspect, Chinese people mostly use "Have you eaten?", "Where are you going?" and so on, which reflects the kind of close relationship among people. But in America, this kind of greeting will make the other feel suddenly, embarrassed, or even unpleasant. Because Americans will understand this questioning as a kind of "interrogation", and they will feel that the other is inquiring about their private life. In the United States, they just say hello in daily greeting. Also, saying "Good morning!" "Good afternoon!" "Good evening!" according to time. It's OK. What's more, Sometimes Chinese people will give a slight bow to show respect when meeting eldership, while Americans think that bow seems inferior, and it is the most common greeting way to hug, kissing and kissing her hand.

In appellation aspect, among American family members, regardless of seniority hierarchy, they can call each other's names or nicknames. This practice is particularly prevalent among the people not only who have similar ages but also who have different

ages, even on the first meeting. The people from different social status are also like this. It doesn't have the meaning of no respect for each other. In fact, it is a symbol of friendly relations. However these are not acceptable in China. Because Chinese people must make the relationship clear, such as generational, young and old. Otherwise it will be considered impolite. If Chinese children called the name of elders and teacher, the reaction of the adults can be imagined--- They will be very angry and even criticize the child.

In farewell aspect, when Americans ready to say goodbye to friends, they often say "Well, it is been lovely to see you, but I must be going soon. I hope we will be able to get together again before long". Such way of farewell is naturally. They use this way to show the thanks to the hosts and express the pleasant from heart. However, the Chinese-style farewell is "I am leaving now", and when people come to the door to say "I am sorry to have wasted your time" or "I am sorry to have taken up so much of your time". They try to use these words to convey the sorry for selves disturb and thanks for host's treat.

2. The gift giving etiquette between the two countries is different.

Using California San Diego State University's Professor of Business School Lois Olson's words, Chinese people take gifts to express the meaning of a "welcome" and "Nice to meet you," while Americans gifts are more expressed the meaning of a "thank you." In official contacts, many US companies have specific provisions on accepting gifts. Considering the strict rules of the US business and political community, gifts of value should not be too high, in order to avoid misunderstanding, or to inflict psychological pressure. Gifts giving will talk about equality, and many people will pay more attention equality when Americans treat people and thing. In comparison, the Chinese people have strong sense of hierarchy, which is also reflected in the gifts giving. Americans present gifts according occasion. Chinese people are on the seniority give gifts.

Americans do not pay attention to the gifts' price, as long as chic, practical on the line, sometimes asking each other what to buy. Chinese people pay attention to the face. The gifts' price more high, and the heart more sincerely. Chinese giver will not ask each other what to buy. The gifts presented from Americans will be unpacked in the face of the guests. But Chinese people will pack the gifts after the giver leaving. Furthermore, Americans believe that the odd number symbolizes good luck. But China is opposite. Therefore, Americans attention to give singular's gifts while Chinese gift-giving attention to the double number.

Chinese people like give money, Americans rarely send cash. Chinese people would like to send food and tonic while Americans prefer giving each other a greeting card. Therefore, Hallmark Company starting with greeting card has great business now. The Chinese people feel it is a little Pediatrics to send a card. In the United States, there are very few subordinate give the superior gifts. When go out to eat meals together, it is the boss pay, or it is the AA. It is absolutely that the phenomenon which subordinate scramble to

pay the money can't be exists. And the bosses who go to abroad often give each subordinate a small gift.

3. The guest etiquette between the two countries is different.

Americans believe in "time is money", therefore they will not spend a lot of time chatting and cottoning relations. When being a guest, 5-10 minutes' late under normal circumstances is acceptable, so as to give the owner enough time to prepare. The Chinese people are usually arriving early, then ladies can help hostess prepare meals and men will have a communication in house with each other so that close relationship and deepen emotion.

In America, when you are a guest in someone's home, you should immediately sit down and do not quibble if master please you sit. You can't easily smoke, if you want to suck, you should ask whether the ladies presented here are mind or not. If master offering cigarettes to you, even if you have your own cigarettes, you are supposed to accept the owner's smoke. This is different from the habits of China. Chinese people tend to refuse just because of polite. But in American eyes, he will think you look down on him, leaving the relationship among friends deteriorate. If the couple goes with guests, wife should standing first to leave. If you are not familiar with the owner, guests should call or write a short card to express his appreciation. This kind of way can make Americans think you're so polite, so as to leave a good impression on you.

4. The etiquettes on the table are different in the two countries.

You shouldn't begin to eat until the dishes appear in the front of all the guests and the host indicates to eat during the meals in the U.S. Before the hostess picked up her spoon and fork, guests are not allowed to eat any dish. Yet the Chinese guests often start while the meals are served, and the host is often the last to sit down and start a meal. When serving the food, it is best to take every kind of dish, and it would be a pleasant to hostess. After the meal, the hostess should leave her seat firstly, and then the guests leave. Napkins on the table, not fold according to the original look, unless you are pleased to eat another meal by the master.

Chinese cuisine focus on dishes color, smell, taste, shape and meaning, even more than the focus on nutrition, as long as look good and taste delicious, nutritious seem less important. Western diets focus more attention to nutrition and absorption, and it is a scientific diet concept. Their diet is the purpose of survival and health, and does not seem to pay attention to taste and enjoy.

In the dining atmosphere, the Chinese people like vibrant when eating. A lot of people get together to eat drink laugh and create a warm and lively dining atmosphere. Americans like elegant and quiet environment in the meal. For example, it is impolite to make a harsh sound during the meal.

In China, since ancient times to now, considering the right more respect than left. So the host should arrange the distinguished guests to the right seat. In the United States men and women are seated interval, also couples separate seated. American owner does not advocate drinking wantonly while on China's table wine is the essential thing.

### Conclusion

In short, it's essential to understand the different etiquette of the two countries. My objectives are letting people realize the great significance of the Sino-US differences in etiquette and making contribution to a better communication between the Americans and Chinese.

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## TABLE TENNIS AND AMERICAN CULTURE

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**Abstract:** Table tennis has played a very important role in the Sino US culture. From the sports level, as the saying goes "sports without borders", table tennis as an Olympic sport, invisibly plays an important role on intercultural communication. From the historical point of view, table tennis diplomacy has painted a thick and heavy color in the history of Sino US diplomatic relations. In today's society, table tennis as a well-known international leisure sports, is integrated into every aspect of people's life.

**Keywords:** Table tennis, Chinese and American cultures, intercultural communication, the establishment of Sino US diplomatic relations, ping-pong diplomacy

When we talk about the establishment of Sino-American diplomatic relations, we may remember the 1971 "table tennis diplomacy" firstly. China always take the first place in the table tennis competition, China has repeatedly took up the gold medalist, the silver medalist and the third winner in contest in the Olympic table tennis project. However, table tennis is not originated from China. The name, "Table tennis" originated in 1900, Britain is the birthplace. Its official name is "Table tennis", means " tennis plays on the table ". Named for the issue of "Ping Pong" voice of its hit, in China mainland, Hongkong and Macao areas treat the " Ping Pong " as its official name. However, Taiwan and Japan is known as the "table tennis", means the table tennis sports playing on the table. Evidently, the development of table tennis is a kind of intercultural communication, is the best proof of cultural fusion. However, table tennis plays an important role in Sino US cultural exchanges which is not only reflected in the history of the "table tennis diplomacy" or the Olympic games. With the development of table tennis and the development of globalization, table tennis as a recreational sport project has been accepted by people of all ages from the domestic and foreign, it is also slowly get into people's daily life with the passage of time. Now the table tennis has entered the university physical education curriculum, so that more people have chances to contact and love this sport, including many foreign students. By playing table tennis we can not only get the physical fitness, but also promote the integration of American culture. Table tennis as a sport, has realized its globalization. The further popularization and promotion of table tennis will lead to a better promotion of intercultural communication all over the world.

### 1. A ball broken the ice

Table tennis, once the Chinese people carry much better memory and emotion. It won the first gold medal for China in world sports competition, it is a sport of China which won

the world champion most, it writes legendary in the history of Chinese sports, it stimulates the spirit of unity and struggle from the sons and daughters of the Chinese national, it deserved to enjoy the "country ball" reputation. -- this is the table tennis who with only 3 centimeters in diameter, and who has successfully played the role of an icebreaker in Chinese contemporary diplomatic history.

In March, 1971, the thirty-first session of the World Table Tennis Championships was held in Nagoya of Japan. The representative of China team hesitated and thought over, decided to participate in. However, was in the middle of the cold war, China and the United States in the state of hostility, Sino US relations is an extremely sensitive political issue, so how to contact with the American table tennis team is a problem.

In March 28, 1971, thirty-first session of the World Table Tennis Championships has been officially opened in Japan Nagoya Aichi stadium. In April 1st, the Chinese table tennis team won the champion. The second day was holiday, the organizing committee arranged players sightseeing. In the yacht, player two countries inadvertently standing together. Firstly, American players praised China players hit the ball well, then they asked with a smile, I heard that you have invited our friends (refers to the Canadian and British table tennis team) visit to your country, what time for us?

America team deliberately expressed that they want to visit Chinese. The leader of the Chinese delegation, Zhao Zhengong replied: "there will be an opportunities."

The thirty-first session of the World Table Tennis Championships process during the Middle, American contestant Cohen get wrong to the Chinese team's car. The original Chinese table tennis team players Zhuang Zedong recalled: "the representative of China sat in the car, this time, there comes a stranger with long hair, everybody does not know who he is. He looked at everyone is Chinese, turned to leave, but the door has been shut. At this time, he turned around, we saw the word USA on the back of him. "

A car full of China athletes cannot help a bit curious with this American, but no one did talk. After the American athlete get in the car about 10 minutes, the carriage is silent, we have a tight string in our heart.

In the face of a car of Chinese people, Cohen nervously standing at the door. At this time, Zhuang Zedong who was sitting in the last row is not calm. "I think at that time, Premier Zhou speaks to us, this time you go abroad to carry out the policy of playing the friendship in front of the competition. If they are on our car, we should be polite and ceremonies."

An ideological struggle, Zhuang Zedong regardless of his teammates of the block, resolutely stood up and actively talk to the American athlete, and shake hands with him, and gave him a brocade of Hangzhou as a souvenir.

More than ten minutes passed quickly, when the car arrived at the stadium, Zhuang Zedong and Cohen became the focus of sensitive reporter.

The second day, Cohen deliberately so early waiting on the key road that the Chinese

team will though. "The second day he was there for me, take a gift to me, a jerseys with an American commemorative medal. Soon, the newspaper was printed. The third day, American deputy head Harrison came to Chinese resident request to meet, when he come into the door, he said that during these two days he was infected with the friendship between China and the United States athletes, so he put forward a bold vision to China table tennis, table tennis world champion can also invited American to visit china, is it right?" Zhuang Zedong recalls.

Chairman Mao know about American's thought, and after repeated consideration finally decided to welcome the American team to visit china.

A world-famous "table tennis diplomacy" has been triggered by the chance of getting the wrong car.

In April 10, 1971, the new China finally have the first batch of guests from USA. These lucky America table tennis athletes, each of them carrying a camera, and stared at the curious eyes, they want to put this strange country, unfamiliar people shooting into the camera, loaded into memory.

American athletes in accordance with the Premier Zhou Enlai personally arranged schedule, visited the Great Wall, Tiananmen, the Imperial Palace, the Summer Palace and other places of historic interest and scenic beauty, and friendly compared notes after the match with Chinese table tennis team and Chinese athletes. On April 14th, Premier Zhou Enlai met with the America table tennis players' visiting.

The news that Zhou Enlai meets with U.S. table tennis team has quickly caused a sensation in the world, the news spread to the United States in 10 hours, President Nixon made a statement that announced five new measures which including the visit visa issued to improve the relationship between Sino US to the China.

In April 17th, American table tennis delegation left china with the friendly feelings of the Chinese people. After returning home, the American pingpong regiment Stine Huo Wen can't wait to go to the White House and answer the invitation of President Nixon, send Nixon the Chinese manufacturing table tennis that he accepted from Chinese table tennis team. Then Nixon sent a telegram to show his acknowledgements to China.

After eight months later, USA table tennis delegation's visit to China, Nixon's visit to China. It is during this visit, the two sides issued a joint communiqué in Shanghai, and China US relations opened a glorious and resplendent new chapter, which due to a diameter of only 3 cm of the small ping-pong ball.

## 2. Chinese Table Tennis Coach America Session

Lily Yip, Ye Ruiling not only Chinese communities in New York is very famous, at the same time in the American mainstream sports it is a one of the boys. In 2004, Lily participated in the vice president America Table Tennis Association's campaign, and finally to the votes is elected, becoming the first Chinese America history Women Table Tennis



Association vice chairman, laid the foundation for the America mainstream sports status of Chinese. She said: "Chinese actively participate in sports activities USA, can attract more people to pay attention to the China, table tennis."

Lily is now in USA National Women's junior table tennis team coach, for many years she in addition to cultivate a small player, her two children are more is playing the essence and the genetic Lily, have in the USA domestic and international games played good grades. Recently held in the Chinese press cup table tennis tournament, her 17 year old son Adam newborn calves are not afraid of tigers, face danger fearlessly, victories, and eventually won the championship. To study the ball 7 years Adam is America 18 years old the following table tennis championship last year, has successfully entered USA national team, and participated in the forty-seventh session of the world table tennis championships, and the international master a spell level. (2005, American times)

Li Yuxiang, the former Chinese national table tennis team, everyone called him coach Lee, is a witty and humorous person. In addition to a table tennis game, let a person be convinced beyond reason, his passion and aggressive personality but also he is able to have many friends.

In 1976, as a boy Li Yuxiang got Chinese national table tennis singles championship gold medal. The next few years, he has participated in the world and the other world table tennis match. In 1985, he came to Japan, took part in the table tennis team of Japanese occupation, have achieved excellent results in the occupation league. Also became the first player Chinese abroad occupation table tennis, is a senior player, the characters in Chinese abroad. Over the past 20 years, Li Yuxiang traveled to every corner of the world, he said: "I and my table tennis footprint throughout the world."

Coach Li is very strict. The students, he taught one by one. In addition to teach children how to on the table tennis table technique, coach Li also attach great importance to the training of basic skills. He said: "the basic requirements to practice a ball game is the first academic apprenticeship, unreasonable, science is not fine." His years of ideas and experiences so unreservedly passed on to the development of the teenagers in tennis. Coach Lee said, he hopes to be able to do some of their own strength, the development of table tennis career, let more people know, this sport contact. He said: "sports without borders." Coach Lee the wish of many, in addition to cultivate more young golfers, he also wants "to the Friends Club" love table tennis, know more friends in New York, let the China country table tennis ball to popularize in overseas.

### 3. Table Tennis Into The University Curriculum

Table tennis has entered the university physical education curriculum, so that more people contact and love of the sport, including many students. In the physical fitness at the same time, but also to promote the integration of American culture.

At present, it has important significance of the times and actively carry out the table

tennis sports in universities, schools, sunshine sports is to improve the specific implementation of the national physical quality, is an effective means to create a harmonious society and harmonious campus, is promoting the development of campus culture, the promotion of an important part of advanced cultural construction of socialism, is the powerful measures to promote the development of table tennis specimens the ball movement balanced world and treatment. In order to further promote the Hubei Province University Table Tennis fitness campaign, need through the establishment of special organization and functioning, to speed up the table tennis sports venue construction and scientific management, the sharing of resources, enhance the Hubei Province universities to improve the rate of table tennis curriculum and teaching quality, many ways to raise funds, the actual operation mechanism in Colleges and universities various measures such as regular table tennis competition to build a suit. (construct the era significance and operation mechanism of college table tennis fitness movement development -- Taking universities in Hubei province for example Tang Dongyang once lotus root element)

Table tennis ball into the university has extremely important meaning of course:

1) to carry forward our national ball

Table tennis is China country ball, Chinese teenagers have the responsibility and obligation to carry forward the table tennis. Therefore, the related knowledge of learning table tennis system and proficiency in a game of table tennis skills is particularly important. With the development of globalization, many students from all over the world to China to learn, this is also a chance we will table tennis to the world stage, let more foreign friends contact and understanding of table tennis.

2) physical fitness (such as strengthening the students endurance, strength)

Table tennis as a recreational sport, can enrich our after-school life, to promote the friendship between classmates. But, also formerly in we learn skills and fitness. Endurance, flexibility, table tennis on the body, strength and great requirements, often playing table tennis can make the function of our bodies stay healthy.

3) the net school table tennis master

In China, from children to the elderly, there are tennis master. Continuous improvement in learning and practice, in constantly refine on mutual exchange.

4) cultivate team spirit

Table tennis is a multiplayer campaign, divided into singles and doubles. Can cultivate people's team spirit of cooperation to promote the exchanges between people in motion, make more harmonious cooperation, make the game more intense, make life more colorful.

### Conclusion

Table tennis came from the United Kingdom, but is played well in China, this process itself is the witness of cross-cultural communication. In 1971, the "ping pong diplomacy" had painted the thick and heavy color in the Sino American diplomatic history. Table tennis

as a sport, has been globalized, the further popularization and promotion of table tennis will make more promotion in the cross-cultural exchanges around the world. In 1979, Deng Xiaoping visit USA and started the Sino US bilateral relations in essence. This prologue is to stimulate the domestic enthusiasm for table tennis. Until now, Chinese table tennis has been won the Olympic Games for so many times, and at the same time, the Olympic Games promote world cultural exchange. Chinese table tennis coach teaching in USA is also a collision between Chinese culture and America culture. under this trend, Chinese culture and American culture will be much more easier to understand in the promotion of table tennis. The table tennis classes have entered the university physical education curriculum, so that more people contact and love of the sport, including many foreign students. It not only improves the physical fitness, but also to promote the integration of American culture.

# RESEARCH ON CHINESE AND WESTERN CULTURAL DIFFERENCES FROM THE MYTHOLOGY - MILKY WAY

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**Abstract:** Mythology plays a major part in the culture, different mythology reflects different culture. This thesis is briefly introducing and comparing the mythology of Western Milky Way and Chinese Silver River. Through the two different original stories about the galaxy we can learn that mythology is the chief source of culture.

**Keywords:** Mythology, Chinese and Western culture, Western Milky Way, Chinese Silvery River, Comparison, Differences

The Western Milky Way is equal to Chinese Silvery River (the galaxy),but the same galaxy has different mythologies and has different influence on culture.

## 1. The Western Milky Way

There exists so many different versions about the Milky Way in Western Mythologies.

The version of Greek

In the Writing of the Greeks, Zeus is pictured in two very different ways. He is represented as the god of justice and mercy, who protected the weak, and punished the wicked. At the same time, he is described as having many love affairs with goddesses and mortal women.

The story of Milky Way is related to his love affairs with a mortal woman Alcmene who was the daughter of the King Mycenae, to some extent.

Zeus fell in love with Alcmene at first sight, however, Alcmene had married a general. Then, during her husband's absence on a military expedition, Zeus visited her in the form of her husband, and she gave birth to two twin sons: Heracles, the son of Zeus, and Iphicles, the son of the general.

Zeus loved his son, Heracles, so much that he wanted his son to live forever. And it is said that his wife ,the Queen ,Hera's milk can make a person live forever. Then Zeus let his son to drink her milk when she slept soundly. However, when Hera woke up and found a baby was drinking her milk, she flew into a rage and pushed the baby away. Meanwhile, her milk sprayed into the sky and it became the galaxy. Therefore, people call the galaxy as the Milky Way in Western countries.

The version of Finnish

In the Finnish mythology, the galaxy was called as flyway. It was said that migratory birds could not find their way, particularly as they flew at dark night, so the galaxy was used as guidepost by birds. And, in the Finnish opinion, this migratory birds lengthen the galaxy, and the end of the bright galaxy was the home of birds. Nowadays, Finnish also use

the word “Linnunrata” to refer to the galaxy. And this word also implies hope.

The version of Armenian

There also exists an interesting story about galaxy in Armenia. One day, a god drove a truck, which was made by wood, through the heaven, where he found that there had a heap of wheat-straw. And at the same time, he remembered that he had no wheat-straw to cook. So he stole some. But he was very fear to be arrested, when he drove his truck through the heaven, the wheat-straw fell from his truck, and those wheat-straw became the bright stars. So, nowadays, the Armenian call the galaxy as “wheat-straw way”.

It can be said without exaggeration that every country has its own mythology about the origin of the galaxy, the thesis here just list three representative mythologies about the galaxy.

Trough the version of Milky Way Western countries, it is difficult to see that, in Western mythology, especially in Greek mythology in spite of the mighty power the god had. They were jealous, dissolute ,cruel and always envied the mankind and did damage to the mankind. All in all, they were emotionally as bad as mankind. This is why the version of Milky Way is so popular.

Although there are so many versions about the galaxy in mythology, the version of “milky way” is very popular in Western countries.

## 2. The Chinese Silver River

In China, when asked about the galaxy, Chinese will imagine a tragic love story. Although, the love story is very mournful, it has a close relationship to the beautiful Silver River.

Long ago, there was a boy, clever, diligent and honest. Orphaned at an early age, he was very poor. However, he adopted an abandoned old buffalo, which proved to be very loyal and relieved him a lot from the hard labor in the fields. The two enjoyed a very good relationship, being seen together all the time. Villagers from far and near came to know him by the name of the Cowherd.

At the same time, the youngest of the seven celestial princesses had grown tired of the privileged but secluded life in the heavenly palace. She longed for a mundane life she often saw down beneath her. That was a very pervert idea to cherish in heaven. Yet, determined to pursue what she deemed to be her own happiness, she sneaked out and descended onto the earth and to the sudden happiness of the Cowherd with whom she had secretly fallen in love all along in heaven.

They married and had a lovely boy and a girl. While the Cowherd worked in the fields with his old pal the buffalo, the heavenly princess weaved at home to help support the family. Villagers all admired her excellent weaving skill and started learning from her. She was now well-known as the Weaving Girl.

The family lived moderately but peacefully and happily until the girl's celestial royal

family found her missing and traced her to the village. By the way, it is popularly believed that a day in heaven accounts for years on the earth. The years she had spent with the Cowherd was but a day or so by the celestial calendar.

The Celestial Empress was in such a wrath that she gave her daughter only two choices: to go back home or see her husband and child. She wanted to separate the family forever and destroyed. She had but to leave.

The old buffalo suddenly began to speak to the bereaved and now astonished young man, saying that he was dying in no time and asking him to use his hide as a vehicle to catch up with his wife. And off he sailed to heaven taking his young son and daughter in two baskets carried by a shoulder pole.

Fearing that the young man would catch up, the empress took out her hair spin and drew a big river across the sky, known to the Chinese as the Silvery River (the Milky Road in the West).

However, all the magpies in the world, deeply touched by the story, came to their rescue. Each year, on the seventh day of the seventh month, they would flock together to form a bridge so that the family may enjoy a brief reunion.

From the origin of the galaxy in Chinese, we can see that all the gods and goddesses are forbidden to marry with ordinary people.

Above all we can find the different cultural phenomenon originated from the different mythology.

The government carried out asceticism and encouraged agriculture rather than trade in ancient China, and the supreme governor – emperor claimed that they were the gods. From this aspect, conservatism is Chinese characteristic, the civilians convinced themselves that the emperor was a god. Even now, the overwhelming majority of Chinese believe in all authorities blindly.

In the West, especially in Greece, humanism and commercialism are the main ways people lived in ancient Greek. The authorities encouraged people to do business. Therefore, the civilians were open-minded compared to Chinese. The mythology reflects democracy and freedom now in Western countries.

The ancient China mythology and the ancient Greek mythology are the miracles of the myriad folks. Exactly, our society, our culture consists of this interesting mythologies.

Above all, it is not difficult to draw a sound conclusion. If a Chinese want to know about the Western culture, custom or even social etiquette, he must know some about the original culture---mythology. Mythology is the spiritual mother of national cultures. Nowadays, the modern civilization had great effect on cultures, no matter Chinese or Western. It is necessary for people to go back the home of culture to obtain the eternal wisdom.

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**A COMPARATIVE STUDY OF FEMALE IMAGES IN CHINA AND THE U.S. - ILLUSTRATED BY  
SCARLETT IN *GONE WITH THE WIND* AND MULAN IN *MOMENT IN PEKING***

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**Abstract:** As the saying goes “Arts originates from life”. Scarlett O’Hara in *Gone with Wind* and Mulan in *Moment in Peking* are two typical idealized women in the U.S. and Chinese literary work. The study makes a comparison study on their physical attractiveness, characteristics, attitude towards life, feminist awareness and their impressions on Chinese university students to explore the similarities and differences of standards of attractive female images in America and China. Being aware of the different standards of female images of American and China, we should accept the good and reject the bad.

**Keywords:** Female Images, Social Standards, Charming Women, Character

## 1. Introduction

Since female’s social status keeps rising, women are attached more important to society and media. Women themselves also have great concerns about the crucial qualities in an ideal attractive woman. Literature is the quintessence of a culture, so the criteria of female can be well illustrated in literary work.

Scarlett O’Hara in *Gone with Wind* and Mulan in *Moment in Peking* are two female images who have impacted people for decades. They are symbols of different eras in the U.S. and China. Yet Scarlett and Mulan are both typical representatives of attractive women. They have distinctive features in several aspects. The study aims at finding out the similarities and differences between the two charming women, to explore the different standards of ideal female images in the U.S. and China. The thesis will also conclude the impressions they leave on Chinese students by conducting a survey.

## 2. Physical Attractiveness

Scarlett O’Hara and Mulan Yao represent the typical attractive women in America and China. These two characters imply different authentic standards in China and America.

### 2.1 Facial Feature and Dressing Style

“It was an arresting face, pointed of chin, square of jaw.” According to the narration of the author in the novel, Scarlett is a classic western beauty with angular face. “For all the modesty of her spreading skirts, the demureness of hair netted smoothly into a chignon and the quietness of small white hands folded on her lap, her true self was poorly concealed. The green eyes in the carefully sweet face were turbulent, willful, and lusty with life, distinctly at variance with her decorous demeanor.” She has bright eyes which are wild and attractive. She shows enthusiasm for beautiful dresses and jewelries. None of reader



can forget “the green plaid taffeta, frothing with flounces” that “darkened her eyes to emerald.” Scarlett is a classic female image for Americans. They prefer a woman who is open-minded and enthusiastic. They emphasize individualism and expect a charming lady idiosyncratic.

Mulan is so charming that “add a tenth of an inch and she is too tall; take away a tenth of an inch and she is too short; increase her girth by a tenth of an inch and she is too stout; decrease it by a tenth of an inch and she is too thin.” She has “eyes clear and eyebrows delicate, hair jet-black in a braid, feet unbound; face small and skin white”. In *Moment in Peking*, there is no detailed description of Mulan’s appearance and dressing style. In one chapter when Sunya was having an affair. The description of the way Mulan dresses in house seems quite homely. It is obviously inferred that Chinese people’s definition towards gorgeous women is obscure. The definition “On the one hand concerns about concrete charm in terms of confusion prefer going into the society, on the other hand concerns about the charm of nature in terms of Taoism prefer the love of nature.” There are not only preferences for elegant and polite manner but also a ideal female should also be detached from the daily life, away from the people and close to the nature.

## 2.2 Elegance

Scarlett and Mulan are both graceful and dignified ladies. Traditional Chinese and American prefer women to eat little. When mammy asked Scarlett to eat less, she replied “they haven’t any more spirit than a rabbit, I won’t! I’m going to have a good time today and eat much as I please.” Scarlett is seemingly ladylike, but under the polite manner, buries her rebellions to those trivial formalities.

However, when Mulan was ten, she “was a sensitive girl. Although she was hungry and the soup was delicious, she ate slowly for fear of being laughed at.” Mulan chooses to be sedate. Her nobility is her own initiative because of the obedience to the traditional social standards that is expected in a young lady like her.

## 3. Characteristic and Attitudes towards Life

Mulan and Scarlett share some common characteristics, such as bravery and intelligence. However, they are still brave and intelligent in different ways. Their attitudes towards life are also distinct.

### 3.1 Bravery and Intelligence

Scarlett is surely an intelligent girl. She is capable of doing lumber business by herself and could do even better than men. She knows how to flirt with men. Given with beauty and wisdom, somehow, she is proficient at using her feminine wiles to get what she wanted. She obviously knows “how to smile so that her dimples leaped how to walk pigeon-toed that her wide hoop skirts swayed entrancingly, how to look up into a man’s face and then drop her eyes and bat the lids rapidly so that she seemed a- tremble with gentle emotion. Most of all she learns how to conceal from men a sharp intelligence beneath a face as sweet

and bland as a baby's". After the War, she was facing poverty and hunger. Her desire to rebuild her hometown not only made her strong and independent but greedy and cruel. To save herself from such a plight, she went to the jail to visit Rhett for money, but she didn't succeed. So she stole her own sister's fiancé---Kennedy by the story she made up, which broke her sister's heart. Scarlett is cunning; she uses her wisdom in a more practical way in her daily life in order to provide guarantees to her ideal life.

There is no doubt that Mulan is also an intelligent girl. She is an observer; She has acute sharp insight about the social event happens around her. When Mulan and Mochow found out Lifu's dirty shoes, Mulan let Silverscreen polish the shoes of Lifu by telling him "Silverscreen, who is from Hangchow, says 'polish haitse.' The other day she said she wanted to 'polish shoes' and I thought she was going to polish a baby." Mulan can wisely gain her own purpose without hurting other's feelings. Comparing to Scarlett who does not care about books, Mulan is erudite and informed. She is able to write poems and has a great taste of arts. She uses her wisdom to observe the world and help others.

Scarlett's bravery is undoubted. She is brave to challenge social rules and regulations in old days. At first, she is a girl living under protection. When the Civil War broke out, she underwent the pain of losing families and friends. At the night she went back to Tara, Rhett abandoned her in the woods alone. Although felt terrified in the morning when she woke up, she still calmed down and managed everything and got herself and Marline home. Scarlett has a bumpy fate, but she does not fear and fight with her destiny; she believes in herself. At the end of the book, when she found out she might have lost the true love of her life, she said "Tomorrow is another day." which symbolize the hope buries in her heart. Her continuous belief in hope is the resource of her courage.

Not as unlucky as Scarlett, Mulan lives a flat and steady life. She is brave; she got lost when she was a young girl, instead of panicking and crying, she chose to stay rational mind. When Lifu was in the jail, she disregarded all the danger she could face. She risked her life to save him. But Mulan is not brave enough to break all the outdated rules and chains. She loves Lifu, but instead of expresses her emotions, she chooses to conceal her true feelings. She simply obeys the fate and never tried to fight for herself. Mulan is courageous, but the convention chained her courage. She fights for others but never struggles to change her own life.

### 3.2 Attitude towards marriage and love--- "Conservative" Versus "Practical"

Scarlett's attitude towards marriage is casual and defiantly practical. Marriage was a really serious matter and also a fine dream to most young girls, but Scarlett treated her marriage as games. She had three marriages in her life. Her first marriage was immature. She didn't love Charles Hamilton but she married him imprudently for the sake of her childish inner requirement to hurt Ashley. Since her husband was killed in the war, she soon became a widow. After the war she was fed up with the tortures of poverty. Account of severe suffer the war bring her, her desire of money made her calculating. She played

tricks to steal her sister's fiancé after she failed to get money from Rhett. After the death of her second husband, she soon got married with Rhett in the thought that she would never have to worry about money and struggle to survive. Although she treated marriage as a tool to gain what she wanted, her love to Ashley was pure and genuine. She would give up everything for Ashley. After the war, Scarlett started her own business in order to survive. But it was her, a girl who regarded interest as priority, who would love to give up half of her profit for Ashley. Scarlett's shrewd towards other and her selflessness towards Ashley constitute her contradictory characteristic, which makes her a vivid charming lady.

Mulan's marriage is a traditional Chinese arranged marriage. She meets Sunya when she is a little girl and engaged to him at a young age. After her engagement, she finds herself in love with Lifu. But she still chose to marry Sunya because she believed "the old system was still intact." And her love for Lifu remained an innermost secret of her heart. She was quite conservative in her marriage. Though she loves Lifu so much that she could sacrifice herself to save him from the jail, she never tells him about her feelings. In the whole plot, she is a well-educated modern girl. But still, she was willing to marry her servant Dimfrance to her husband as his concubine. She is enchained by the old ideas in her marriage and love. Her traditional marriage symbolizes the conservative attitudes towards marriage for majority Chinese woman.

#### 4. Feminist Consciousness

"The social norms of different societies may be various, but for female, the wifhood and motherhood were regarded as their most significant professions. People's expectations for them were always the same, namely submissiveness, beauty, ignorance and purity." Scarlett and Mulan were facing similar social backgrounds. They both live in the era that old tradition collides with new ideas. The concept of the new world has awakened the underlying feminist consciousness in the two female images.

##### 4.1 Rudimental consciousness

Scarlett is an aggressive girl who has strong self-consciousness. She respects herself and defenses herself well in all kinds of occasions. Before the war, she did not act like other girls who know their place. Sitting in a party, she could not imagine the life those married women live. She certainly did not want to let man dominant her. After her first husband's death, she became a widow. But she hated to obey the rules that constrained her hence she had the courage to dance in the charity buzzer. After the war, everything began to revival. The way of earning money has totally changed. She married Frank and took on lumber business which is hard to imagine at that time. She didn't care about other's words and stuck to do what she resolved to do. She believed "women could manage everything in the world without men's help---except having babies"

For love and marriage, she ignored the social standards. She expressed her feeling to Ashley directly which is not expected in a lady. She dared to say love out loud. She is

unchained by the social rules and sets herself as free as a bird. However, her love to Ashley was just a fairy tale. When she realized her true love is Rhett, she has already hurt him deeply. Her typical words "Tomorrow is another day" shows her positive attitude towards the future that can be typically seen in a new woman.

Scarlett is unchained by the old days and sets herself as free as a bird. Her independence, her self-consciousness, her bravery, her curiosity to fangled things shows her rudimentary consciousness.

#### 4.2 Vague Awareness

Mulan is modern lady; she shows her advanced attitude towards new world in all kinds of aspect. At a young age, she told Mannia "I don't like boys anyway. I want to be a boy myself." She knew that girls were not equal to boy and she wanted to make a change. She loves and accepts modern ideas. "She has several unwomanly accomplishments: first, whistling; second, singing Peking opera; third, the collection and appreciation of curios. The first she learned from Sunya in Shantung and perfected in Peking." She once was even scolded by her father-in-law that she encourages Sunya to cut his braid. It is quite clear that she has an advanced idea about new concepts.

Though she supports the idea of "new lady", she still can not get rid of those social criteria towards woman in the old time. "She learned ways of putting up with injustices and insults from her elder brother which were so essentially a part of a girl's education." She did not dare to challenge a man and learned to be submissive.

For marriage and love, she is conservative. She loves Lifu but married to Sunya. She hid her love and became satisfied with her marriage. When her husband was having an affair she chose to be tolerant and even considered marrying that lady to him as concubine. She keeps on tolerating and never tells people her true feeling.

Mulan is a curious, intelligent lady who can accept new concepts quickly. But new concept does not change her innate character. She only shows vague awareness of feminist consciousness.

### 5. The Two Female Images in Chinese University Students' Minds

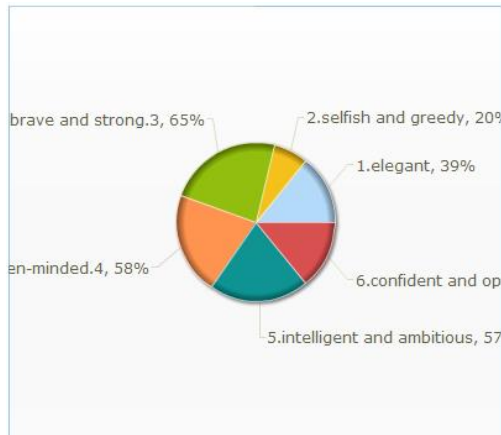
In order to find out the influences the two female images have on Chinese university student, the author did an on-line survey .100 Chinese university students answer the question.

#### 5.1 Impressions

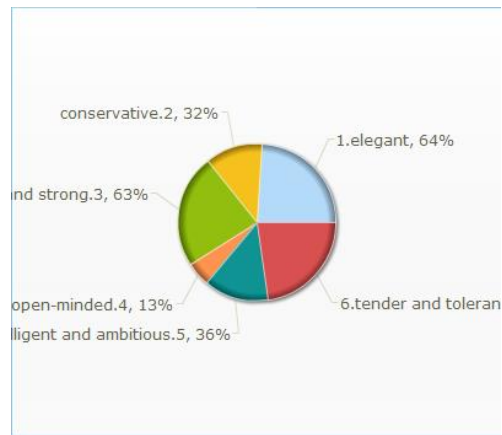
##### 1) Impressions on Scarlett

选项	小计	比例
1.elegant	39	39%
2.selfish and greedy	20	20%
3.brave and strong	65	65%
4.wild and open-minded	58	58%
5.intelligent and ambitious	57	57%
6.confident and optimistic	39	39%
本题有效填写人次	100	

### Impressions on Scarlett



### Impressions on Mulan



## 2) Impressions on Mulan

选项	小计	比例
1.elegant	64	64%
2.conservative	32	32%
3.brave and strong	63	63%
4.wild and open-minded	13	13%
5.intelligent and ambitious	36	36%
6.tender and tolerant	61	61%
本题有效填写人次	100	

According to the survey, more than a half of the students think Scarlett is open-minded, wild, intelligent, ambitious, brave and strong and 39% of them regard her as confident, optimistic and elegant female. 20% of them think she is selfish and greedy.

For Mulan, more than a half of the students have an idea that she is brave and strong, elegant, tender and tolerant. 32% of them think she is conservative and 36% of them think she is intelligent and ambitious. Only 13% of them regard her as a wild and open-minded woman.

The two characters left quite different impressions on Chinese university students. But they still share some common quality such as brave and strong elegant, intelligent and

ambitious.

## 5.2 Preferences

### 1) Preference on dressing style and facial feature

option	subtotal	proportion
Scarlett	43	43%
Mulan	38	38%
both	17	17%
neither	2	2%
total	100	

### 2) Preference on characteristics

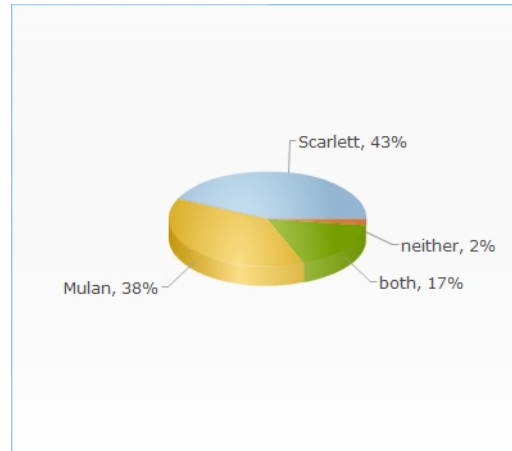
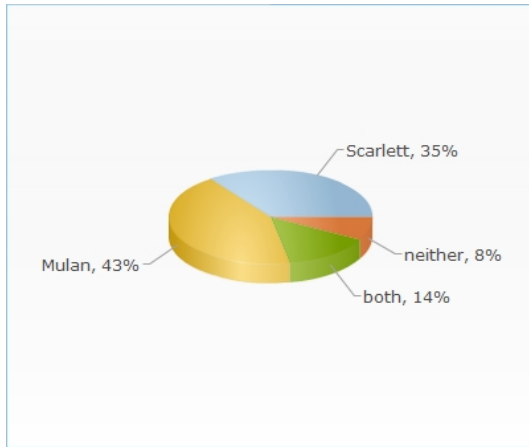
option	subtotal	proportion
Scarlett	35	35%
Mulan	43	43%
both	14	14%
neither	8	8%
total	100	

### 3. The ideal charming female image that meets students' standards

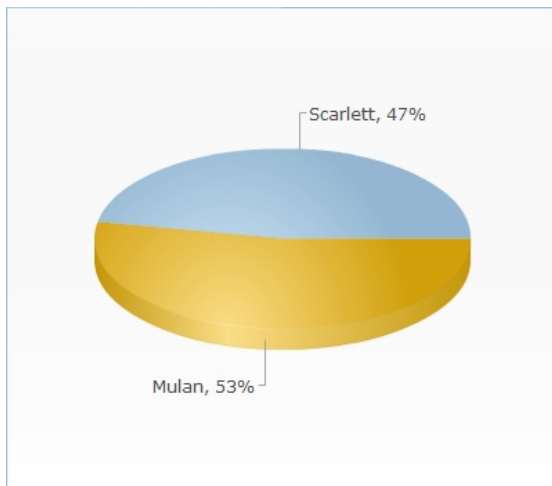
option	subtotal	proportion
Scarlett	47	47%
Mulan	53	53%
total	100	

1.

2.



### 3. The ideal charming female image that meets students' standards

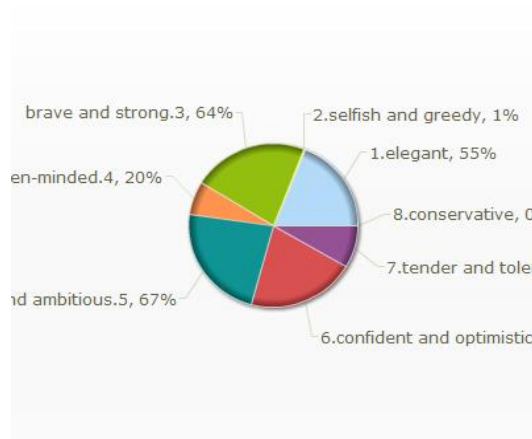


In Chinese students' minds, both of the two women are attractive. For facial features and dressing style, more students love Scarlett's charm. For characteristic, more students prefer a girl like Mulan. Few of them are keen on both of them and little of them show indifference. However, for the ideal charming images in students' mind, more students choose Mulan.

#### 5.3 Impacts

- 1) Qualities that an ideal female image should have in students' minds

选项	小计	比例
1.elegant	55	55%
2.selfish and greedy	1	1%
3.brave and strong	64	64%
4.wild and open-minded	20	20%
5.intelligent and ambitious	67	67%
6.confident and optimistic	60	60%
7.tender and tolerant	25	25%
8.conservative	0	0%
本题有效填写人次	100	



2) Who is more suitable to be a representative of feminist in students' mind?

Option	Subtotal	proportion
Scarlett	63	63%
Mulan	37	37%
Total	100	

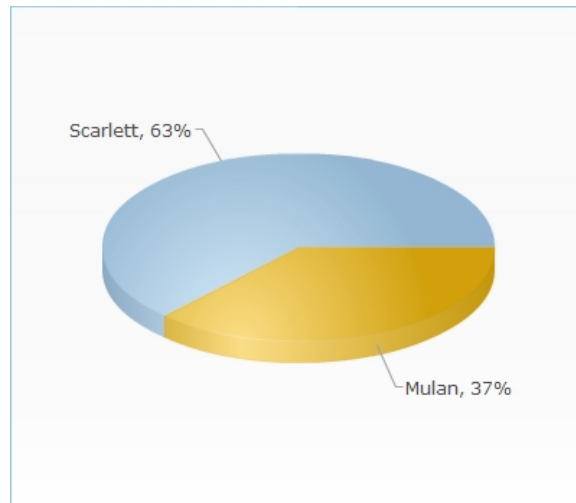
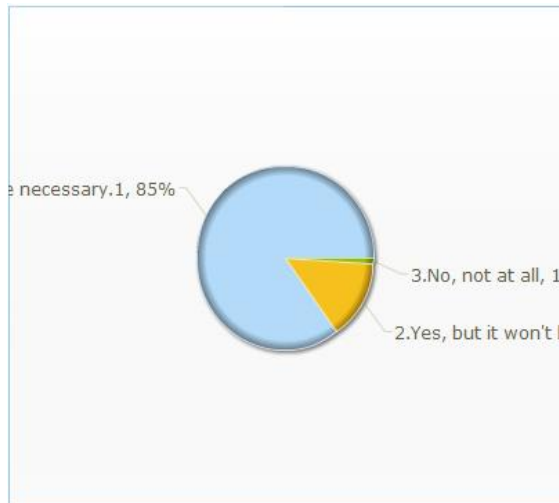
3) Should an attractive woman has self consciousness and defends her right?

option	subtotal	proportion
Yes, it is quite necessary.	85	85%
Yes, but it won't hurt if she does not.	14	14%
No, not at all	1	1%
total	100	

2.

3.





As we can see, a bit more students choose Mulan as their ideal female images. Students consider intelligence, ambition, optimistic, confidence and elegance as significant quality in an ideal attractive woman. Scarlett in their mind is more intelligent and ambitious and Mulan is more elegant. Being brave and strong which are their similarities was most crucial for a great lady in students' mind. It can be indicated that the bravery and a strong mind in the two characters is something what Chinese students respect. Most students think it is necessary for women to have self consciousness, and more students think Scarlett has greater self conscious than Mulan does. As feminist is becoming a critical concept in the society, most Chinese students aware that a charming female should defense her rights. By reading the two masterpieces and comparing the two female images, students may find out Scarlett's early state of feminist and Mulan's vague awareness and do let them to ponder.

## 6. Conclusion

Scarlett O'Hara in *Gone with the Wind* and Mulan Yao in *Moment in Peking* are two emblematic female images in American and Chinese literary work. Both of the characters are elegant, intelligent, brave and optimistic. While Scarlett is a classic western lady who is open-minded, wild and aggressive, Mulan is an ideal Chinese sedate, tender and tolerant woman. The comparison between two female shows that American and Chinese general charming women should be smart, courageous and graceful while enthusiasm and open-minded seems significant for American and they think an attractive woman should be an idiosyncratic female. Anyway, Chinese people are still influenced by the traditional concept of "wifely Obedience and Virtues" hence they prefer tender and tolerant woman like Mulan. For Chinese students, Scarlett and Mulan is distinct charming lady. And it is easy to notice that a growing number of students start to realize that feminist consciousness is vital. And Scarlett's rising consciousness and Mulan's vague awareness indicate that American has more advanced concept of feminist. To popularize the idea of feminist awareness, Chinese people still have a long way to go.

In summary, from what can be implied from the comparisons of Scarlett and Mulan, people should notice the different standards of female images of American and China and accept the good and reject the bad.

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## THE COMPARISON STUDY OF ROMANTIC RELATIONSHIP BETWEEN U.S. AND CHINA

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**Abstract:** Different culture have different types of communication patterns, because of their own social norms and social structure. While American culture is liberal and individualistic, the Chinese culture is more conservative. Likewise, romantic relationships are seen in different ways in different cultures. Overall, all social units develop a culture, even in two-person relationship, the culture develops overtime. As a result of exposure to each other's cultures and traditions, the Chinese may adopt more individualistic values, and Americans may adopt to more collectivist values.

**Keywords:** Culture; Romantic relationship; Self-notion; Expressions; Dating; Marriage

Romantic relationship has its own benefits like companionship, happiness, loving and feeling loved. It is also of great importance to healthy personalities and interpersonal behaviors. Couples of different racial and ethnic backgrounds tended to view their differences primarily as cultural rather than racial. Different cultures do have their own views about intimate relationships. Some cultures are more romantic, showering their significant others with gifts. Some cultures are more demanding and expect their lovers to be more submissive. Others don't expect too much from their partner, and they just enjoy being in a relationship.

In the past decades, research suggests that behaviors in a romantic relationship are somewhat different in the Chinese and American society (Tzeng, 1993). It is observed that for the Chinese, the term "romantic relationship" or "dating relationship" contains the elements of necessary seriousness and long-term commitment, therefore a romantic relationship is often perceived as one step before marriage (Hsu, 1985). Under the influence of American culture, however, romantic relationship is a strong emotional experience (Cohen, 1992). A greater degree of commitment would be found in romantic relationships in China than in romantic relationships in the United States.

In our experiences of romantic relationships we tend to view the whole process from the perspective of our own culture. However, all cultures are not the same there fore we might expect many differences in how relationships are viewed and how they are acted out. Although China's rising 'love culture' has borrowed many foreign ideas, such as teen dating and Valentine's Day, China's romantic relationships hardly mirror Western ones. It is interesting to figure out these differences, from the way of expressing love to the conflicts between foreign lovers.

The notion of self in the US and China

Self-awareness can reflect the behavior deviation in a relationship. The notion of self can contribute to the difference in cross-cultural commitment patterns. Different self-constructions can help to explain the pattern of American and Chinese romantic relationships. Markus and Kitayama studied extensively on different self-constructions and their functions in the Asian and the Western culture (Markus & Kitayama, 1991). They reported that Asians tend to think of themselves in terms of their relationships with others and as a member of a group (i.e. the interdependent self), whereas the Americans would tend to think of themselves as an individuals and express their unique inner attributes (i.e. the independent self). And according to a similar research in 1993, romantic relationships of western culture are based on freedom of choice whereas in non-Western cultures relationships may have more to do with concerns of family or group (Moghaddam, Taylor, & Wright, 1993).

Western culture place great importance on rights and freedom of a person, with happiness and pleasure seen as fundamentally important. Such cultures are described as individualist, which focus on individuals rather than groups. In non-Western cultures groups tends to be primary concern, such cultures are collectivist, are encouraged to be interdependent rather than independent. Collectivist cultures correlate with strong emotional attachment to the in-group and emphasis on in-group harmony, whereas individualist cultures correlate with emotional detachment from in-groups. People are very good at entering and leaving groups but do not develop deep and lasting relationships with others with the same frequencies as collectivists.

From this claim, we can see that the differing self-constructions can help to explain the pattern of bonding in Chinese and American romantic relationships (Triandis et al., 1993).

#### Physical actions and oral expression in the US and China

When you come in contact with a person, contacts and communications are necessary. It helps the two have further understanding of each other and promote the relationships. In physical actions, Americans are ardent and share their emotions directly. They show their passion by hugging each other when they meet together. In the same way, they give kisses to each other when they want to express their love. They share their emotions directly. Unlike Americans, Chinese are conservative in body language. They are shy about showing their feelings publicly and always keep their emotions under control.

In oral expression, Americans like to say sweet words to each other whenever they want, such as "I love you", "Honey", etc. They send cards to show the feelings of greetings, appreciation and apology. In contrast, Chinese rarely say "I like you" to each other. Instead of calling their names directly, they use the words—father/mother of kids to call their spouse. They work hard and are responsible as ways to show their romantic feelings to their spouse instead of saying sweet words. They think that to do their best and support the family in the wealthy condition shows their love to the spouse. And if they had to say

something, they would like to ask about each other's daily life, like whether you have a dinner on time or reminding you to keep warm when it's getting cold. They also pay less attention to understanding the feelings of the spouse. They believe that buying gifts for spouse in the festivals or for the sake of other reason is a waste of money. Even if they do something wrong, they don't apologize to their spouse. They think that there is nothing to be sorry for between a couple.

In conclusion, Americans are ardent, but Chinese are shy. There is really a lot of difference in romantic expression between the American and Chinese.

### Love and Dating

Love is one of the most profound emotions known to human beings. Loving and being loved adds richness to our lives. When people feel close to others they are happier and even healthier. Love helps us feel important, understood, and secure. But each kind of love has its own distinctive feel. The kind of love we feel for a parent is different from our love for a baby brother or best friend. And the kind of love we feel in romantic relationships is its own unique type of love.

When you are acquainted with a certain person and want to move forward, then it comes to next stage, dating. Dating is a tricky thing, which is supposed to be fun and memorable in American. Americans are expected to be independent and are seen to have less control over their activities compared with Chinese. Moreover, America being a free country, freedom of speech and free sex is practiced widely making dating more lenient for the Americans. Dating process is so lenient in the American society because of many television programs, dating sites, and other widespread exposure to the sexual content on the media. In American TV programming, sexual content is commonplace, from daytime soap operas to primetime broadcast. This media culture cultivates the mind-sets of people and caused them to have premarital sex during their dating period. Thus, Americans do not consider dating as a crucial issue. On the opposite, dating is considering to be a healthy social norm because they believe that a person can get more insight in to the opposite sex and achieve their self-development through numerous different dates. Furthermore, the concept of "one night stand" is very common and widely accepted in America. When people are upset or stressed out, they tend to go to a pub and drink just to put all the stuffs behind them. Alcohol leads to risky behavior and makes them even more prone and vulnerable to a one night stand with a stranger. One night stand is so popular in America that the society accepts this act with safety precautions.

In Gao's study, he hypothesized that the degree of commitment in romantic relationships in China is greater than it in the United States (Gao, 2001). The most significant difference between American and Chinese is activities that the Americans plan romantic activities while the traditional Chinese do not. For example, traditional Chinese parents are very restrictive, so the couples are more likely not to make any plans to go out.

First, Americans often present gifts to their lovers in a casual way. Men, especially, give gifts, like a rose, chocolates, or jewelry, to their lovers frequently. Americans are also very good at creating a romantic situation. Usually, men will make a reservation at a nice restaurant before a date. Then, the men will appear being well-dressed in front of their lovers. As a result, women feel very charmed. Most Americans enjoy romantic activities, such as walking on the beach under the moonlight and going to a high little hill to see a beautiful night view and shining stars. Unlike Americans, traditional Chinese rarely give gifts to their lovers, let alone giving a gift on a daily date. They give gifts, which are often very expensive, on their anniversary or a special occasion. Also, Chinese are not good at creating' romantic situations. Most of them will make a reservation at a restaurant if women want them to do it.

In conclusion, there are many different concepts of romance between American and Chinese. Overall, Americans are more romantic than Chinese.

### Marriage in the US and China

Finally, a good relationship will come to marriage. A good marriage is the combination of love, trust, partnership, tolerance, and provides beautiful and enriching opportunities for growth.

Marrying for love is a vital component of long-term relationship in American. One of the popular aspects of romantic relationships in American culture is living together or cohabitation. Traditionally, the circle of relationship for and American is dating, engagement, and then marriage, just like what Chinese people do now. However, the pattern has increasingly changed to dating, cohabitation, engagement, and then marriage. Overtime, the culture in America has experienced many changes at various stages such as in 1920s (the development of industry and women's education), 1950s (the development becoming inverse), and 1970s (the new civil rights laws and affirmative action policies). And today, with this very dynamic culture, social norm in America have transformed from what used to be prohibited to what is now acceptable.

But for Chinese couples, romance and love are less important and they consider marriage as a responsibility towards family. The characteristics that Chinese are more rational and Americans are more emotional toward marriage is because historically, arranged marriage in China is reasoned as a way to bring up family social class and economic wealth. Generally, Chinese people prefer a well-matched marriage in education, family background and material resources, etc. And their romantic love will finally be replaced by family love during the decades of marriage. For Chinese couples, romance and love are less important and considered as a responsibility towards family (Sprecher & Hatfield, 2015; Wolf & Huang, 1980).As a result, daughters of a Chinese family were seen as a business commodity to be "exchanged" for greater social and economic benefits. For a marriage to be "successful", therefore, is for a family to find a wealthy husband for their

daughter despite of the individual's preference. Essentially, romance or passion are seen as unrealistic expressions. Even though arranged marriages are increasingly rare in urban areas of China, many marriage decisions are still strongly influenced by parental input (Hughes & Maurer-Fazio, 2002).

From these arguments, we can see that commitment has a more pragmatic function in the Chinese culture, which often reflects the obligation or responsibility of a person that is involved in a relationship, whereas Americans are more likely to focus on the emotional aspects of a relationship.

### Conclusion

Culture is an important aspect when considering relationships and communication. Different culture have different types of communication patterns, owing to their social norms and societal structure. All social units develop a culture. Even in two-person relationship, a culture develops over time. In romantic relationship, for example, partners develop their own history, shared experiences, language patterns, rituals, habits, and customs that give that relationship a special character, which differentiates it in various ways from other relationships. While American culture is liberal and individualistic, the Chinese culture is more conservation and communistic. Likewise, romantic relationships are seen in different ways in different ways in different cultures, and American are the most open-minded among them.

In a word, different cultures may adopt similar values during this modernization process. While the Chinese may adopt more individualistic values, Americans may adapt to more collectivist values as a result of exposure to each other's cultures and traditions. From all what have discussed above, we know the differences and similarities of romantic relationship in different culture. Having a profound awareness of these can help us establish a solid foundation for the long run relationship by taking advantage of both terms. That is the ultimate goal of our discussion.

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## ATTRACTING MORE ATTENTION TO WOMEN RIGHTS ISSUE BOTH CHINA AND AMERICA

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**Abstract:** With the development of civilization process, people become more and more conscious of pursuing human rights such as freedom, equality and so on. Woman rights is always considered as an essential part of human rights. Although there are many countries fighting for female around the world, the situation for women still remains hardship when it comes to gender inequality and sexism. Moreover, scientists and other specialists have done series of specific researches in order to prove female's capability. And sexual discrimination has seriously affected women lives especially college girls nowadays. For the sake of taking a breakthrough and making a better resolution to solve this problem progressively, it needs efforts from different aspects including government, mass media and female themselves. Yet woman rights is a hot issue needing concerning and discussing.

**Keywords:** woman rights, gender discrimination, personal capability, college girls

Woman rights have been considered as one of fundamental component of human rights. Dating back to the history, women had sexualized by certain elements of press in politics, economy, education and workplace for centuries. Along with historical process, women have perceived both sexual discrimination and gender inequality.

The United States, which is one of the most supportive countries for feminist movements over the world, has struggled against sexual discrimination for centuries. American feminism originated by the Enlightenment and social politics of revolution in 18 century. Radical Feminists criticized that democracy was monopolized by man, which was the first formation of American Feminism. Subsequently, liberal feminism was in rational and relatively objective way to bring about a new situation for woman rights; it tended to advocate that all human educated would think logically and pursue to be given the equal quantity of education and opportunity, in order to give full scope to the talent. Besides, the Cultural Feminism had draw lessons from certain experience of theory of relativity, emphasizing gender difference, sexual characteristics and believing authority should belong to the women. Moreover, scientists had done a large number of scientific investigations to prove that the female are in the equivalent level of intelligence. It could be indicated that women have abilities to deal with jobs which are limited.

Women have been a tough predicament in ancient China as well, they were put in a quite low status in feudal society during that time. It was merely in education but even in health, people thought that ignorance was a woman's virtue, They should not acquire vital survival skills. There was a kind of ridiculous and clammy appreciation among the women prevailing in Yuan Dynasty. They were compelled to bind their feet, longing for three-cun

lily feet. Therefore, women suffered serious persecution during that period.

The phenomenon of sexism has not faded away over time, it comes to college girls as other means at the present. College girls are an significant group of women, who had been sexualized of specific role since they were young. They more likely suggested they were not to be involved in science, math and physical works on account of gender difference at school. This in return also brings employment difficulty to female graduates when they are setting about to find a job. All sorts of sexual discrimination and prejudice emerge in different ways for college girls. This is not the only formidable circumstance they have to face, and the expectation of social role leads college girls to be unconscious to pursue their rights and dream as well. Though there are several laws of ensuring women right in workplace, it still is not defined clearly nowadays. Apparently, Chinese college girls are in such a severe situation in future.

All this suggests that, the present situation, sexual discrimination is a problem remaining to be solved yet. America has taken great breakthrough to improve it, galvanizing Chinese awareness especially women making governments pay attention to gender inequality. Besides, college girls are a part of gynaec group who should be accurate about their self-orientation. They should believe that gender differences would not influence capability and deserve the same quantity rights in diverse areas of society.

#### A. Sexism

1. Sexual discrimination has impacted on different ways of women lives in China

2. a. It is very common influenced in education, family and workplace. What is delimited as prejudice of gender difference is sexism which is general in education. Taking a broad view of ancient China, women were rarely went to school in the feudal system. People believed that mediocrity is the virtue of women, so they just made embroidery at home. What people expected for women that female should have qualified characters like being virtuous, submissive, tender. Nowadays, it seems to be in a good condition, women have more opportunities to be educated even to acquire further study. A large quantity of women benefit from the education, whereas they still don't enjoy equivalent treatment as the same class of male. For instance, the school authorities constitute a series of regulations especially for girls on account of gender differences when both boys and girls are going to apply for an university. The enrollment cut-off point will be set in double standard. Usually, women are required to get higher scores than men who are as good as them. One of the most well-known art university-Communication University of once limited quantity of female in some majors like performance and broadcast. And other universities such as Beihang University make a restriction on aviation subject. Comparatively speaking, women have more difficulties on getting into school whichever they want.

b. Discrimination is often seen in workplace, a job interview in which women will face questions with obvious overtone like the age of marriage, or not being allowed to fall in

love in first several years if they want to get access to work in the company. It doesn't mean that they are put in a coffer by accepting these irrational requests. Though in the period of pregnancy, it seems to sail with wind, they can get the pay without work and prepare for delivery at home during the maternity leave. They can not recognize conjuncture seriously to be close to them until they come back to work. They could be reassigned to nominal position such as front desk for reception. Another concern is about salary. Women receive lower salaries for doing the same work as men do. Also promotion for female is few. They are not given sufficient space for tapping their potentialities and achieving the development of themselves. Thus women have more difficulties moving forward in workplace.

c. Family is a main place which reflect gender equality as well. With the development of patriarchy society, women and men are assumed disparate social roles. Men are always regarded as vital symbol of confidence, ration, capable. On the contrary, women are considered frail, sensitive and perceptive. Because of the traditional concept, women are supposed to take more responsibilities of family and children education. Women can only be attached to men who are the main breadwinners to support the whole family when female lose an opportunity to work. And they seldom get one more chances to long for what they want. The education investment of a family will give preferences over boys and it's common if there are more than one child in the family, boys always have priority of education or girls sacrifice themselves for boys' education by dropping out of school when the family is overloaded.

3. In the Male-center and traditional cultural background, sexism remains to be eliminated little by little which is reflected in many aspects of social relationship. Women has suffered a lot from gender discrimination and lost opportunities to have initiative to reveal their talent for different fields.

## B. Basic Reasons of Gender Distinction

1. There are two dominant reasons of gender distinction

2. a. The expectation of social role is a main reason which has impacted on gender distinction. Men and women should not born to be arranged by gender difference. They are compartmentalized by social cultural backgrounds and gender distinction of widespread cognizance and this viewpoint consolidates through religion education and laws step by step. To be a wife, a mother, an employed woman is all the characters that females should play in a balance they are expected to.

b. Along with process of civilization, women are used to accepting to the traditional idea gradually. It weakens the competitive consciousness and desires of pursuing their careers. If things go on in this case, they will be easily satisfied with present situation. The main values of marriage in China is that hard-working is inferior to the successful marriage. All hope of rest of their lives seem to only rely on whom they will marry. The biased values

make females make wrong self-evaluation, thus they are usually in the disadvantaged position.

3. Both the expectation of social role and self-evaluation are two important factors of women status at present. To make an insinuation that women admit their talent less than men. And these fixed concept make the same level between men and women with different expectation.

### C. The Uncertain Connection between Gender Differences and Personal Capabilities.

1. A great number of researches suggest that there is not an inevitable connection between gender difference and personal capability.

2. a. For decades, great number of scientific studies and investigations have been done by scientists, stating clearly connections between gender difference and personal capability. All these results reveal that women average intelligent level is same as men even higher than men in some way. Some scientists insisted that men have more potentials. Nevertheless, other scholar refuted this point with a great quantity of accurate specific research immediately and figure out that the former views are not very objective. After constant debate for years , women are testified as much potential as men eventually

b. Mathematics is considered as a kind of important subject. There is a popular saying in China, if you study well in math and you will not fear to walk around the world. With the innate concept ,people consider math as a necessary skill of life to learn. An article was published in science section Boston Globe on December 26<sup>th</sup> 1983, the tile was Is Math Ability Affected by Hormones? The key point is that sexual differences of Hormones lead to differences in their brains of structures and functions, which affect cognitive abilities. It seems to be a sensible reason that women given suggestions to circumvent scientific works. They just know how much money do they have, girls are not natural-born to study math. These evidences are based on a ration way to show women has potential in science study. .

c. Creativity, is thought to be another vital quality is tied very close with intelligence. Even if the relationship between physiological difference and intelligence has been argued persistently, creativity is not always relevant to sexual diversity. Hillary Clinton, the former female secretary of the state has been the most persuasive woman in American political circles, announcing that she will stand for the next election in 2016. She had made great contributions to fighting for woman rights for the country when she was in the position. She tried to prove that it is possible to make world different with female participation Another influential female representative, Oprah Winfrey is quite known as a hostess of talk show in America, who has show her huge talent of mass media. Her achievements are multifarious both in her television career and social service.

3. Even though physical differences of both sexes are obvious, women are not as good as men in constitution and strength. Through these scientific surveys, the results attest that women do have the personal capabilities and potentials to show their creativity and

embody self-value.

#### D. The Values and Attitudes of Pursuing Woman Right towards Chinese College Girls

##### 1. Positively facing the reality of woman rights

According to nation conditions, there still being a awkward situation of feminism, it needs joint effort from all sectors of society. College girls, a leading group of female, have realized the significance of fight for gender equality and independence. They are trying to gain the initiative and display their great talent by their own ways. In a variety of collegiate competitions, there is no lack of girls joining. Not only showing their ability to prove themselves, but also making a clear plan for their future. They are reluctant to be indifferent and have courage to make a sound for themselves, preferring to further study to enhance self-value and accept actively.

##### 2. Passively facing the reality of woman rights

Being in different family backgrounds, some college girls are used to be conventional in social circumstance, suffering from disregard and discrimination during growth. Somehow, the attitudes of them toward woman rights issue are negative and indifferent. However, the fixed concept has been rooted in their mind, making them give in to the social reality both material and spirit world. All the hope of their future are placed on whom they will finally marry. They are passionless with achieving self-value and it seems that they are born to long for a destination.

#### F. Suggestion for facing reality of gender inequality and pursuing woman rights

Since the country has been reformed and opened up, ideology of people has changed a lot, people begin to yearn for freedom, independence in many aspects, let alone woman rights. It still remains to be a resolution to take a breakthrough at present. First of all, the mass media should pay great attention to its procedure of dissemination of introducing the issues on woman rights and take more responsibility for gender. The government has authority of society should work with medium to establish a fair and reasonable social order to help female make a better situation. Furthermore, they should relevant laws should be formulated, which delimit discrimination and correspondent punishment. Secondly, as far as education is concerned, colleges and universities should make college girls proper self-oriented, offering them the same opportunities to improve their capability and encourage them to boost their potential if possible, avoiding exerting a negative influence on their attitudes towards life and values. Thirdly, college girls, the most definitive elements of pursuing woman rights, should promote the concept to be independent, offer them overall understanding of themselves to show abilities better in various territories. Also, having a strong belief of personal capabilities and talents is significant, it is possible to make world different with woman participation.

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**PROMOTING THE CULTURAL EXCHANGE BETWEEN CHINA AND AMERICA THROUGH  
ANALYSIS OF AMERICAN TV SERIES' INFLUENCES**

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**Abstract:** Being hugely influenced by globalization, the American TV series has widely and rapidly spread around the whole world, including China. Thousands of people in China are greatly impacted by American TV series in diverse ways, containing English learning and the way that Chinese produce TV series. However, there still are some divergences of how to treat certain inappropriate parts in American TV series in China. Immediate measures should be taken to solve this problem. Therefore, it's of vital importance to analyze the influences of American TV series.

**Keywords:** American TV Series, influence, English learners, imitate, divergences, banned TV series

Being hugely influenced by globalization, the American TV series has widely and rapidly spread around the whole world. The establishment of Sino-US diplomatic relations in 1979 made the first American TV series imported into China -- *The Man From Atlantis*, which was unexpectedly widespread throughout China. Later in 1982, *My Favorite Martian* also be brought in, which gave a great first impression of sitcoms to Chinese. This made the practitioners of TV industry realizes that the TV series' entertainment function was extremely important. In the early 90's, Shanghai Television imported *Growing Pains*, which led to the first Chinese sitcom -- *I Love My Family* being produced. In this period, the mass culture, the way Chinese produce TV series and the general ethos of society were enormously influenced by the trend of American TV series. But in this period when the Internet was still in development in China, Chinese people just could watch American TV series through television. Influenced by the traditional Chinese culture, they couldn't totally resonate with the plot of American TV series. So the audiences weren't very mature at that time. Later in 2005, another upsurge of American TV series appeared in China. *Prison Break* was disseminated on the Internet, attracting lots of young people, most of whom were college students. They enraptured the actor, the plot and the spirit. Then more and more American TV series were on show on the Internet. As English learning became important, in order to study English well and have a better knowledge of the United States, a large amount of college students became American TV series trackers. However, recently, there have been some divergences about how to treat the parts that are not appropriate for minors in China. This caused some American TV series to be banned by Chinese authorities. In my study, I would like to give a detailed introduction of how the American TV series influence the English learning of Chinese college students and the way that Chinese TV

series produce. Moreover, I'd love to propose some suggestions to solve the problems of those banned TV series.

#### 1. American TV Series Influence the English Learning of Chinese Students

Nowadays, hundreds of people in China are fond of American TV series, most of whom are college students. As English learning became increasingly important, a number of college students believe it's more efficient to learn it through American TV series. For many students, the most difficult part of language learning is not the grammar and vocabulary, but the listening and speaking, which the American TV series can provide correctly. The visual culture represented by the American TV series is a new educational modality in modern society. And it's a new way to explore western world. According to Nicholas Mirzoeff, visual culture refers to the culture that is separated from the language of rationalism, increasingly turning into image centered form.

How can students improve their English by watching American TV series?

a. American TV series create an actual language environment for students. The talking speed in every American TV series is in intermediate or fast speed, which not only entertaining the learners, but also practicing their listening. What's more, the authentic pronunciation of American English can correct the learner's pronunciation so as to enhance their oral English. As there are subtitles of Chinese under the American TV series, students can unceasingly get in touch with lots of new words and idioms. For instance, many medical terminology in House M.D. are constantly repeated, making the students bear them in mind. Besides, TV series are more comprehensible than textbooks. This improves the learner's language intuition so that they can boost their writing skills. The authentic pronunciation and the phraseology would make the students completely be immersed in it, so that they can experience the image and language through visualization and hearing. In this way, learner's enthusiasm will be stimulated.

b. The recessive impacts are crucial to learners. Culture is one of the most significant recessive impacts. More importantly, language is the carrier of culture. The hinge of learning a language is to know the cultural background. American TV series is a real reflection of American normal life. The social custom in westward, like daily communication etiquette, table manners, festival etiquette, the taboo culture can be reflected in American TV series. Students can totally be in the atmosphere of English culture throughout the whole English learning process. Not only can this cultivate the students' awareness of English culture, but also this can make students not be impacted by traditional Chinese culture in English learning.

c. For those learners whose mother tongue isn't English, during initial stage, they don't have the courage to communicate with others in English because they are weak in listening and speaking. Whereas, the circumstance is totally different when they watch American TV series. Students can make playback and ineffable can be repeated over and



over again. This helps learners release the tension of English learning. Because they can attentively listen to it and figure out what is said.

With such huge impacts being showed, more attention should be paid in American TV series. In order to improve the efficiency of English learning around China, the effects of American TV series is no less significant.

## 2. American TV Series Influence the Way that Chinese Produce TV Series

Since the first American TV series – *The Man From Atlantis* was imported in 1979, Chinese people have assimilated American TV series and taken them for reference, including Chinese TV series. Some practitioners of TV industry realized that the TV series' entertainment function was extremely important. This led to the imitation of American TV series.

How do Chinese TV series imitate them?

a. Some Chinese TV series completely imitate American TV series, containing characters, scenes, scripts, plot and stage sets. Most of them are sitcoms. A Chinese TV series, called *iPartment*, is a remarkable example. Most parts of *iPartment* simulates *Friends*. It also imitates *How I Met Your Mother*, *Lost*, *24 Hours* and *Big Bang Theory*. Firstly, it revolves around a rentable apartment called *Love Apartment*, telling a story of seven people's daily life, who are one-to-one corresponding with the character in *Friends* except one person. Secondly, the plot also imitates them. For instance, a plot in the 7th episode of *iPartment* is that Ziqiao makes an apology to Meijia through ordering a song to her on the radio, which originates from the 8th episode, 2nd season in *Friends*. Even the radio announcer's dialogue are the same. Thirdly, the stage set of the 13th episode 2nd season in *iPartment*, which is a shabby cabin where Xiaoxian Zeng lives in when he runs away from his apartment, is similar with Lily's scruffy apartment in *How I Met Your Mother*. Finally, the ways of film editing imitate American TV series. Some flashbacks such as *Lost*, some split screens such as *24 Hours* are all borrowed.

b. Apart from those completely imitations, Chinese just imitate the type of American TV series as well. With *CSI* and *Elementary* attracted many Chinese audience, more Chinese suspense TV series were produced. As *ER* and *House M.D.* gained attentions, more medical dramas were produced in China, like *The Young Doctor*.

c. There is also another way of imitation, the airtime. Learning from American TV series, a few Chinese TV series are now broadcasted one episode per week. White collars are beneficial from this form of broadcast, because they have to work on weekdays, not having time to watch TV series. Furthermore, this form of broadcast also gives actors and directors more time to produce more brilliant TV series.

Since there are so many Chinese TV series have imitated American TV series in different ways, we all can see the huge impact of combination. To imitate and absorb others is an essential way to make cross-cultural communication. Great combinations have the

power to promote the cultural fusion between China and America.

### 3. The Approaches of Solving the Problem that Some American TV Series Were Banned by Chinese Authorities.

Recently, some divergence about how to treat the parts that are not appropriate for minors in China came out, causing some American TV series to be banned by Chinese authorities, including *The Big Bang Theory*, *The Good Wife*, *NCIS* and *The Practice*. When Chinese open the video website, there just reads: "Can not be played because of policy reasons." Therefore, a hot topic concerning whether some of the American TV series should be banned is widespread. A majority college students have been protesting this on Weibo, QQ zone and WeChat. The official explanation is that they will put those TV series into the CBM Translation Organization to dub, which can make them become better for minors.

What can Americans and Chinese do to change this situation?

a. Chinese TV series producers should produce two versions of the imported American TV series. One version is dubbed; another is in original sound. The dubbed ones can provide a clear green environment for those who just are longing to know the American culture. And they also can broaden the age bracket, attracting more people to watch them. The ones in original sound can provide an actual language environment for those who would love to improve their English. But the subtitle must be more standard, not containing vulgar words in Chinese.

b. Not only do Chinese think there are some inappropriate parts in American TV series, but also some other countries do. So as to amplify the area of export, Americans also could produce another specific version for other countries, which focuses on the culture transmission.

c. Chinese authorities could introduce a policy that is limiting the age of watching American TV series just like what Americans have done. As we all know, there are several different TV channel in America. They are TV-G, TV-PG, TV-14 and TV-MA. Were it to be realized, this might contribute to more Chinese TV series to be produced in different types and make more breakthroughs.

Since there are feasible solutions towards the divergences, immediate steps and effective measures should be taken by Chinese and Americans to deal with these problems. If the inconvenience of these differences can be solved, China and America can have a better relationship and attitude of TV series than now.

### Conclusion

Greatly influencing English learning, American TV series have much more advantages than textbooks, like providing an actual environment for students to improve their listening, speaking, writing; helping students to know American cultural background and releasing the tension of English learning. Therefore, Chinese English learners should take

sufficient advantages of American TV series, not only for entertaining, but also for studying. Teachers also can introduce some appropriate American TV series to youngsters, who can be more easily and efficiently to remember and learn a language.

For Chinese TV producers, they could learn more from American TV series in various aspects like characters, scripts, scenes, types and airtime. But they don't need to imitate them not missing even a word. They still should keep the original Chinese culture in TV series and make combinations and breakthroughs, in order to make real cross-cultural communication, not just be hidebound.

In terms of the divergences, both Chinese and American authorities should take how to deal with the problems of some parts in American TV series into consideration. Chinese producing two versions, Americans exporting another version or Chinese limiting the age of audience all can be the solutions. Chinese and Americans should work together to work out some doable plans for promoting the cultural exchange between China and America.

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## TYPICAL DRESS IN CHINA AND AMERICA - ON SUN YAT-SEN SUIT AND JEANS

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**Abstract:** Dress culture is not only a way to show fashion, also it is a way to express the different inner world of people. In this paper, we will talk about typical dress in China and American, Sun Yat-Sen Suit and Jeans. From the perspective of their history, different connotations of the design principle, and their popularity, we would like to take you to sense the charm of different dress culture. They all have their own unique features, and whatever kinds of dress you choose the key point lies in you mind. Because what fits you better would be the best one.

**Keywords:** Dress culture, Sun Yat-Sen Suit, Jeans, History, Connotation, Popularity

### 1. Introduction

Dress culture is not a single part of a nation, it has deep historical and social background. Also it can reflect the awareness and spirit of the people in China and America. As far as I am concerned, I feel great interest in this field, and I want to know more about the dress in other countries, particularly in America. Through this project I want to achieve the following objectives: ① Remind people of the traditional dress in China and America. ② Educate people on the connotation of the design principle, including the color and material of traditional dress. ③ Expose the culture differences in dress, and find the most optimal and balanced point between the two nations. Every nation has its own unique features, and preserving each nation's uniqueness is important. In addition, we should help people realize the importance and benefits of these differences. By doing so, we can learn from each other and finally seek collaboration and peace.

### 2. History of Sun Yat-Sen Suit and Jeans

#### 2.1 History of Sun Yat-Sen Suit

Sun Yat-sen suit, formal Chinese attire for men, has soared after President Xi Jinping wore it to a state banquet hosted by the Dutch royal family on March 22. After the 1911 Revolution, Sun Yat-sen felt that the Chinese people needed a new style to match their new found freedom. He asked tailors to make a new suit based on his own design. With buttons down the front, a turned-down collar and four symmetrical pockets, the suit was dubbed the "Sun Yat-sen suit" in 1925 after Sun's death.

#### 2.2 History of Jeans

The word 'jeans' comes from a kind of material that was made in Europe. The material, called jean, was named after sailors from Genoa in Italy, because they wore clothes made from it. The history of blue jeans usually began with a man named Levi Strauss. He did not

invent jeans. But he is the first person to produce and sell them in large numbers. Levi Strauss was born in Germany. In 1847, he and his family moved to the United States. He opened a small store and sold jeans. These pants were especially useful for miners in California. They needed strong clothing. Levi Strauss worked with Jacob Davis, who had invented a step for making rivets for jeans. They helped make the blue jeans stronger. In 1873, Strauss and Davis received a patent to own this invention. In nineteenth century workers would probably be surprised to know that their pants would one day become fashions. Today, jeans are worn by people of all ages. Jeans come in many colors other than blue and in many styles and prices. Fashion designers even create very costly jeans.

### 3. Different Connotations of Design Principle

#### 3.1 Connotations of Design Principle of Sun Yat-Sen Suit

In China, the Sun Yat-sen suit has long been a symbol of progress and revolutionary spirit. After China's reform and opening up, Western-style suits and jeans became popular, but Sun Yat-sen suits are still worn by many Chinese on special occasions. Celebrities and ordinary citizens have also been known to wear Sun Yat-sen suit. In a typical Sun Yat-sen suit, there is no break seam at the back, symbolizing the peaceful reunification of the nation. And Pocket flap in the shape of a reversed brush stand means that intellectuals are held in high regard in the democratic revolution. The five buttons down the front of the suit represent the five independent rights stated in the constitution: administration, legislation, judiciary, examination and supervision. And the four patch pockets represent four virtues of the Chinese nation: courtesy, justice, honesty, and honor. While the three cuff buttons represent Three Principles of the People: Nationalism, Democracy, and People's Livelihood. And the five buttons on the 4 patch pockets indicate the four rights enjoyed by the people: election, dismissal, rule making, and review.

#### 3.2 Connotations of Design Principle of Jeans

Writer James published a book called *Jeans: A Cultural History of an American Icon*. In the book, he says jeans serve as a sign for two American values, creativity and rebellion. It was the symbol of the teenage rebel in TV program mes and movies (like James Dean in the 1955 movie *Rebel Without a Cause*). Some schools in the USA banned students from wearing denim. Teenagers called the waist overalls 'jean pants' - and the name stayed. In many non-western countries, jeans became a symbol of 'Western decadence' and were very hard to get. US companies said that they often received letters from people all around the world asking them to send the writer a pair of jeans

### 4. Analysis of the Popularity of Sun Yat-Sen Suit and Jeans

#### 4.1 Popularity of Sun Yat-Sen Suit

After Sun Yat-sen's death in 1925, popular mythology assigned a revolutionary and patriotic significance to the Sun Yat-Sen Suit. From 1966-1976, the suit came to be widely

worn by the entire male population as a symbol of proletarian unity; it was regularly worn by Communist Party cadres until the 1990s when it was largely replaced by the Western business suit. The Mao suit remained the standard formal dress for the first and second generations of PRC leaders such as Deng Xiaoping. During the 1990s, it began to be worn with decreasing frequency by leaders of Jiang Zemin's generation as more and more Chinese politicians began wearing traditional Western-style suits with neckties. Jiang wore it only on special occasions, such as to state dinners, but this practice was almost totally discontinued by his successor Hu Jintao. Hu Jintao still wore the Mao suit, however, on some special occasions, such as the ceremony marking the 60th anniversary of the People's Republic in 2009. By the early part of the 21st century, the Mao suit is rarely worn even on formal occasions. The dark green version of the suit is more often worn, usually by civilian party officials wishing to demonstrate control over or camaraderie with the military in their capacity as officials of the Central Military Commission. In Taiwan, the Sun Yat-Sen Suit was seldom seen after the 1970s. Moreover, given the subtropical weather much of the year in Taiwan, for a time a modified version became at least semi-standard which dropped the high-collar buttoned up original constriction in favor of a Western style open dress shirt collar, unbuttoned. Today among the Chinese people, the Mao suit has been abandoned by some of the younger generation in urban areas, but is still worn during formal occasions.

#### 4.2 Popularity of Jeans

Jeans was usually dyed with indigo, a dye taken from plants in the Americas and India, which made jean cloth a dark blue colour. Plantation is a large farm where a single crop is grown dye. In 1886, Levi sewed a leather label on their jeans, the label showed a picture of a pair of jeans that were being pulled between two horses. This was to advertise how strong Levi jeans were: even two horses could not tear them apart. In the 1930's, Hollywood made lots of western movies. Cowboys - who often wore jeans in the movies-became very popular. Many Americans who lived in the eastern states went for vacations on 'dude ranches' and took pairs of denim 'waist overalls' back east with them when they went home. In the 1940's, fewer jeans were made during the time of World War 2, but 'waist overalls' were introduced to the world by American soldiers, who sometimes wore them when they were off duty. After the war, Levi began to sell their clothes outside the American West. Rival companies, like Wrangler and Lee, began to compete with Levi for a share of this new market. In the 1960's many, many university and college students wore jeans. Different styles of jeans were made, to match the 60's fashions: embroidered jeans, painted jeans, psychedelic jeans...As regulations on world trade became more relaxed in the late 1970's, jeans started to be made more and more in sweatshops in countries in the South. Because the workers were paid very little, jeans became cheaper. More people in the countries of the South started wearing jeans. While in the 1980's jeans finally became high fashion clothing, when famous designers started making their own styles of jeans, with

their own labels on them. Sales of jeans went up and up. And In the worldwide recession of the 1990's, the sale of jeans has stopped growing.

## 5. Conclusion

As the typical dress in China and American, Sun Yat-Sen Suit and Jeans have their own unique features, neither of them can be replaced or abandoned. With the increasing intercommunication between our two nations, our culture will have more similarities. And at the same time we can choose what is fitful for ourselves, which would be the most balanced point between our two nations. Besides, with the widespread of our different dress culture, the earth that we live will one day become more colorful and interesting

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## COOPERATION IN COMPUTER SCIENCE EDUCATION FOR GIRLS

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**Abstract:** Ever since the accelerated development of technological civilization, mankind has stepped into another significant stage: we are now in the middle of one of the three great revolutions throughout the history - the Software Revolution. However, when looking further into it, we will never be able to steer clear of such an astonishing but factual truth: women have been absent from tech world which is predominated by males for such a long time. In spite of the advantages of careers in computer science - high salaries, incredible flexibility and sense of fulfillment work, the ratio of women with degrees in Computer Science has declined from 35 % in the mid-80s to 18 % today, and the whole world is gradually separated from women's creativity. It's high time to pay more attention to computer science education for girls.

**Keywords:** Computer science, Female, Education, Gender discrimination, Cooperation, Economic development

### Introduction

#### 1) Rational:

(1) Software Revolution is around the corner, our work in the future will be more complicated and various in technology, and writing program might become a basic and necessary skill.

(2) Gender discrimination and stereotype still exist as a barrier for more women to devote themselves to the tech world.

(3) Women were making huge contributions in computer science field from the start.

(4) Personally, as a girl who enjoys coding, I do hope that more girls could enjoy the pleasure that charming code brings.

#### 2) Specific Objectives:

(1) To have a further knowledge of women's status at high-tech companies.

(2) To explore the reason why large quantities of women choose to drop out of the computer science.

(3) To point out the negative effects on individuals and the whole society caused by gender discrimination and the shortage of women.

(4) To provide possible solutions on how to attract more women to choose computer science as majors or careers.

#### 3) Significance:

(1) To diminish stereotype threat and encourage women to get involved in computer science.



(2) To improve girls' living conditions and change their dignities, and prompt economic development.

(3) To promote the technology cooperation between the United States and China.

When it comes to programmer, the image immediately crowding into your mind is certain like this: someone dressed in Polo T-shirt, wearing glasses with black frames are tapping on the keyboard fleetly, absorbed in the computer world ahead of him. Significantly, regardless of whether you consciously endorse it, you have already connected programmer to the word --- MALE. According to our cultural lore, no matter in the United States or in China, female programmers are always thought as rare, which all due to the fact that females in computer science playing field are holding themselves back and choosing to be opt-out automatically. What is sad is that this is the truth: in tech sector, female only take 15 % proportion, far less than 85% of male.

And then observing the world, it has changed a lot; technology revolution is becoming flourishing and makes more demands on us, inevitably, intruding into our lives. Computer science takes a major proportion in technology, in which coding plays the lead role. Just as you have experienced in your daily life, President Obama was the first Commander-in-Chief in America to write a line of computer codes, after learning the basics of JavaScript; the smart phone you use works because of code; the airbag in your car is set to deploy by code ---a prospect of all-citizens-coding. Our society will be structured by computer science and technology, whether we like it or not, this is the future we are heading into. Female, of course, could not escape from this trend at all.

In some tech giants, such as Facebook, Google, Twitter, Yahoo!, Apple, the ratios of male employees are all over 80% --- in Twitter, it surprisingly reaches 90%. Almost no companies are willing to confess it. However, gender discrimination and stereotype threat still persist in computing field, manifesting male superiority in computer science. "Stereotype threat", one concept pioneered by Claude Steele, who discovered its effect, is labeled the first reason which generates invisible barrier for ambitious women to enter into this field and diminish their numbers. A female programmer, a female engineer, a female scientist: the word "female" have already indicated some sort of surprise. Women's ability is seen through gender lens, they are thought of less competitive in programming and coding, less logical so that mathematics is hard for them; in a word, they don't belong to the tech world.

For example, Liz Hall, the head of recruiting at Fog Creek Software, was very confused about how to attract and hire qualified more women to work for their company. For her, it was absolutely distressing to get only one female application among every one hundred applications. Despite Hall's striving, Sara Chipps, the all-star JavaScript coder and founder of Girl Develop It, the one Hall considered the very talent she was seeking, rejected her invitation without any hesitation. She did not want to work in a male-dominated culture,

Chipps explained.

Subconsciously, “I don’t belong here, don’t belong to the world where computer science is a masculine major or career”, most women hold that belief strongly. Those who work in tech world are supposed to that sort of men --- geeks. Gender gap and stereotype threat force women to stay away from it.

Empirically, we might think that the wheels of computer science history were pushed forward by individual hero such as Steve Jobs or Bill Gates. Indeed, women had made significant contributions to this field before the 1980s. As we all know, ENIAC is the first all-electric programmable computer in the world; well, the real giants behind the scene are six women hidden by history. They programmed and granted ENIAC the function to calculate. One expert thought highly of their behaviors, “Today’s achievements in software are built on the shoulders of the first pioneering women programmers.” In addition, in early days, programming was a job principally done by women, one author of a career guide to computer programming in 1967 made comments that “programming requires lots of patience, persistence and a capacity for detail and those are traits that many girls have.”

Distinctly, women’ achievements today is not consistent with those created in the early days. In other words, even worse, women are leaning back from computer science. What reasons lie behind such disappointing phenomenon? What lead them to continue to retreat, even without the willingness to walk the fine line between high-paid jobs and go-back-home? Then, we will explore the implicit reasons.

The president of MIP, Richard Firth presented his opinions, in the term of technology and innovation: programming in the early days was merely identical to editing and inputting, not involving logical thinking patterns. When it was 1980s, codes were required to be able to deal with complex problems; women were no longer encouraged to take part in it.

It may be a possible answer, but the most radical and fundamental factor is that women in computer science domain are trapped in the unpleasant and stressful atmosphere created by stereotype threat. Under this circumstance, women worried about being treated poorly. Stereotype of workforce in the computer science came into existence and internalized among the public. In line with this, the new term “geek” was given birth, which was used to depict the person buried in the Internet world, employing lots of time studying technology. To some extent, movies such as *Revenge of the Nerds* and *Real Genius* crystallized and impressed the image of “computer geek”. The more ubiquitous stereotype is, fewer women will choose to come into computer science field, which in turn strengthen stereotype threat; in the end, a self-perpetuating “chicken-and-egg” problem arise.

Now shift our sights from gender stereotype to females struggling in the computer science field. At this point, many intellectual girls and women outperform their male counterparts, encouraging and inspiring more women to join them. For instance, sixteen-year-old Andrea Goniales and seventeen-year-old Sophie Houser, members of Girls

Who Code created a hit ---- the game --- Tampon Run. The game focuses on the “sensitive” norm --- menstruation. Andrea and Sophia advocated the public to face menstruation frankly and normally, not treating it as a shame. As the game’s name implies, programming is likely to become the new battleground manifesting feminism and declaring a war on male chauvinism.

Of course, there is a long list of names of women who use their wits to struggle against gender gap; however, they just make up small proportion compared to those women suffering stereotype. In the United States, the percentage of computer science majors has plummeted from 37% in 1984 to just 18% today. In China, the rate of male undergraduates to female undergraduates majoring in computer science even reaches 30 to 1.5 in some famous key universities. The majority females still face the challenging situation being “stripped away”, under pressure being obstructed from advancing up in this domain.

The lack of women’s involvement and participant causes negative influence on individual and the whole society. Since being exposed to the career filled with male hormone and male thinking patterns, the sense of belonging gradually disappears, leading to self-doubt, anxiety, frustrations, lower expectations and leaning back of women.

The issue of less gender diversity in tech world virtually has been a hot topic. As what you have seen, most technical products are created by men, even shopping platforms which aim at women and where women as clients pay the most. Why could not we, women, create products for us own? Without women, tech is driving in a dangerous high way, concentrating on imbalance ---in the end, we will find, we have to use the software created by men, no real apps suitable for us, satisfying our needs; but, nothing could be changed since most women refuse to lean in, to involve themselves to compete with men, which would be a new tragedy. The activation of shorting of women will certainly compound social problems.

Two pictures from the video created by Microsoft showed that by 2018 there will be 1.4 million open tech jobs in the United States, but only 29% of these jobs will be filled by women. So if the rest of those jobs could not be filled in one’s own country, they will go overseas, which really impedes the development of economy. Besides, if programming is always seen from a perspective of meals, perhaps some industries like health care might be neglected: we will get one imbalance economy.

To reverse the decline of women’s number and relieve their self-repression, to encourage more women to experience the fulfillment of programming, one practical solution has been implemented, “when I traced the history, I found collaboration between men and women, and ideas handed off from one generation to the next. Here is what they had in common: their ability to work together made them even more creative”, wrote by Wallter Isaacan. Yes, the best way is to unite and combine girls or women together.

As far as I know, some profound nonprofit organizations have been established or being set up across the United States, which works to educate, inspire and equip girls with

skills and resources to pursue opportunities in computing field. Among them, Girls Who Code, Lean In sponsored by Sheryl Sandberg, COO of Facebook, and Black Girls Code are exceedingly outstanding, making great contributions to cultivate female computer talents. With the support from private and public partners, these organizations also cooperate with tech giants like Google, Facebook, Twitter, Microsoft, etc. Based on these assistance, girls are gathered in training camps, where they acquire professional training and guidance from experts working in Silicon Valley, where coding becomes charming to them. Most importantly, a girl will never feel lonely, who is ambitious and aspiring to achieve access in computer science field, always worried that being downplayed by men who are arrogant. Right here, girls help each other and get support from her homogeneous counterparts, feeling free and enthusiastic. The world may not miss out a large pool of female potential talent any more.

While computer science education for girls flourishing in the United States, China fall behind a little bit. Fortunately, some pioneers Chinese have realized the importance of computer science education for girls. Techicat is such a technical community, which not only teaches you how to code, but also accompanies you to experience the latest and unique technology, the value of which is extremely cool: Smart is the new Sexy. Even though, China still needs conscious-raising nationally, more women should find possibilities to compete against men in computer science domain, getting rid of fear, throwing away the traditional and conventional criteria standardized by people who have no passion at computer science at all.

In my opinion, now that the United States and China are both active in the world arena, they are supposed to take the responsibility to draw the world's attention to computer science for girls. There are several possible paths to follow. At first, key universities in the two countries could send more female exchange students to attend the summer camp held by each other, sharing their views about computer and programming, promoting the communication between the two countries. Besides, it will be very marvelous to see that tech giants from these two countries could cooperate to sponsor a massive size of activities, providing fund and tutors to support computer science for girls. This will impact the relationship between the two countries.

### Conclusion

Computer science education can help girls change their dignity. By spreading the gospel and promoting these girls coding skills set, poor girls in Africa can earn their levies continuously, rather than only get food or water in a short term. In developed countries, expertise like coding may put a girl on a track to make a six figure salaries and be out of poverty. If possible, a new kind of economy might arise --- Female Tech Economy, which promotes the development of the current world economy. In this way, the economic communication between the United States and China will be enhanced; in turn, prompt the

communication of technology, manually. A harmonious relationship between the United States and China will be presented to the world-citizens and the whole world.

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## THE COMPARISON BETWEEN CHINESE INK-WASH PAINTING AND WESTERN OIL PAINTING

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**Abstract:** Chinese ink-wash painting focuses on image, while western oil painting is more realistic. The paper aims to analyze the cause of the difference in six aspects, including the usage of lines, perspective, anatomy, the background of paintings, the subject of paintings and painting tools.

**Keywords:** line, perspective, anatomy, background, subject, tool

Chinese ink-wash painting and western oil painting both occupy the important position in the painting field. However, they have different painting techniques. The study of these two kinds of painting styles is not only good for promoting the development of painting, but also good for the exchange of culture between China and western countries. The paper will compare Chinese ink-wash painting and western oil painting in six aspects, including the usage of lines, perspective, anatomy, background, subject and painting tools.

1. Chinese ink-wash painting consists of lines while the lines in western oil painting only function as outline.

Chinese ink-wash painting consists of lines, if we remove all the lines, the picture will be blank; for western oil painting, the usage of lines only functions as outline. If these lines are removed, the painting is still clearly visible. In fact, western oil painting is formed by thousands of surfaces. This difference, in some degree, is concerned with the difference of painting tools between Chinese ink-wash painting and western oil painting.

2. Chinese ink-wash paintings uses “cavalier perspective”, while western oil painting uses “focus perspective”.

Perspective is the manifestation of three-dimensional objects in the plane. Western oil painting aims to reproduce the objects. So perspective is a basic skill. Da Vinci once said that the artist must take the mirror as a teacher. Western painters put many efforts in pursuit of three-dimensional effect in the two-dimensional paper. More precisely, they use “focus perspective”, that is, the painter focuses on one point while painting.

However, Chinese ink-wash painting does not pay attention to perspective. If we see Chinese ink-wash painting from the perspective of physics, it might turn out to be incorrect. In fact, Chinese ink-wash painters use a method called “cavalier perspective”, that is, painters change their focus constantly while painting. By means of “cavalier perspective”, painters can describe a vast realm. So some Chinese ink-wash painting are meters or hundreds of meters long.

Looking at the western oil painting, most of them are about the city streets, houses, furniture, utensils and so on, we will find that the proportion of the object is definitely correct, and the object is nearly the same as the real thing. And when we appreciate a western oil painting about a corridor, it seems that the corridor is miles far away.

However, Chinese painters generally will not take city streets, houses, furniture, utensils and other obvious three-dimensional things as their subject. They prefer clouds, mountains, trees, waterfalls, which look more like two-dimensional. If they accidentally paint furniture, they will also do not pay attention to perspective, instead, they paint it causally. For example, a Chinese ancient painter called Zheng Banqiao, he is good at painting bamboos. But we can see from his painting, he just describe the main features of bamboo, but every detail.

In a word, Chinese ink-wash painting emphasizes the prominent characteristics of the object, so there is no need to pay attention to perspective. However, the western painting aims to reproduce the objects, so they try their best to make the best use of focus perspective to make it more real.

3. Chinese ink-wash painting does not pay attention to anatomy, while anatomy is a basic skill in western oil painting.

Anatomy is the study of the shape of human skeleton and muscles. For westerners, when they start to learn how to paint people, they must learn anatomy. Because western paintings emphasize realistic style, that is, the painting must like a real human. This anatomy is specially named “anatomy for art students” here. It is different from physiological anatomy which studies the structure and physiological functions of each part of human body. But the students who take this course also have to memorize the names of all parts of skeletons and muscles, and all kinds of changing shapes of them, which is a arduous task, but it is a basic skill.

However, the Chinese figure painters never need this skill. For Chinese painters, when they paint peoples, the don't pay attention to the characters' size and proportion which may be not physically proper in their painting, but the prominent characteristics of the character. So in Chinese ink-wash painting, men may look odd, and not proportionate. And most women in the painting are in extremely slender shape. So if we see Chinese figure painting from a scientific perspective, the shape of their bodies will look terribly awful. But this does no harm, but the shining point of Chinese ink-wash painting. Chinese ink-wash painting pursues the strong impression, so exaggerate the characteristics of the painting objects. For men figures, the painter will increase their machismo; for women figures, they will make them look more slender and fragile. Chinese ink-wash painters focus on image, but realism.

4. Chinese ink-wash painting is always presented without a background to highlight its

characteristics while western oil painting always has a background in order to make it more real.

From the comparison among a lot of paintings, we can find that, Chinese ink-wash painting can be presented without a background to highlight its characteristics, while western oil painting must have a background in order to make it more real.

For Chinese ink-wash painting, to draw plum, there is just a twig hanging in the air, surrounded by blank; to draw people, there is a man just hanging in the air, like floating clouds.; a very long paper, just added a strain of vegetation or some stones, can become a vertical amplitude. Western oil painting is different, everything must have a background, if the painting is about objects, the background may be a table. If it is about people, the background is indoor or outdoor.

The different usage of background also lies in the different painting concept. Western oil painting is realistic, using background to increase reality. However, Chinese ink-wash painters omit the description of background and make bold use of blank to highlight the theme.

5. The main subject of Chinese ink-wash painting is scenery while the main subject of western oil painting is people.

Before the Han Dynasty, the main subject of Chinese ink-wash painting is about people. When it came to Tang Dynasty, the independent landscape painting came into being. Since then, landscape painting has occupied the core position in Chinese painting. This is because that Chinese scholars take mountains and waters as a kind of medium of cultivating themselves. From the Chinese landscape painting, we can understand the Chinese artistic concept of the whole Chinese painting. No other Chinese painting genre like Chinese landscape painting can express Chinese culture and spirit more precisely.

Since Greek times, western oil painting has taken people as the main subject. Browsing western oil painting, we can see that the western paintings which are about people nearly accounted all. The subject of the religious paintings in the medieval is also about people. When it came to the nineteenth Century, the independent landscape painting came into being. But figure painting is still the main subject of western oil painting.

6. The difference of painting tools between Chinese ink-wash painting and western oil painting.

The different effect between Chinese ink-wash painting and western oil painting is somewhat caused by the different painting tools.

For Chinese ink-wash painting, "brush, ink, paper and ink stone" is indispensable tools for Chinese ancient scholars, known as "the scholar's four jewels", the significance of which is beyond writing and painting. Chinese scholars attach profound cultural connotation and emotion to them.



Brush: Brush was created in China which is divided into hard, soft, and medium. The hard Brush is made of the tail of yellow weasel, while the soft brush is made of the goat's beard. According to the different painting types, and personal habits, there will be different choices..

Ink: Ink is cold-colored, so it is supposed to have a sense of coldness and the tone of it should be gloomy. But why we will have a warm sense and won't feel the gloomy tone when we appreciate good ink-wash paintings? This is because good ink-wash paintings make good use of the blank and create a sense of warmth through coordination.

Xuan paper: Xuan paper is divided into unripe paper and processed paper. Unripe paper is unprocessed by alum water. Ink can penetrate the paper easily, producing all kinds of changes. Painters take advantage of this effect to do freehand artistic creation. Processed paper is processed by alum water. Ink cannot penetrate it easily. Painters use this kind of paper to make exquisite description.

Ink stone: Ink stone is used to grind to produce ink. So it should be easy to create ink, and the ink should be smooth and without slag.

For western oil painting, pigment, turpentine, glazing oil, oil painting brush and painting knife are required. The colorful description of western oil painting has a very strong visual impact.

Pigment: Pigment has two categories, mineral and chemical. The properties of pigment are related to the composition of the chemical. Adverse reaction may happen among different pigments while modulation. Therefore, acquainting the properties of the pigment is helpful to maintain the color of the painting.

Turpentine: Turpentine is a kind of volatile medical oil to dilute the pigment during the process of modulation in western oil painting. After one or two minutes, turpentine will completely volatilize. Adding toning oil to turpentine will speed up the pigment to dry and make the color brighter.

Glazing oil: Glazing oil is applied when the painting is completed to maintain the gloss and prevent the air to pollute the painting.

Oil painting brush: Brush, made of elastic animal hair, most of them are flat headed, which explained why Chinese ink-wash painting consists of lines, while western oil painting consist of thousands of spaces, which we have discussed before.

Painting knife: Painting knife, also called a palette knife, is made of thin steel sheet and is used to mix the pigment on the palette. Many artists directly use the painting knife to draw on the canvas.

## Conclusion

In spite of the last point, the first five points including the usage of lines, perspective, anatomy, background or subject, they all embody a prominent difference between Chinese ink-wash painting and western oil painting.

That is, Chinese ink-wash painting focuses on image. Chinese painters pursue their own understanding, not sameness. When you appreciate a Chinese ink-wash painting, you may have a feeling of *deja vu*, but you can't speak out precisely which object the painting really refers to in reality. However, western oil painting aims to reproduce the objects objectively. By using scientific methods including perspective, anatomy, light and color, the detailed description of western painting has a very strong visual impact.

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# THE INFLUENCE OF THE AMERICAN SITCOMS ON CHINESE YOUNG PEOPLE AND SITCOMS

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## 1. Introduction.

In recent ten years, there is a common phenomenon that more and more Chinese young people like watching American sitcoms on the TV or Internet. Some people watch the sitcoms until midnight, and they even follow the sitcoms for several years. As one of these Chinese young people, the author is curious about this phenomenon, and wants to know the reasons why the American sitcoms are so popular for Chinese young people. What's more, Chinese people can learn some culture from the sitcoms. And there are some important reasons for this phenomenon.

Although there are many excellent Chinese sitcoms, some of them are far from satisfaction. The author wishes that China can learn some good lessons from the American sitcoms and make progress in the future. In the following sections, the author is to present some sitcoms which are popular among Chinese youngsters and try to find out the reasons for their popularity with the hope that the paper can bring some enlightenment to Chinese sitcom producers.

## 2. An Analysis of some Popular American Sitcoms and their Influence.

### 2.1 The Introduction of Broke Girls.

In America, there are many great sitcoms, as for me, the author likes Broke Girls best. It has not only improved her English of listening but also speaking. The story is about two young women witnessing at a greasy spoon diner strike up an unlikely friendship in the hopes of launching a successful business. In author's opinion, Broke Girls is a funny and inspiring story. The friendship between Max and Caroline makes the author envy; they always throw themselves into the breach when they meet some problems.

There's a good saying "A life without a friend is a life without a sun." It is so lucky for Caroline that she met Max when she was in a very difficult situation and they become the closet friends. The story also tells some excellent people, such as the boss Han Li, the sexy woman Sophie, Earl and so on. They are very warm-hearted and willing to help the two girls ride out a storm. They all give the author a deep impression and have their own unique personalities. As people all know that different people have different dreams. Some people dream of being rich or famous and others dream of staying young for long. The story tells its audience no matter what dreams do they have, they should try their best to realize them.

#### 2.1.1 The Leading Role-Max.

When people mention the Broke Girls, there's a classical and impressive role in

author's mind, the leading role is Max. They can see that she is good at cooking cupcakes which are very delicious, and she brings joy for everyone around her. But her specialties are nurtured by the situations and surroundings. Max was born in an incomplete family, and her mother always left her alone and didn't take care of her. So Max cultivated independence when she was very little. Up to now, she is independent of taking care of herself and her friend Caroline. At the critical moment, she always tries her best to help her friends turn the corner, even she would lose something.

In author's eyes, Max always holds a more positive attitude towards obstacles and dilemma. Besides, she works hard and earns money by her own efforts. The author thinks that Max is confident, brave and independent. She has some awful experiences, but she never gives up. For the Chinese young people, they should learn good personalities from Max. The most important is that they should become strong and brave when facing the difficulties and troubles. They should remember that "The sunshine always after rains and wind."

## 2.2 The Introduction of the Big Bang Theory.

On the basis of research, the author found that the Big Bang Theory changes the pattern of American sitcoms. Some people say that the roles in this sitcom represent some people who don't have rights and money, but they insist on pursuing their dreams. Their experiences are similar with most young people in nowadays society, so they can inspire and encourage the young people to pursue happiness bravely.

In this sitcom, the leading roles are four talented scientists and Otaku indoors men, their speaking and acting are incompatible with the normal people. And there's a heroine whose name is Penny, she is a waitress, but she wants to become a famous actress in the future. These roles have their own special characters, but they have closely connection and give consideration to each other. The four scientists are very clever; the scientific knowledge covers a lot of ground, such as medicine, physics, electronic information, chemistry, biology and so on. And the knowledge is useful and positive for people. The plot will open and enlighten them to think about the social conditions, the author thinks this sitcom is valuable and it deserves to watch.

### 2.2.1 The leading Role-Sheldon.

When the author watches the Big Bang Theory, there's a classical role attracting my concern, his name is Sheldon. She believes that most people are familiar with him, and he is also a controversial role. On the one hand, he has a very high intelligence quotient; people can say that he knows all about astronomy geography. In addition, his action is particular, and he always has his own way to think about questions. On the other hand, he always speaks to his friends ironically, and he always annoys other people unwittingly. But personally, the author likes the character of Sheldon.

## 3. The Influence of the American Sitcoms.

### 3.1 The Influence on the Chinese Young People.

The American sitcoms as the most unique drama, for its witty humor, close to the life of oral expression and was deeply loved by Chinese young people. On the basis of survey, the author finds that some young people watch the sitcoms in order to learn oral English. During watching the sitcoms, people can know some common sayings and idioms. Such as "Pluck a nerve", it means that speak something wrong; it usually appears in some embarrassing occasions. "Get up the nerve" means get up the courage. If they learn more idioms, it's very useful for them to understand the American sitcoms.

For some young people who want to go to America in the future, they can learn some culture and the way of acting, it's very helpful for them to know America better. As they all know, the customs and culture of American and Chinese are very different. For one thing, in America, when people receive a gift, they would open it in front of friends immediately, but in China, people don't act in this way. It shows that the big difference between America and China, so the better understandings will facilitate the cross-culture communication between people of China and America.

### 3.2 The Influence on the Chinese Sitcoms

In recent years, there are an increasing number of Chinese sitcoms shown on television, but most of them can't broadcast in a prime time on account of these sitcoms can't arouse extensive attention from people. According to the author's investigation and research, she found that the investment of Chinese sitcoms is lower than American sitcoms.

Besides, there are several of themes for American sitcoms, for instance, the war, the death, the crime, the unemployment, the problem of ontogeny and so on. The purport is to point out problems and announce the reality of the society; it's closely linked with American people, so they like to watch the sitcoms.

## 4. An Analysis of Reasons about American Sitcoms' Popularity.

### 4.1 The Development of Globalization and Sitcoms.

As we all know, America is the cradle of sitcoms, and the sitcoms originated in the 50s after the war of the United States. With the development of sitcoms, they began to face to the public. Nowadays, the globalization affects the society and people from all over the world, many countries strengthen links with other countries. Besides, the development of economy and politics promote the cultural exchange. Therefore, American sitcoms opened the door of China, and there are a large amount of excellent sitcoms on television and on the Internet.

### 4.2 The Great Help for Learning English.

From the author's point of view, English is an essential language in the world. In particular, for Chinese students, they need to learn English and take part in the English examinations, so learning English is crucial for them. Watching the American sitcoms is an interesting and efficient way to learn English. For Chinese youth, they can learn oral

English and know some cultural knowledge from American sitcoms. What's more, it's a good way to kill time by watching American sitcoms, especially for some people who like American culture and communication mode.

## 5. Conclusion

With the development of technology, people can watch various sitcoms in different channels. Recent years, there are increasingly Chinese sitcoms around them. Such as "I Love My Family"," Love Apartment" and so on. As the audience understanding of the situation comedy, the sitcoms have good space for development.

American sitcoms are an inseparable part of the daily life of Chinese young people. The author finds an article about how to improve the English by watching sitcoms. As for the author, she is an English major student, and her biggest hope is to speak fluent oral English and can also understand the meanings when she talks with the foreigners. Learning English is a long and hard way, people can't study English well in a short time, so if they want to brush up our English, they should pick up some meaningful and wonderful sitcoms and watch them over and over again. It can help them to understand the expressions and the way of acting. With the development of economy, it's essential to strengthen links with foreigners, especially when some people do some business cooperation. Therefore, English is an important part of their work and life.

Nowadays, Chinese sitcoms have a stable development, but there is something insufficient. In author's opinion, people can learn some good experiences from American sitcoms. They should take examples by good experiences for American sitcoms. The development of American sitcoms affects the Chinese sitcoms' progress and evolution.

On the one hand, the American sitcoms make people's life become rich and colorful, but they still need an appropriate time for watching sitcoms. They can't spend time on watch sitcoms for all day; it's to the disadvantage of their life and health. On the other hand, for Chinese sitcoms' producers, they should make a suitable investment, and increase more meaningful topics for Chinese sitcoms.

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3. Paper: Spread the Enlightenment of American sitcom on China by Teng Zheng.

## POP MUSIC AND MOVIES WILL BE MAKING BIG DIFFERENCES

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**Abstract:** We are now living in a multicultural world where different cultures communicate more frequently with and have more influences on each other. Pop culture, such as pop music and movies, are developing at a fast speed. So, we need to know how it is helping us learn another culture. Pop music and movies will actually be making big differences, and they will be penetrating into our daily life. However, it is necessary for us to put them in perspective, because every coin has two sides. When it comes to culture exchanging between the US and China, we need to seriously study how the pop cultures of these two countries influence each other. And we can see that every culture has its own features, and cultures around the world also have similarities. As a result, we need to seek common ground while reserving differences.

**Keywords:** pop music, movies, pop culture, differences

### 1. Introduction

#### 1.1 The Rationale

Music and movies are all around us in our everyday life, they show us cultures and some knowledge. They are one of the most fundamental elements of culture, and it is important for us to live with them. Since pop culture can easily attract people's attention, we should use this kind of popular form of culture to communicate with each other, which may closer our gap. Furthermore, cultures between our two countries have distinct features from which we can learn more about America and China.

#### 1.2 Purpose

Though music and movies are just part of the culture, we can know differences between our mentalities, behavior, belief etc., through them. We can also introduce some stars who have positive influences to people through comparing our pop culture, so that people in two countries can choose what they are really interested in. We can also show people how the pop cultures of the two countries develop, leading them to have a clearer understanding about the developing trend of culture.

#### 1.3 Significance

I think, having a discussion about music and movies can lead teenagers to treat pop culture correctly and reasonably. As we are now in an age of easy access to the rest of the world, we share our cultures with people in other countries. So, we must make the nations realize the importance of culture exchanging and how pop culture stands for a country. And of course, having more communication between pop cultures of America and China helps encourage more and more far-reaching music and movies and celebrities to come out.

## 2. Pop Music

Pop music shows the difference between cultures and helps cultural diffusion. As we all know, music is a kind of art that reflects the emotions and feelings of human being's realistic life. Music can make us enchanted and we can gain the enjoyment from listening to the wonderful music. Pop music (a term that originally derives from an abbreviation of "popular") is a genre of popular music, which originated in its modern form in the 1950s and 1960s, deriving from rock and roll. The terms "popular music" and "pop music" are often used interchangeably, although the former is a description of music which is popular (and can include any style). Pop music, which has many different forms and styles, was originated in America. The forms and styles of Chinese pop music have been mainly influencing by those of Europe and America, based on which Chinese pop music is gradually forming its own styles. So-called pop music points to those short, popular, sincere songs or instrumental music which are loved by the masses and widely sung or appreciated. When it comes to the features of American pop music and Chinese pop music, we need to mention the following statements that show how pop music contributes in culture exchanging. Firstly, American pop music emphasizes individualism in the songs and focus on the differences of every individual, while Chinese pop music falls under the influence of the notion of collective and focus more on groups of people, not an individual. Secondly, the consciousness of ideal and future pushes forward the innovation of American pop music. In contrast, Chinese musicians and song writers tend to pursue the actuality and comfort. Thirdly, American pop music has more ups and downs than the Chinese one which seems flatter and more stable. The statements tell us about the characteristics and mentalities of Chinese people and American people, reflecting their own cultures. So, when we listen to American music, we can learn about how American people think, behave and what they are keen on pursuing. As a result, we will have learned part of their culture. When they listen to our music, they also receive the same information as we do. This process, which facilitates cultural communication, is considered as culture exchanging. As more and more famous pop singers and good musicians, So, we can see that pop music indeed makes great contributions to the cultural communication between American and China.

## 3. Movies

Movies play an important role in better showing every aspect of their culture and promoting the good values, virtues and heroes of the country. Movies have become an important part of the consumption of the global cultural entertainment. Nowadays, the booming movie industry is developing faster and faster, for more and more people are becoming more interested in watching movies. People want to amuse themselves by watching a movie that can make them laugh. In my opinion, actually, most people want to learn more about the cultures of other countries through movies.



Since we are talking about the cultural communication between America and China, we need to show you some connections between them. In 2013, the box-office revenue of the Asian-Pacific region was up to \$11 billion, which accounted for 31% of total worldwide box-office grosses. The box-office revenue of Northern America was \$10.9 billion, accounting for 30% of total worldwide box-office grosses. What deserves to be mentioned most is that China keeps maintaining the position of the largest box-office market outside Northern America. As the most well-developed and mature country in the world's movie market, America keeps leading the development of the movie industry with the most quantities of movies and the most advanced technologies. From the statistics above, we can know that America exports many movies to other countries with its culture exported, too. We are accepting American culture or Chinese culture when we are watching movies on the screen. So, this is why we should pay much attention to movies.

Most importantly, we should also know what the movies reflect and their features. American movies pay close attention to the society, reality and art. They also show us the positive spirits and humanity of Americans by poetically describing the American life. And the core theme inside the movies is always about belief, love, hope and courage. Yet, Chinese movies are under the influence of practical rationality and connect with specific social and historical conditions. What's more, producers focus more on the social-indoctrination functions of movies. As more people like to watch movies, the culture involved in movies spread among the audiences. Then, movies is gradually becoming a tool of spreading culture. As a result, maybe we can have more cooperation on producing movies together.

#### 4. Pop culture

Pop culture stands for the culture of a country in way. Teenagers are an essential part of a country, and pop culture is what they are crazy about. They can obtain something about cultures of other countries when they get in touch with pop culture. When you learn American pop culture, you will know that it starts early and develops fast. It involves many different forms and styles which are close to people's daily life. It advocates creativity, freedom and originality, which shows the characteristics of Americans. Chinese pop culture also involves various kinds of styles, but it is a lack of creativity. It pays more attention to the reality of the whole society. Though Chinese pop culture starts late and develops a little slowly, it always keeps moving forward, changing and creating. So, these two types of pop culture mirror some aspects of their own cultures.

#### 5. Conclusion

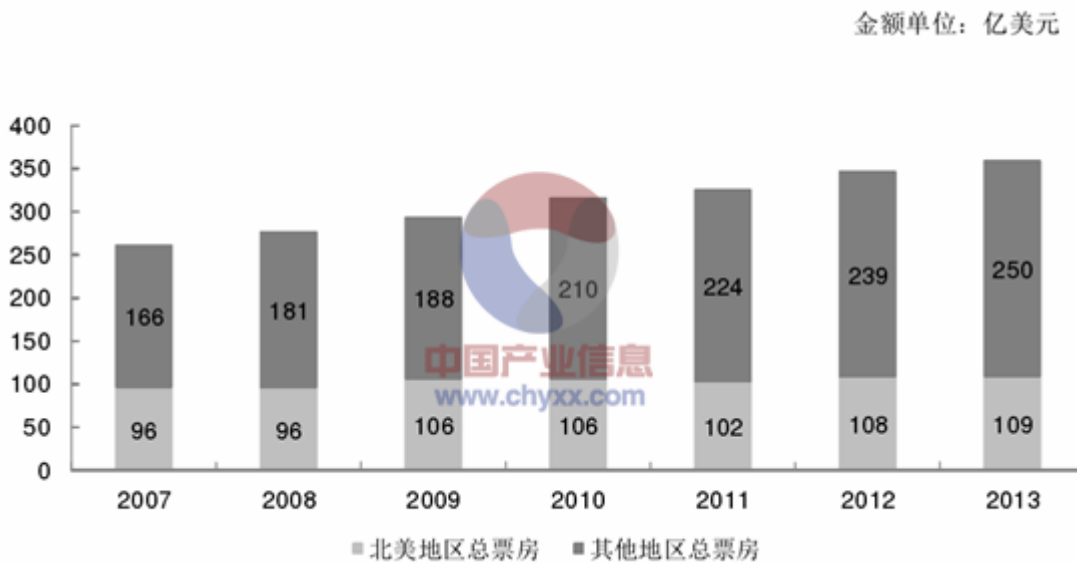
We have already known that culture exchanges can be done through music and movies. As a genre of culture, pop culture also stands for the whole culture of a country in a way and shows how the nations behave. Since every culture has its own features and cultures

around the world have similarities, we need to seek common ground while reserving differences. If we want to have a better cultural communication between us, we should have a better understanding of each other's culture and treat different cultures in a correct way. In such a multicultural world, we have to understand the significance of exchanging cultures, because we need to closer our cultural gaps. I hope, we can take each other's advantages to develop our cultures. So, it's of great importance for us to exchange our cultures because we are now working on more and more cooperations between our two countries.

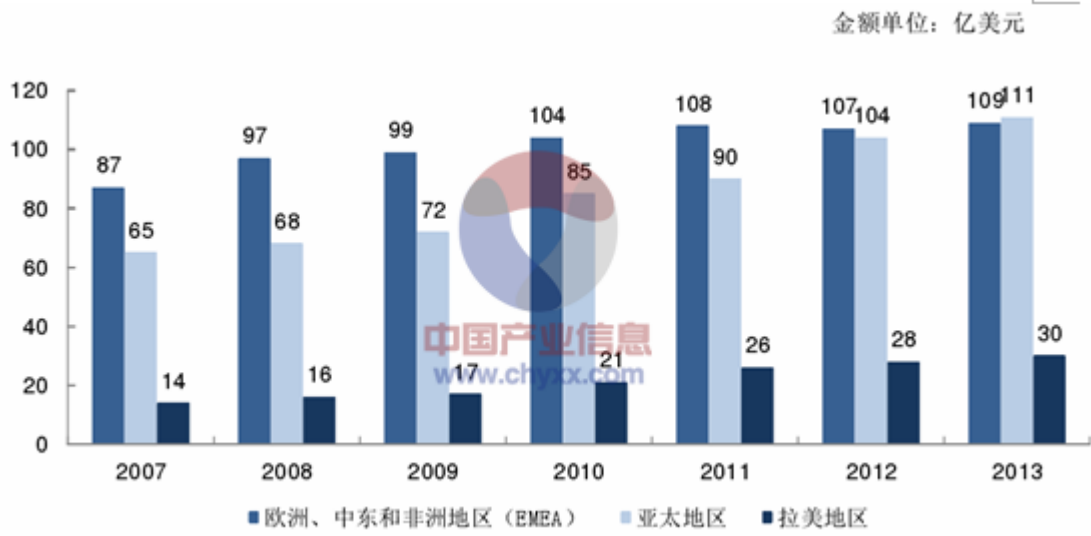
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### Appendix



Northern America    Other Areas



Europe, the Middle East and Africa    Asian-Pacific Region    Latin-American Region

## COMPARISON OF LAO-TZU AND PLATO ON THEIR PHILOSOPHIES

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**Abstract:** As a famous ancient Chinese philosopher, Lao-Tzu was contemporary with Plato, who was much more well-known all over the world, but he and his ideas might not be as familiar with people as Plato. So I'd like to give an illustration of their similarities and then primarily give a comparison between their philosophies with respect to the virtue, the law, the relation of humans and nature, the way of governing a state, styles of thinking and doing things and so on. Anyway, both of their philosophies are extremely important for both Chinese and westerners to take them in.

**Keywords:** philosophy, comparison, virtue, emotion, behavioral pattern, nature, government

The motive of me doing this study is quite understandable. Plato and his philosophies are as well-known all over the western countries as Lao-Tzu's ideas in China, while, there shouldn't be any boundaries of culture and philosophies among countries and people all over the world have chances to know about their brilliant philosophies. So I'd like to give a comparison between them, therefore people who are interested in them can comprehend their philosophies much more clearly, so that the essence can reach people's heart and be applied throughout their lives.

Two different countries are involved in this conference; therefore the communication and exchanging ideas are encouraged so that through my presentation people in both countries can get a chance to know more brilliant philosophies that are usually ignored.

### Chapter One

Both Plato and Lao-Tzu had pursued the virtue owing to their actually similar living circumstance---- Different states co-existed fighting each other for the territory, people and the like, and people had to struggle for living hoping they could see the sunrise of the next day during endless warriors, therefore discipline and virtue atmosphere went down day by day---- although their ideas of calling up virtue were of conspicuous differences.

Plato put forward two main points about virtue. One is that knowledge and virtue are combined to one, or knowledge is virtue to some extent, the other is that education can lead to virtue. What's more, he used an example to illustrate his idea.

One person know nothing when he is a baby except eating and sleeping, let alone what is right and what is wrong, so his parents continuously tell him what is encouraged or unappreciated by people. Gradually he grows up becoming a polite and elegant teenager, but there is a confusion of the genuine and the false preventing him from making a clear

distinction between right and wrong. Then his teacher sets out to tell him some stories about saints from whom he can learn lots of principles to be applied in his life. Plato believed that they can grow up to be virtuous like this person who is educated all the time.

Different from Plato, Lao-Tzu proposed that virtue was obtained by continuous introspection instead of education, because human beings were kind-hearted and virtuous from birth. And everyone would keep his good essence unless he was influenced by someone evil. In his opinion, the best virtue is like water in that it never do anything on purpose or struggle for something, and flowing conforming to nature to those places where need it, water becomes the most essential factor in nature. So if people want to be virtuous, they don't have to do anything intentionally but follow their heart and introspect themselves. The less things they want to do, the less greedy and more virtuous they will be.

So Lao-Tzu believed that introspection can lead to virtue instead of education.

Although there are limits, both of their ideas are brilliant and of momentous current significance about people establishing virtue and proper worldview. What we need to do is combining their essence into one to apply them.

## Chapter Two

Besides, their philosophies as for emotion embody their great impact on thinking and behavioral patterns of descendants. In Lao-Tzu's opinion, all kinds of emotions prevented soul from being calm. Therefore people had better refrain or conceal their emotion and feeling instead of expressing it. While Plato held the view that emotion is the window of people's mind, so it was apparently necessary to express it, or else others never knew what you were exactly thinking. For that matter, we can see their great impact that Chinese are usually so euphemistic and veil that they seldom speak out what they really want or hate. That's totally different from westerners who are frank, straightforward, open and romantic.

In addition, Lao-Tzu advocated collectivism and emotionalism, while Plato upheld individualism and rationalism that people should have a logical thinking pattern and he embodied his idea on logics in his development on language that is inherited until now. At the beginning of the western logics, Plato's principle played a very important role. For instance, in English that has complex internal grammar of phrases, clauses and sentences, there are much syntax that language users have to obey governing the word order, the tense, the voice and many other sentence elements. The complex syntax reflects their rigorous logics. While compared with English, in Chinese; the demand of grammar is not that strict for users, and Chinese syntax is much more free, for example, any elements like the subject or object are allowed to be missed without changing the sentence's original meaning and listeners still understand you.

All in all, their different thinking and behavioral patterns both have an enormous impact on descendants until now.

### Chapter Three

Except virtue, another remarkable characteristic to distinguish their philosophies is the difference between their assertions of enacting and using laws in a state. Their opinions are based on materialism and idealism relatively. Lao-Tzu is primarily of materialism while Plato, mainly idealism, so Lao-Tzu proposed that governing should obey the nature law and the emperor needn't do anything on purpose, or what he should do is let people live freely without strict even severe laws. While Plato believed that an emperor had better use explicit laws to regulate and confine people to do nothing evil. We can find out some proofs in their ideas about the status of nature and the relation of nature and human being.

Lao-Tzu raised the theory of "Tao (law) following the example of the nature". He realized that contradictions about nature and human being were what human being went against the Tao (natural law). He pointed out that nature and human being should combine into one, and human being should adhere to the natural law, so with governors. The emperor needn't do anything on purpose, and this is the core of his philosophy that is called "non-contention". He had "water" to get across his view: as we all know, water is the most significant factor on the earth, but it never struggles for anything, and never flew to anywhere intentionally, just following the natural law. It always flows conforming to the natural terrain, arriving at the place where is low-lying and where need it. That's what an emperor is supposed to be like – the most successful emperor seems like he don't exist at all in peacetime, and only when people need a leader, he appears to point out how to get onto a right path, to encourage them to overcome any troubles.

While Plato paid less attention to the relation between nature and human being, holding the view that everything that can be seen and felt is illusory and changeable, including the whole world, in that everything is the shadow or inflection of ideas of God. So the changeable world need some explicit rules, in another word, laws, to divide people into three parts as governors (wise philosophers), soldiers (strong men) and supporters (farmers and workers) who performed their own functions so that the state would operate regularly and be full of peace and less fighting. Plato has regarded the law as the most authoritative behavioral standard and should be adhered to like God's order.

Attaching importance to the law is of great implication, but the specific hierarchy he proposed is almost out of date, because everyone has his right to choose his future and decide what he would be. On this point, we can mix Plato's idea of law with Lao-Tzu's idea of taking everything as it comes freely to make society change for the better.

### Conclusion

Both Plato and Lao-tzu have obtained tremendous achievements in the line of philosophy and greatly influenced our world, although they have some differences on some opinion like the virtue, law, governing and so on. But nothing is perfect forever, as to the globalization now, only if we combine the proper essence, can we apply it in life to establish

a better world.

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## THE IMPORTANCE OF LANGUAGE

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**Abstract:** Language is the most important part of social intercourse. No one can live without language these days. We use language to show our feelings, to express our attitudes, or to share thoughts with people. But more than that, language is not only use to communicate. The importance of language is always being ignored, so the purpose of this paper is to illustrate it.

**Keywords:** official language, dynasty, psychopath, dialect, aphasia

Nowadays, more and more TV programs have seen the importance of language. Programs such as The Chinese Bridge are set up to provide opportunities for foreigners to learn more about Chinese people, their language, and their culture. However, in my point of view, the shows are more focused on entertainment, so the audiences just see the funny things but haven't notice the importance of language. So I write this paper to emphasize the importance. Although I'm only writing as a Chinese representative, I believe that all language is similar in this way.

Language is an obligato instrument that people use in communication. It is not only made up of words. It is also an art form. In our daily lives, no one can live without communication and expression. Therefore, it makes language become a really important skill. One who can use language beautifully can bring to others a feeling of warmth under the sun during spring. On the other hand, one who uses coarse language may leave others with a feeling of coldness in the chilly winter. There is a famous saying by the distinguished strategist Geliang Zhu--"A person who has the gift of gab is more powerful than millions of soldiers". This quote definitely shows the importance of the language.

In communication, language always gives the first impression. When you first meet someone, you can learn a lot about him or her through language. Their personalities, levels of education, and other characteristics can all be found out through the first words that were expressed to you. The use of language in a beautiful way should be everyone's concern as our lives cannot exist without it. It is language that makes our lives colorful and enjoyable. It is also because of language that we have ample culture. For example, when we graduate from school, we are all faced with the question of how to find a perfect job. Interviews are the most challenging part of job hunting. The use of language is very important during an interview and whether or not a person lands the job could heavily depend on how they organize their use of language.

There are so many reasons for the government to formulate an official language. One



of the most important reasons is to make the country more united. The majority of the countries in the world have their own languages. For example, China's official language is Mandarin and America's is English. Language also means the abstract boundaries of the countries. During the Second World War, the aggressors always ask the victims of aggression to learn their language. They thought that once they had controlled a country's language, they would have total control of that country. They forced them to learn their language so that they can forcibly inculcate their culture to the victims. The aim was to go from generation to generation, change history, and hope that the citizens would forget their own culture. I have to say it's a brilliant but cruel way to invade a country. From this point of view, we can say that the language of the country also represents the dignity of the country.

Even in the same country, different dynasties have different languages. The period of the Upper Cave Man used simple signals to record their daily lives. The Shang Dynasty made inscriptions on bones or tortoises to note important decisions. The Tang, Song, Yuan, Ming, and Qing Dynasty all had their own languages. While there might have been some similarities between the languages in each dynasty, there was also something distinctly different between them. My guess is that the most important reason was to show that a dynasty had ended and a new one had emerged. It was a good way to start new history too. The differences between languages made the job of archaeologists a lot easier. It made it easier for them to study the history and the culture within each dynasty. Each dynasty only needed to learn one official language. Moreover, language preserved their history. There is a famous saying--"People who forget history will be ruined at the same time". Language records a large portion of history and culture in our world. People also use word of mouth to circulate history, but a lot of it is misinterpreted and thus, becomes fuzzy. So the best way is always to write it down. The importance of language can never be overlooked.

There was a study that concluded that psychopaths have their own official language. They have different ways of thinking than a normal person does and their world is totally different from ours. So they use a language which very different ours. There is a book named *Genius In The Left, Madman In The Right* which is written by Ming Gao. Mr. Gao wrote this book after a longtime observation of psychopaths. He pointed out that once you want to get into a psychopath's world, you must understand his language first. After that, you might find that the psychopaths are cleverer than some people who have a doctor's degree. However, it's not that easy to figure out the minds of the psychopaths. Their ability to express language is worse than others because of their brain disabilities so even if some of them found something really amazing, they might not have any idea how to show it to other people. In a funny way, we might have failed to recognize many geniuses for the reason that we couldn't read their language. There is a funny little story in the book is shown above. It describes a mad woman who always opens an umbrella and squats on the ground looking at something beneath her. She didn't say anything to anyone. The author

was curious so he did the same things the woman did. Finally one day, the woman started to talk to him. Through the conversation, the author found that the woman knew something beyond what scientists have figured out. But no one knew this before because no one wanted to talk to a psychopath like her. What a pity right? If we lose the ability of the language expression, it would be a total disaster.

Other than the official language, there is another way of language--the dialect. In China, 129 kinds of dialects are used. Isn't that amazing? Based on the large number, we just talk about one of them here--Cantonese. A news article which was entitled Popularize Mandarin Abolish Cantonese suddenly appeared on the Internet and shocked every Cantonese speaking person on June 6th, 2010. It said that the government wanted to popularize Mandarin so even Cantonese TV channels had to use Mandarin as the official language. Once this news came up, many Cantonese speakers felt astonished. Then they started to resist and some of them went to the government building to ask for an acceptable reason. Some of them fought on the Internet. Dialects play an important part in the local culture. The local people were born with this language. There are some modal particles can only be shown by using the dialect. If it is forcibly translated into Mandarin, much of its feeling will be lost. There are a lot of elder people who can't speak Mandarin fluently or even worse, at all! So even if Mandarin is popularized, the significance of dialects can't be ignored. Fortunately, a few days later, the government made a clarification that the news was alarmism and that dialects would be protected forever.

In all the foundation losing diseases, I think the most terrible one is aphasia. A blind man can read by using the braille, a deaf-mute can read with dactylogy. But if a man suffers from the aphasia he will be disconnected with society. He can't read newspapers, menus, film captions, and many other things. The most terrible thing is that he can't understand others. He would feel like he's blocked inside a tiny, black house. Beautiful poems, wonderful novels, and amazing songs all show in the formations of language and because of language, this world becomes bright and colorful.

### Conclusion

Above all, we can see that language plays an important role in culture. We can even say that if we don't have language, we will not have culture. We can only use language to spread the culture from generation to generation. Otherwise, language is a significant way to earn our lives. It was created for our lives. On the other side, language can help us win a good relationship. It can allow us to be understood and respected. So, we can say that without language, there will not be any progression or evolution for anyone.

## BRIEF DISCUSSION ON A DIFFERENCE OF A FOOD CULTURE OF THE UNITED STATE

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**Abstract:** It is well know that the eating habits between china and America are very different. After finding a lot of information about eating culture of china and America food culture. I will make an analysis in detail to the difference about the huge difference includes three aspects: food environment, food habits, and concept of eating. So this article is divided into three parts and aims to understand the aspect of food culture. It can promote the exchange and make people enjoy the different feelings through the different diet, it also makes the bridge between the United States and China.

**Keywords:** China and America, the food culture, difference

China is an ancient civilization with a long history of culture. Because China has large land area and each area has different weather, customs, crop, gradually many different eating style has been formed in diet. This reflects an obvious characteristic of Chinese eating culture: variety. Chinese cuisine can be divided into eight main regional branches:

### (1)Zhejiang Cuisine

Comprising local cuisines of Hangzhou, Ningbo and Shaoxing, Zhejiang Cuisine, not greasy, wins its reputation for freshness, tenderness, softness, smoothness of its dishes with mellow fragrance. Hangzhou Cuisine is the most famous one among the three.

### (2)Hunan cuisine

Hunan cuisine consists of local Cuisines of Xiangjiang Region, Dongting Lake and Xiangxi coteau. It characterizes itself by thick and pungent flavor. Chili, pepper and shallot are usually necessities in this division.

### (3)Anhui Cuisine

Anhui Cuisine chefs focus much more attention on the temperature in cooking and are good at braising and stewing. Often hams will be added to improve taste and sugar candy added to gain.

### (4)Shandong Cuisine

Consisting of Jinan cuisine and Jiaodong cuisine, Shandong cuisine, clear, pure and not greasy, is characterized by its emphasis on aroma, freshness, crispness and tenderness. Shallot and garlic are usually used as seasonings so Shangdong dishes tastes pungent usually. Soups are given much emphasis in Shangdong dishes. Thin soup features clear and fresh while creamy soup looks thick and tastes strong. Jinan cuisine is adept at deep-frying, grilling, frying and stir-frying while Jiaodong division is famous for cooking seafood with fresh and light taste. Shandong is the birthplace of many famous ancient scholars such as Confucious and Mencius. And much of Shandong cuisine's history is as old as Confucious

himself, making it the oldest existing major cuisine in China. But don't expect to gain more wisdom from a fortune cookie at a Shandong restaurant in the West since fortune cookies aren't even indigenous to China. Shandong is a large peninsula surrounded by the sea to the East and the Yellow River meandering through the center. As a result, seafood is a major component of Shandong cuisine. Shandong's most famous dish is the Sweet and Sour Carp. A truly authentic Sweet and Sour Carp must come from the Yellow River. But with the current amount of pollution in the Yellow River, you would be better off if the carp was from elsewhere. Shandong dishes are mainly quick-fried, roasted, stir-fried or deep-fried. The dishes are mainly clear, fresh and fatty, perfect with Shandong's own famous beer, Qingdao Beer.

#### (5) Sichuan Cuisine

Sichuan Cuisine, known often in the West as Szechuan Cuisine, is one of the most famous Chinese cuisines in the world. Characterized by its spicy and pungent flavor, Sichuan cuisine, prolific of tastes, emphasizes on the use of chili. Pepper and prickly ash also never fail to accompany, producing typical exciting tastes. Besides, garlic, ginger and fermented soybean are also used in the cooking process. Wild vegetables and animals are usually chosen as ingredients, while frying, frying without oil, pickling and braising are applied as basic cooking techniques. It cannot be said that one who does not experience Sichuan food ever reaches China. If you eat Sichuan cuisine and find it too bland, then you are probably not eating authentic Sichuan cuisine. Chili peppers and prickly ash are used in many dishes, giving it a distinctively spicy taste, called ma in Chinese. It often leaves a slight numb sensation in the mouth. However, most peppers were brought to China from the Americas in the 18th century so you can thank global trade for much of Sichuan cuisine's excellence. Sichuan hot pots are perhaps the most famous hotpots in the world, most notably the Yuan Yang (mandarin duck) Hotpot half spicy and half clear.

#### (6) Guangdong Cuisine

Cantonese food originates from Guangdong, the southernmost province in China. The majority of overseas Chinese people are from Guangdong (Canton) so Cantonese is perhaps the most widely available Chinese regional cuisine outside of China. Cantonese are known to have an adventurous palate, able to eat many different kinds of meats and vegetables. In fact, people in Northern China often say that Cantonese people will eat anything that flies except airplanes, anything that moves on the ground except trains, and anything that moves in the water except boats. This statement is far from the truth, but Cantonese food is easily one of the most diverse and richest cuisines in China. Many vegetables originate from other parts of the world. It doesn't use much spice, bringing out the natural flavor of the vegetables and meats. Tasting clear, light, crisp and fresh, Guangdong cuisine, familiar to Westerners, usually chooses raptors and beasts to produce originative dishes. Its basic cooking techniques include roasting, stir-frying, sautéing, deep-frying, braising, stewing and steaming. Among them steaming and stir-frying are more commonly applied to

preserve the natural flavor. Guangdong chefs also pay much attention to the artistic presentation of dishes.

#### (7) Fujian Cuisine

Consisting of Fuzhou Cuisine, Quanzhou Cuisine and Xiamen Cuisine, Fujian Cuisine is distinguished for its choice seafood, beautiful color and magic taste of sweet, sour, salty and savory. The most distinct features are their "pickled taste".

#### (8) Jiangsu Cuisine

Jiangsu Cuisine, also called Huaiyang Cuisine, is popular in the lower reach of the Yangtze River. Aquatics as the main ingredients, it stresses the freshness of materials. Its carving techniques are delicate, of which the melon carving technique is especially well known. Cooking techniques consist of stewing, braising, roasting, simmering, etc. The flavor of Huaiyang Cuisine is light, fresh and sweet and with delicate elegance. Jiangsu cuisine is well known for its careful selection of ingredients, its meticulous preparation methodology, and its not-too-spicy, not-too-bland taste. Since the seasons vary in climate considerably in Jiangsu, the cuisine also varies throughout the year. If the flavor is strong, it isn't too heavy; if light, not too bland.

America is a country which has a short history and it includes many people with different skin color, so its culture is a little complex. Due to the influence of the early settlers, traditional American dishes as same as original American, their feature is "simple and truth". American do not care the food whether looking fine or not. In their eye, the most important purpose is full.

About the habits of eating, in China, people like to sit around to enjoy the food and urge somebody to drink and zugreifen with each other, they also like to help themselves or others to food. Not same to the people living in western, there are two special habits, one is, Chinese diners never pick up rice from the bowl but will handle the bowl towards their lips then poke the rice into their mouths by the chopstick. The other one is, Chinese always have soup during or after meat. And to the Chinese, cook is an art in itself. Chinese cuisine places emphasis on color, aroma and taste. Not only must a dish taste great, it must also appeal to the senses to be able to arouse the appetite. So Chinese pay attention to cooking methods, there are countless ways to cook the same ingredients, and each way of cooking imports its own unique flavor to the food. For example steam, stir-fry, stew, boil, deep-fry, shallow-fry, roust.

3. As we all know, the Chinese people use chopstick or spoon to eat with bowl fill with rice, while American use plate to serve food, a knife and a fork to cut to eat, and special soup spoon to have soup. China as a mysterious and romantic oriental country. It isn't only has created many wonderful myth but also apply the romance and imagination to cook food. Many Chinese foods are specially symbolic significance. For instance, eating dumplings and sweet dumplings is to express the desire for a reunion at the Spring Festival,

enjoying mooncakes on mid-autumn day is a blessing to relatives and friends. Bao zongzi is in order to commemorate the great patriotic poet QuYuan in the Dragon Boat Festival. There are still many such cases have not been listed.

#### Conclusion

Long history in China in 5000,China is brilliant abundant, great and deep food culture; The America then has delicately and particularly ,from become the food civilization of system. Studying the American food culture and ours can cement our friendship and strengthen the cultural and economic exchanges.

## EATING UTENSILS BETWEEN CHINA AND AMERICA

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**Abstract:** Eating utensils illustrate different cultures both in China and America. Chopsticks have integrated into Chinese daily life, and in America fork and knife are typical upon the dining-table. They are different in shapes. Thus they contain different connotations. This paper tends to unfold them from their origin. By comparing different shapes, it explains their connotations from three aspects: public senses, family and society. The explanation can increase our understandings, deepen our friendship and advance our cooperation.

**Keywords:** eating utensils, China, America

Animals need to survive with food, so do human beings. How to eat wisely? It is what the wise does. The fate of the nation is influenced by the way they eat. And it is fantastic to discovering a new cooking method for us. Before our eating, it is interesting to mention the charming of the tableware. Different tableware casts light upon different cultures between China and America. In China chopsticks fit nicely into Chinese daily life on the dining-table; fork and knife are typical in America. They are different in shapes, but there is an art to what the way they take. It is significant to discuss different cultures between China and America through the different tableware.

The English word “chopstick” may have derived from Chinese Pidgin English, in which “chop-chop” meant “quickly”. According to the Oxford English Dictionary, the earliest published use of the word is in the 1699 book *Voyages and descriptions* by William Dampier: “[T]hey are called by the English seamen Chopsticks”. The Chinese term for chopsticks is kuaizi (Chinese: 筷子). The first character (筷) is a semantic-phonetic compound with a phonetic part meaning “quick” (快). Chopsticks originate from China, which become a symbol of oriental civilization. During Tang dynasty, it was brought to Japan and Korea. It was brought to Southeast Asia during Qing dynasty. From recorded history, chopsticks we use have has more than three-hundred years. Chopsticks were called zhu (箸) in ancient time. The earliest known extant textual reference to the use of chopsticks comes from Han Feizi, a philosophical text written by Han Fei (280-233B.C.) in the 3rd century B.C.. It is recorded in Han Feizi that the King Zhou of Shang dynasty uses ivory chopsticks to eat, which illustrates that chopsticks made of ivory have been appeared in the 11th century B.C. So the origin of chopsticks can be traced back to ancient times. Human ancestors gained the fire to eat cooked food, but the cooked food was too hot to touch with hands and the bones they hunt were too fragile. Thus our ancestors broke the trees to get the food from the bowl, which evolves into chopsticks we use now. The

materials of chopsticks vary in south and north because there is a large amount of woods in north and bamboo in south of China. Based on what Professor Yi Zhongtian said, fork and knife were the eating utensils in our ancient time. Chopsticks were only the tools for getting out of cooked food from bowls. So the question arises. When did chopsticks replace the role of fork and knife? In ancient times, people sit on the ground. The hosts sit in the middle and guests sit in on line. There was a man like a waiter in America. He used chopsticks to catch the food and hand out food one by one. Then people used fork and knife to cut food and eat. After the appearance of table and chair, people sit around one table with the same dishes. So fork and knife gradually disappeared over the dining table.

Comparatively, the appearance of fork and knife is much later than chopsticks. According to the study of Professor You Xiuling, the origin of fork and knife is related to the living habits of ancient nomadic people in Europe. They live on horseback and carry knives to cut meat. After settlement, knives become the main utensils because beef and mutton are the principal foods. Compared with chopsticks in China, knives play more roles in function. It can be used as a butcher tool as well as a kind of tableware. Around fifteenth century, Europeans began to use two-pronged forks at table in order to promote table manners. Until the end of the seventeenth century, upper classes in British began to use three-pronged forks. Around eighteenth century, four-pronged forks appeared. Compared with the history of British, America has a short history. In Europe, fork and knife is symbol of aggression, like in Roman. While, different views are held in America. This paper will show a distinct view toward fork and knife.

Chopsticks are shaped pairs of equal length sticks. Usually the upper part is square and the lower part is round, which is consistent with the belief in ancient “the Earth was square and Heaven was round”. To use chopsticks, the lower chopstick is stationary, and it rests at the base of the thumb between the ring finger and middle finger. The second chopstick is held like a pencil, using the tips of the thumb, index finger, and middle finger, and it is moved while eating, to pull food into the grasp of the chopsticks. Chopsticks, when not in use, are placed either to the right or below one's plate in a Chinese table setting. One chopstick moves and the other follows, which employs level principle with fingers as the fulcrum. As Archimedes once said, “give me a fulcrum, I can leverage the Earth”. Chopsticks are beneficial for our health. They pull the motion of joints and stimulate the neural activity in order to make people move swiftly and think quickly in physiological terms.

However, in the American style, also called the zig-zag method or fork switching, the knife is initially held in the right hand and the fork in the left. Holding food to the plate with the fork tines-down, a single bite-sized piece is cut with the knife. The knife is then set down on the plate, the fork transferred from the left hand to the right hand, and the food is brought to the mouth for consumption. The fork is then transferred back to the left hand and the knife is picked up with the right. In contrast to the European hidden handle grip, in the American style the fork is held much like a spoon or pen once it is transferred to the



right hand to convey food to the mouth. Though called “American style”, this style originates in Europe. Americans prize efficiency especially when it comes to food. If you try fork-swapping, you will find it so tedious. Others may argue that the cut-and-switch is just the kind of gastronomic speed bump we need more of. It is unwise to comment their choices. What we do in this paper is just to explain why different cultures embrace different utensils.

According to the features of eating utensils between China and America, it is significant to discover the connotations under these features.

Shapes reflect cultures. Chopsticks consist of two sticks with same length. And fork and knife cannot be separated. They both stress cooperation. The differences are that chopsticks can pick up any food. Fork and knife cannot. They work together with an appropriate division of labor. From this point of view, chopsticks adhere to coping with shifting events by sticking to a fundamental principle. While fork and knife have different focuses with different tasks.

Yi Zhongtian has mentioned that different eating utensils are the mirror of different cultural personalities between China and America. He concludes that Americans are extrovert and Chinese are introvert. From example, Americans say hello and shake hands for greeting. If intimated, they would hug each other. But in China there is one custom that people greet each other with hold hands bowing and they do not touch other people’s hands. So does the tableware. Chopsticks pick up food with pressing both sides; but fork and knife cut food apart. They both consume strength. But the directions are opposite. Chopsticks go inwards but fork and knife outwards.

Eating utensils demonstrate different senses of family. From the above, we know that chopsticks replaced knife in Chinese ancient time because of the appearance of table and chairs. It is table that gathers people. The whole families eat the same dishes and soups, which gradually becomes family reunion. In America, family plays the same important role as that in China. But they eat with separated plate more than same plate, which is the big difference from China.

Social management can also be reflected into eating utensils. China strives for the harmonious socialist society. The harmony can be found in chopsticks, which highlights the harmonious work of the two sticks under the control of the right hand. And China is a country under the leadership of the communist party of China, which coincide with the principal of chopsticks. While fork and knife stand in separate part before working. They belong to different hands. This principal is the same at the American social management. America is a country that separates its powers into three parts. Each performs its own functions in order to check and balance the social management.

Nowadays, chopsticks serve many new functions besides tableware. For example, you can buy a pair as a gift to your friends and relatives. In Chinese, it reads “kuaizi”, which means to have sons soon, so a newly-married couple will be very happy to accept it as their

wedding gift. Skillful craftsmen paint beautiful sceneries on chopsticks to make them like fine artworks. Many people love to collect them as their treasure. While fork and knife have no other connotations except of their use.

### Conclusion

Different eating utensils reflect different cultures in China and America. It is nonsense to judge which one is more advanced. Both have the same purpose that put food into our mouth. Their appearance is accompanied with the people's demands. As the international communications get more and more frequent, more and more people in China learn to use fork and knife to eat, and Americans also try to use chopsticks and understand Chinese culture. We both become members of the "global village".

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## ART IN THE PERFORMANCE – COMPARING STAGE CULTURE IN CHINA AND AMERICA

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**Abstract:** Art imitates life. Stage culture as a direct way for performing the art in a certain place owns the feature of exclusivity and continuation. To know the culture in another country or district can boost the communication and improve the efficiency in cross culture interaction. This thesis aims at compare the differences between the Chinese stage culture and the American one. In the first part, it indicates the differences through an analysis of the three necessary elements, which are performers, performance and audience. The subsequent part is a close study of the reasons behind the difference by using the information of the interview from the “China Chats” comedians and essays from the scholars. Lastly, this thesis will carry out a discussion on how to give a proper performance in a different culture background and the capacities that the performers might need. Learning stage culture enables us to accept all types of stage culture as well as to see the beauty in all kinds of culture.

**Keywords:** culture differences, stage performance, culture tolerance, cross culture communication, individualism, collectivism, host and hostess, traditional culture

### 1. Introduction

#### 1.1 Introduction of Stage Culture

According to the Collins Discovery Encyclopedia, stage culture refers to “the total range of stage presentation and ideas of a theatrical group with shared traditions, which are transmitted and reinforced by members of the actors, composer and stage designers. In this thesis, campus performance and national performance will be the main research objective for stage culture study. I will take my personal experience together with an interview of four comedians as examples to explain the differences and the reasons for these differences.

#### 1.2 Significance of the Study

As the saying states, “act imitates life”, stage performance is the direct way to show the culture of a particular place. However, little attention has been paid on the study of the stage culture in the past. Inspired by my own experience, I found it important to understand the differences in stage culture in order to give proper show in different places. My experience in giving performance in American by using a Chinese way leads to a failure. But chances are it reminded me the significance in understanding another country’s stage culture. Directly, understanding stage culture can help the performers to avoid inappropriate performance in the show; Moreover, This study can also help people to understand reasons lay behind the culture differences. Foremost, it might encourage us to

learn from each other in stage culture, improving the comprehension of each culture and the quality of the performance.

## 2. The Differences in the style of Chinese and American stage culture

When we talk about style, we mainly discuss the content, which includes the mainstream performance in both country and the popular elements included in the performance, and the way of giving a show together with the purpose of a show. In this thesis, I will take campus performance and the nationwide performance in both countries as examples.

### 2.1 The Difference in the content

Because of the globalization, the campus performance, which is mostly carried out by young generation in China, tends to be influenced by the western culture more and more heavily. When I was at high school seven years ago, our performance contained three main parts: First, traditional dance or instrument; Second, popular songs; Third, language programs which refers to Chinese sitcom or comic dialogue. But now, it tends to include more western performances like hippo or B-box in the performance. I was surprised to find that there was a Jazz music show in my campus several days ago. It marks the mixture of American and Chinese stage culture and a more international young generation. In a nutshell, The Chinese campus show is tend to be more international than traditional. However, in the American campus, performances are tend to be theme-led, which means there might not be a lot of comprehensive shows with singing dancing or magic show together in one show. Instead, shows might be classified as African Music show, Jazz music show or simply a drama, and the content is 99% modern performance. Hardly can you find a Chinese performance or any traditional African performance in an American campus show.

But if we come to the nationwide level, great diverse can be found. Take the Spring Festival Party and Oscar Academy Award into the comparison. We can't deny the fact that the Chinese one is traditional-oriented no matter judge from the costume or the performance selected or even the arrangement of the stage. The picture below is a very common Spring Festival Party.

We can see that the stage is decorated in a traditional way, and all the performers are also dressed up in a Chinese style too. 10% of the performance makes up the international or modern segment, and for the rest 90%, traditional dance and songs together with language arts play an important (Baidu Academy, 2015). Another distinct character for the Spring Festival Party is that it has a theme every year, functioning at leading the mainstream value of the society and promoting or cultivating national spirit. So the nationwide performance in China is far more than an entertainment.

The stage culture in America is more relaxed comparatively. Take Oscar Academy

Award as an example. It is a comprehensive show, which is considered as a big event in America. We can tell from the costume and the performance that it is more modern and it pays less attention on the traditional element. It is formal but not as official as the Chinese one, which means it tend to emphasis less on any political view or any social events.

## 2.2 The Role of Host and Hostess

I found it quite a surprise to see nobody is responsible only for hosting a show in America. Yet in China host or hostess is a very important part in a performance. According to An, “ host is the image for a stage performance, they play the role of connecting each program, controlling the atmosphere in the audience and doing the introduction” (An, 2008). Therefore, host is one of the key elements in Chinese stage culture no matter for a campus performance or a national show. However, in America host is not a necessary part in a performance. For example, in campus performance the performer himself will do the introduction and tell some jokes to activate the atmosphere, they even view it wired to have someone not belong to any program dressing up and coming to the stage after every program to greet the audience or introduce the next performance. One has to be careful when delivering performances in other countries, and make sure to adjust the way for giving a show can help the performers save energy and time.

## 2.3 Differences in the Audience

“Our Chinese audience claps more and laugh less, but in our country people do whatever they can do to express their emotion, they scream and laugh out loud”(Paul, 2015)

In comedian Johnson Paul’s perspective, Chinese audiences tend to be more humble when watching a show. They will hide their feelings to some extent to avoid gathering too much of the public’s attention. For some of the young generation, they might probably scream at their favorite singers when watching a concert. But for the older generation, they will consider this behavior inappropriate. On the contrary, in American, audience expresses their emotion without hiding anything inside. They scream to cheer the performers; they sit on other’s shoulder to make them more distinct; they even draw on their body to convey their love for the performers. At this point, we can say that the Chinese audiences are more reserved and the American audiences are more free and wild.

## 3. The reasons for the Differences

China and America are two countries with distinctive culture background, history and even social system. Therefore, the reasons for the differences in stage culture can be found in many areas.

### 3.1 Historical Reasons

Dongfeng Tao states, “China is a country with 5000 years history, in the river of development, we were largely influenced by the Confucianism”. The value we seek in performance in accord with the national spirit, which is to be precise, to be humble and to

be formal. This gives an explanation on why Chinese audiences are more conservative. What's more, people believe that the division of work in a stage performance makes the performance more formal. The performers can fully focus on their performance with a host responsible for the rest of the show, and this is the generation of host.

Besides, the long history in China provides it an abundant material for performance. As time goes by, these materials become the varied type of performance in China. Nevertheless, America didn't go through a long history as China, which makes it limited in choosing materials for performance. In addition, as a colony of the U.K., most of the American shows are largely influenced by the European style. All of these factors result in its less exclusive content in performance.

When being asked why shows in America tend to be more casual and the role of host is not as important as the Chinese one, Sean answered that "American like to do things in a way we feel comfortable, and the over formal way of giving a performance will spoil the atmosphere with our audience. As for the role of host, I guess that is because the stage culture in America has developed for hundreds of years, so people know what to do. And they don't need to arrange another person for introducing everything"(Sean, 2015). All in all, it is our history differences that brought these diverse.

### 3.2 Cross Culture Reasons

If we explain from the cross culture aspect, we will get to know the reasons for different style in giving the performance. Performance is the art of a country, and performer is the creator of a performance. In the long run, the difference in the performance lays in the differences of the performers, that is the people in both countries. The Americans are individualism, that indicates the reason why they emphasis personal capacity and think highly of different personality and different characters, to them, " diverse makes perfect" (hats, 2008). Comparatively, as collectivism, Chinese lay more stress on whether a whole program is in a harmony, or whether everybody works to make a unitive performance.

## 4. To Give a Better Performance in other countries or districts

"When I was hosting a Chinese culture show in America, I felt a little bit awkward. Not because of our performance, but because of our way of delivering the show. We were very dressed up while the audience and the performers from the American side were seemingly casual, another boy and I was saying in a very official and Chinese way to announce the beginning, and our audience were a little confused so they didn't even know when to clap" ---personal experience (Tian, 2013).

### 4.1 Elements for Improving the Performers' Cross Culture Capability

Knowing the culture differences are of vital importance in cultural communication. To be a qualified performer, one should pursue at least the following characteristics.

1. Good language skill. Language is the bridge for communication, the performer

should know at least some basic sentences in another language to avoid impolite situation or to simply express gratitude to others' help.

2. Brief understanding of another culture. Knowing what people eat, what people wear or the way they live is also significant. It can help the performer to avoid disrespectful behavior; in another way, it can insure the performance going smoothly.

3. Be open-minded and friendly. No one will deny a big smile. Accept the differences between you and your partner in another country, try to negotiate in a gentle way to solve conflicts. Be tolerance is always a good way to communicate with people.

#### 4.2 Elements for giving a proper performance

Except requirements for performers, knowing how to adjust your performance in another country is significant too. To give a proper and successful show, one should firstly mix some cultural elements from that country. Sing a native song, play a native instrument or give a free talk show by using this country's social events are all good idea to do the mixture. Secondly, adjust the way you present a performance. Do not use a group of people working as host in a comedy show and it is not necessary to wear heavy makeup in a campus show, etc. Last but not least, one should make sure to use the comfortable and respectful way for performance in order to escape from any awkward situation.

#### 5. Conclusion

Performance shows the art from a country, and art rooted in people's daily life, therefore performance is the carrier of culture. The significance of this media cannot be neglected when we study the culture of a country. Chinese performance tends to be more diverse and traditional-based while the American performance are more modern and European-based. This is because the history differences brought each country different origins for stage culture, and cast a varied influence on them. The performers in different country also lay influences on the style; The American one is more personal based, and the Chinese performance pay more attention to the unities of the show, which indicates the individualism and collectivism inside them. Differences cause conflicts, to prevent conflicts from happening, one should master some cross-culture skills, like a second language, a friendly behavior and a close study of the culture. To make sure the quality of the performance, adjusting one's shows to the corresponding culture is also an important part.

There is no such an end in the study of stage culture, it broaden people's view in cross-culture communication and encourage people to learn from each other; the study of stage culture inspired people to improve their own performance and give a hand in the innovation of arts around the world.

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# ON THE CULTURAL DIFFERENCES OF COLOR WORDS BETWEEN CHINA AND WESTERN COUNTRIES AND TRANSLATING STRATEGIES

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**Abstract:** Due to the differences of cultures, environment, and religious beliefs between China and Western countries, Peoples' understandings of color words are different. Color words have different cultural connotation of each language. Comparing the differences of color words between China and western countries and analyzing their causes can help us improve the accuracy of translation during the cross-cultural communication.

**Keywords:** cultural differences, color words, Western, China, translating strategies

## 1. Introduction

There are a variety of color words which express rich emotions and cultural connotations in China and Western countries. Color, as a visual effect, theoretically, people have the same feelings to them. However, due to differences in mode of thinking, religion, aesthetic views of different nations between China and Western countries. Each nation has their unique color words.

A recent survey made on the campuses of Xi'an International University shows: 5% of the students interviewed knew color words; 15% knew a little about color words; however, 80% of them didn't know the color words at all.

With the development of the reform and opening up policy, translation becomes an important way of cultural exchange in the cross-cultural communication. As different nations have different cultural backgrounds, customs, and environment. Some colors have already been the obstructions. Therefore, it is significant to recognize these differences in order to avoid the unnecessary cultural conflicts.

## 2. The Differences of Color Words between China and Western Countries

### 2.1 Same Object, Different Color Terms

Owing to the difference of cultural backgrounds, customs and environment, the same object or phenomenon might be described with different color words.

In ancient China, yellow can only be used by the emperors. If a common people were seen dressed in yellow, which was found is frightening and strange. So during that period, the color yellow stands for the soupier power and the prestige of the king. But in western countries, purple is a symbol of noble and power. Such as in ancient Greece and Rome, the king, judges and generals always dressed in purple to show their nobleness and prestige. For example, "be born in the purple" which means somebody is born in royals households or the high-ranking family, but "raise somebody to the purple" stands for rising the king,

“marry into the purple” refers to marry into the noble family.

Red is the favorite color for the Chinese people. In ancient time, people get warm and light from the sun, and cook dinner with fire. The impression from the sun and fire is red, so they think red is a warm color that can bring them into happiness. This view is handed down from the ancient time and becomes a tradition.

At a traditional Chinese wedding, the bridegroom always wears red flowers on the chest, and the bride usually dresses in red, and the whole wedding is filled with the red character “XI” and red couplets.

In Chinese culture, red also stands for luck and joy. In Spring Festival, People will hang red lanterns, light red and stick red slogans to congratulate the spring festivals. In the evening, they will light “red candles” and set off “red firecrackers”.

People in English-countries consider “white” as a color of purity and innocence. That is the reason why the brides wear white ceremonial dress and hold white lily at weddings. White is a positive color in western countries. Such as “white soul” means pure soul, “white men” refers to gentlemen.

2.2 The same color is not always represented the same way in the two languages.

In China, black denotes honesty and justice, strength at the traditional Beijing opera; the honest and judicial men all have the black faces to show their justice, like the Bao Gong. The poets like to use the black to describe the healthy and the strong young boys or girls. Besides, black stands for crime and reactionary. for example, the member of the reactionary clique called “black hand”; “black shops” is the place where the business is robbery and illegal actions; transaction of contraband goods is called “black goods”; the money that get with illegal way is called “black money”.

Black is a taboo color in the West, which stands for darkness. It embodies the spiritual abandon and disgust for westerners. It means death, sinister. For example, black mass, to wear black for her grandmother, black words, a black letter day. Like the 9.11.2001, the pentagon and the World Trade Center were destroyed by the terrorists, the United States called this day as a “black 911”.black symbolizes wicked and guilty. Such as black man, a black deed, black guard, black mail, a black-leg and so on. Black can mean shame and disgraceful, for example, a black mark, black sheep, a black eye.

### 3. Analysis of the Causes of the Differences

#### 3.1 The Aesthetic Views

For example, there is a custom to “paint” the teeth black in the western part of the Vietnam. The guys and the girls are more beautiful if their teeth are blacker. In American, people regard white as a sign of beauty. The white people consider themselves as more superior to the other nations, especially compared to the black people, For the women, white shin is a tradition in China, while in America and Austral people are fond of having their shin sun-tanned.

### 3.2 The Mode of Thinking

Chinese and Western nations have their respective living environment and culture, which determines different ways of thinking. When thinking, westerners focus on actual effects and results. However, Chinese focus on the object of feeling. Chinese people always use the color of red to symbolize happiness, victory, warmth and prosperity.

This is because the practical use of red and its fine association with fire, they think red can bring them into warmth.

In English, it is cream or butter that is usually used to describe the color of light yellow, which is because cream and butter are the daily foods in English-speaking countries. Moreover, they use “green back” to describe American dollars just because the back of the dollars is green.

### 3.3 The Religious Beliefs

As an important part of historical culture, religion has a significant impact on the meaning of color words. And owing to different faiths in different religions, the believers regard the different colors as their emblems. Here are several examples.

“Yellow” is an honorable in the eyes of Buddhists. In Chinese culture, the Buddhists wear yellow clothes, and the temples are yellow. So the yellow is favored by the Chinese people and regarded as an important color.

While in English, the Christianity is the dominant view. What’s more, the Bible has the great effect on language of color terms. In the bible, yellow represents evilness and cowardice. For it is the color of Judas’s gown.

## 4. The Translating Strategies

### 4.1 Literal Translation

“Literal Translation” refers to an adequate symbol of the original almost without any change of word-order or sentence construction.”(Guo Zhuzhang, P300, 2005)

In the majority of cases, the same ways of expressions of the color terms can be found in English and Chinese, and these color terms usually carry no cultural connotations and they express nearly identical meanings. Look at the examples listed below:

Ex1: 红旗 red flag

Ex2: 蓝云色 cloud blue

All these color terms are translated literally without any change of the word order. This translation method is valid when translating the constructions such as “color term +and color term” and “adjectives +color terms”

It has well proved that, in color terms’ translation, literal translation emphasizes the adherence to the form of the original text, and this translation strategy is used especially in the sphere of science and technology, or in the cases that the color terms expresses its basic meanings.

### 4.2 Paraphrase

Paraphrase does not translate the sentence word by word. It directly uses the phrase which is equipotent to explain the sense of the source language in context. Look at the examples listed below:

Ex1: a white lie

Ex2: a black look

From these expressions, a white lie means a lie that does no harm and is merely more convenient or polite than telling the truth. a black look refers to a look of strong dislike, disapproval.

#### 4.3 Loan translation

“Loan translation” refers to a method of using the expression of the target language to replace the correspondent part in the source language. A certain object may represent a certain color in one language, but there is not a same case in another language. As each language has its own habit of expression, and its own understanding in culture, some color terms in the translation should be changed into another one that are well known by the users of target language, and the translations should be more in line with the habit of the target language.

For example, in English, “green” can be used to express the psychological state-jealousy, while in Chinese usually used “red”.

## 5. Conclusion

From what has been demonstrated above, we can get the point that there really exist great differences of English and Chinese color terms. With the development of the reform and opening up policy, it is becoming more and more important for people to be aware of the significance of the color terms’ role playing in English and Chinese. Meanwhile, learning the translation methods of the color terms well can both improve people’s translation abilities and make our cross-cultural communication more convenient. Therefore, understanding and mastering the cultural connotations of color terms really have great significance in promoting the international cultural exchanges in today’s multi-cultural society. If they are ignored, serious misunderstandings may occur in our cross-cultural communication. Colors are closely related to human’s life and have no national boundaries. Learning and mastering the cultural connotations of the color terms in East and West is highly advantageous to us.

In addition, the purpose of this thesis is to make foreign language learners aware of the differences of English and Chinese color terms and to give them some helps during their learning process. In this thesis, The writer have made a comparative study on the cultural connotations of English and Chinese color terms by analyzing the differences of them, as well as the reasons caused these differences.

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# ECOLOGICAL ANALYSIS OF AVATAR AND ITS ENLIGHTENMENT – FROM THE PERSPECTIVE OF LAO-TZU’S THOUGHTS

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**Abstract:** The ecological ideology embodied in “THE TAO TEH KING”, reflects the correct value orientation in present society. The profound understanding of natural law in the book requires the harmonious development between the society and humans. Typical ecological film “Avatar” affirms the nature’s position and value on the earth, advocates the respect for natural law, disapproves of deliberate destruction of organic structure of nature to satisfy the greed and desire of humans. Thus, the ideas reflected in Avatar exactly corresponds with ecological view proposed by Lao-Tzu two thousand years ago.

**Keywords:** “THE TAO TEH KING”, Ecology, Nature

## 1. Introduction:

A 3D film “Avatar” directed by Hollywood director James Cameron shown in the world, in 2009 December. Once released, it obtained a highly box office and excellent reputation. The film is recognized as the ecological literature show the theme of protecting ecological equilibrium in an astonishing way. Bubbled with a strong awareness of environmental protection and ecological consciousness, which is worth a careful analysis both from the content and thought. This paper construed Ecological way of “Avatar” from the perspective of Lao-Tzu and its enlightenment to today’s environmental protection.

## 2. The ecological thought in Taoism

Taoism contains a lot of ecological wisdom, guide people live in world in the course of nature. Imitation nature is the most important thought in “Tao Te Ching”, briefly, it tells us to respect the creature and explore resources in a moderate way. “Tao Te Ching” also advocates the harmony of “Human Beings and Nature ” which is indispensable in today’s ecological society ,the relationship between man and nature have profound ecological wisdom,. In self-requirements, Taoism puts forward the ecological norms, including how to keep oneself under the humble view of modest, how to keep the frugal moderated view, and how to keep the peaceful and quiet concept. We can say, the Taoist’ thought of ecological environment is the Chinese traditional culture in the most concentrated expression of environmental awareness

## 3. Ecological Analysis about Avatar

### 3.1 The whole ecological environment

The film shows picturesque scenery of Pandora. The planet has all kinds of living

creature, abundant environment. Neville people establish a harmonious relationship with nature. There are primeval forests and towering trees, the cliff float on the air, pink plants, the seeds of trees which float on the air just like medusa. There have beautiful night scene and great waterfall. This kind of ecological environment is very special. Helicoradian – a unique life entity, it will contract once you touch it. Direhorse, which has six legs is Neville people's mounts. All of these consist of the whole ecological environment on Pandora.

### 3.2 The harmonious relationship

In the film "Avatar", the plot warns audience, each creature constitutes such a beautiful ecological environment in the whole of nature. Neville people always think human and nature creatures are equal, they should keep a harmonious relationship. In the film, the biggest difference between Neville people and humans lays on ecological view, not on their bodies or the basic necessities of life. Neville people deny that humans are the masters of the ecological environment, and they strongly oppose to throttle all the lives. Under the primitive ideas, Pandora is able to keep balance.

Generally speaking, people always go for their own private interests when they considering the issues, often refused to value nature from the ecological perspective. Unobtainium – a rare ore. In order to get this kind of ore, greedy people begin to invade Pandora. They hope it can solve the increasing energy crisis, however, human ruined the planet, bring this planet a devastating disaster. Although there is no advanced technology, Neville people work together, finally, they defeat humans with help of all the creature on the Pandora. Vanquished humans are sent back to the earth, only few are choosing to stay. From the film, we know that people can get the help from nature only if they establish a harmonious relationship with nature.

From the ecological perspective, man and nature are not supposed to make use of each other. They are dependent, this dependent relationship is established gradually with the development of man and nature, for example, Neville people in "Avatar", separates from the humans, they can't communicate with human since they don't have the same language and living environment. On the planet Pandora, there are a lot of biological elements, whether it is plants, animals, or air, these are the manifestations. Human and nature are two important and indispensable parts of the process, in the process of human development, it forms a relatively unique development concept that human thought nature can be conquered, man separated from nature, plunders and utilizes in order to develop themselves. Consequently, it brings environmental crisis. Environmental protection has become an important subject in the process of human social development.

The film "Avatar", doesn't like other science fiction films which trumpet the rapid development of science and technology, praises on the results of modern industrial revolution. Neville people can maintain a balance of ecological environment, living under beautiful circumstances, because they don't have highly developed industry and technology. In today's society, Environmental problems are becoming more and more serious all over

the world, there are a lot of damage to the environment caused by humans, such as the depletion of water in many areas, climate pollution, the greenhouse effect. All of these are due to excessive exploitation and utilization of environmental resources. Therefore, there is a critique of human activities in this film. Of course, this criticism mainly comes from the perspective of the environmental awareness which is not only in the human's mind, but also in Neville people. When human resources dry up, in order to find more, they start to exploit on Pandora, not so much for exploitation as for plunder. Confront with the bullets of human, Neville people don't flinch, by virtue of their wisdom and will, they co-operate closely to meet the challenges, finally defeat human. Of course, there is a very strong environmental awareness, this awareness support their life.

### 3.3 The ecological ethics

In "Avatar", the most crucial point is that the movie shows a fantasy world, perhaps this dream is delineated by human, but affluent ecological environment is just an irony of the modern society. This irony also appears in the motivation of human exploitation, because there have been the energy crisis, in order to alleviate this crisis they plunder Pandora, this way of thinking is wrong, it is a kind of shifting environmental destruction behavior, mankind will never stop the desire, there will have many "Pandora" destroyed. So this film wants to express an idea to protect the environment, an ecological ethics. In the development process, human should get along well with nature. Have a harmonious attitude towards nature. In comparison with Neville people, human has less respect for ecology and nature, because we lack the soul and essence of environmental protection, so the desire will never let human to establish a good relationship with nature, communicated with nature. The ecological ethics is the key of the whole movie. For human, is also worth considering.

## 4. The enlightenment to today's environment

How to deal with the relationship between man and nature in a better way? The attitude and the way toward nature In "Avatar" give us a lot of enlightenment, especially the two value orientations for the natural environment, let us see the pros and cons of these, inspired us a deeper exploration. Neville people always feel thanks when they got natural sources to survive it is the virtue that human should have. They only know how to obtain. Only if human changed the attitude towards nature, they can get along well with nature.

Secondly, make friends with nature, does not mean that revere as primitive society, but to exploit in a moderate way, do not destroy its ecological system, against the natural law.

Moreover, the film gave people a signal that the nation of nature can always get the help of nature. Although it just a kind of fictive dream, in reality, we do feel that the people's recklessness of nature bring disaster.



With the advent of this film, human are becoming more and more aware of the significant of solving environmental problem. And only human and nature lived in a harmonious relationship, can truly solve the problem of future development. Therefore, at the beginning of the film released, it caused a strong response from the audience. At the same time, the film's release also give us a warning, let us to see the vices human more clearly and make people began to pay more attention to the promotion of environmental protection

## 5. Conclusion

As shown in the "Avatar", with the development of the society and the progress of industrial civilization, human's exploitation of nature has taken into an outrageous level, the ecological balance is in jeopardy. Many ecological literatures only express the ideal of human harmony with nature when the sense of crisis is breeding. Lao-Tzu can deeply realized the interdependent relationship between human and nature when people get along well with nature .He can see the nature and human society's rules two thousand years ago,

Taking "Dao" as the core, the authors uses the good method to deal with the relationship between people and nature. This advanced ecological thought has a long value to guide later generations dealing with the relationship between human society and nature.

# THE SUCCESSFUL DIFFUSION OF AMERICAN ANIMATIONS OVER CHINA

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**Abstract:** This thesis aims at discussing and revealing some specific methods in cross-cultural exchange between the United States and China. By analyzing one successful sample, American animation industry, the main focus of the thesis would be exploring the reasons why American animations integrate into the social and cultural life of Chinese people successfully. The reasons mainly cover two parts, how to produce high quality animations and how to raise cultural resonance of local people. This thesis references some international and domestic academic thesis and reports, and also includes experiences as an individual audience. The research result will contribute to comprehensive and systematic understanding of the success of American animation industry, the improvements of the quality of Chinese animation industry, and methods to seek similarities between the two countries in cross-cultural exchange.

## Introduction

### Rationale

American animation industry, one of the most complete and successful American cultural industries, has already stepped into its golden age. It has been warmly embraced by the whole world, especially in China. Nowadays, it is a common phenomenon that Chinese people rush to the cinemas enjoying the latest American animations. The success of American animation industry can also be regarded as a milestone of cross-cultural exchange between America and China. Compared with America, Chinese government and film-making companies are also endeavoring to improve the competitiveness of the animation industry. It comes to a critical moment for Chinese animations to keep up with the change of international audiences' appreciation, preference, and mentality. With the deepening and broadening of globalization, it's of vital importance to diffuse our culture and absorb the quintessence of other cultures.

### Purpose and Objectives

By analyzing the successful spread of American animations, first, this thesis aims to systematically summarize the basic reasons and requirements for producing high quality animations and the various roles that the elements of film-making have played. Second, it aims to discuss some fundamental and efficient methods for animations to gain acceptance of the international audience despite of the enormous cultural diversity. Third, by compared with the most complete and advanced animation industry, this thesis reflects where the current strength and weakness of Chinese animation industry lies, and provides some suggestions on the sustainable development and diffusion of Chinese animations

learning from the experience of American animation industry.

### Significance

First, this thesis can present the American animation industry from a more specific and comprehensive perspective to the Chinese audience; thus, it brings Chinese audience a deeper, intensive and comprehensive understanding of American animations and American culture. Second, it sheds some lights on the improvements of the Chinese animations from the perspective of producing high equality animations and grasping the mentality and preferences of the audiences especially when it is a critical period for Chinese animations to be more accessible and acceptable for the international audience. Third, the research results will contribute to the diffusion of Chinese animations and culture in the international arena. International audience can touch the essence and spirit of Chinese culture through the more developed animations. Fourth, seeking the cultural similarities and identities between the United States and China is not only applies to animations industry but also other cultural fields, and it is conducive to achieve the final purpose of facilitating the cross-cultural exchange between countries.

## Chapter 1. Success of American Animations

### 1. Achievements and the Stages of Development

#### 1.1 Developing Process of American Animations

It has been 108 years since the first animation in the world was produced by Stewart Bracton in America. Although undergoing ups and downs, the American animation industry always remains timeless and innovative.

In a general view, the history and achievements of American animation industry can also be defined as a progressive process of the Walt Disney Company. During the first period, from 1937 to 1949, Walt Disney Company has been at the first attempt to produce animated feature films, such as, *Bambi*, *Snow White*, and *The Adventures of Pinocchio*. Despite of lacking of luxury visual presentation and advanced film-making technology, these animations are still regarded as forebears of the animated feature films.

From 1950 to 1966, Disney roughly developed at the fast pace of one animation a year. These animations, *Cinderella*, *Alice in the Wonderland*, *Peter Pan*, and *Sleeping Beauty*, depicted a fabulous fairy world for people who are yearning for purity and innocence of childhood fantasy. This delicate fictive world also buried several opponent companies for Disney in tombs (Zhang, 2012).

However, after Walt Disney passed away in 1966, the whole industry met its doom to fade. There were merely four animations produced in the clear 1970s. The road to success is not always flat, yet where there is a will there is a way.

In 1989, the Disney Company began to rally. By applying the computer coloring technology, *Mermaid* gained worldwide applauses and praises. Since then, many big movie-production companies, such as, DreamWorks, Paramount, and Warner were rush to

join the international animations arena. And the whole industry welcomes its second spring (Zhang, 2012).

## 1.2 Current Situation of the spreading of American Animations in China

American animations are the most prominent and dramatic representatives of American cultural industry. After years of accumulation and exploration, American animations have occupied the vantage point in the international animation field, especially in China. Its leading position of box office value in China is impossible to shake. According to Chinese Film Newspaper, in 1995, the box office of Lion King is 42,000,000 yuan, and this record has been kept until the appearance of Kung Fu Panda with a box office of 170,000,000 yuan. The market share of American animations has reached up to 67% in China. China averagely imports 20 American animations a year after joining the WTO in 2000 (Zhang, 2012).

Their success not only lies in blockbusters with good box office, but also the long lasting pursuit and warm reaction of Chinese audience after watching the animations. With public praise, these animations are able to step in a virtuous circle. Generation after generation, "American animations" have already become a synonym for good quality.

## 2. Reasons for the High Quality of American Animations

### 2.1 Character Images---Originative, Distinctive and Vivid

American animations have created hundreds of impressive cartoon characters. In 2004, British media has released a report about Global Top 10 Most Popular Cartoon Figures.

These imaginative cartoon characters cover a wide range of distinctive images. Most of them are presented with succinct lines and geometric figures. Normally, some of their characteristics are sure to be exaggerated to the maximization to identify them avoiding to be duplicated, and decorated with bright colors in order to refresh the mood of the audiences.

Among them the most typical one is Baymax who is a balloon-like large-sized white robot in the recent movie Big Hero 6. Its image looks like simple combination of several white balls; however, this simple cartoon image heals and tenders the hearts of many audiences. For about whole two weeks, the Moments of WeChat were filled with various pieces of news related to this cartoon. That's the magic of American animations.

The images of characters can be simple but not plain, succinct but not coarse, delicate but not complicated. Nowadays, with 3D technology, the images of these protagonists are becoming more stereoscopic and real, and the postures of them are getting more flexible and fluent. They are like friends with exaggerated appearances in our daily life that bring us endless laughter and joy.

### 2.2 Background Music--- Independent and Emotional

Background music always bears the function to foil atmosphere and express emotions to the audience in an unconscious way. Perfect background music is not only an assistant

tool, but also chants the melody of the animations. The most extraordinary works will not be forgotten as an accessory to the animation, but should be remembered as an independent artwork. People may feel familiar with both the song Can You Feel the Love Tonight and the widely known animation Lion King, but many of them do not know the relations between them, and that is so called independent victories.

The theme song Let It Go of American animation Frozen has won Academy Awards for Best Original Song in 2014. With the vivid and strong lyrics of this song, people can grasp the inner monologue of Elsa who is deeply depressed and frustrated by her magic power. The rhyme raises audience's sympathy and also thoroughly expresses the strong intention of self-imposed exile. When repeating the lyrics "Let it go, let it go", the audiences are echoed with the intense pursuit of breaking the bridles. This song has been adapted into 29 different cover versions. The background music can be the strongest voice in the animation. As to Despicable Me, the background music plays a different role. It depicts an evil and vivid image of despicable me through strong beats and rhymed rap. Background music can make the happy moments more funny, depressing time more gloomy, fictive scenery more dramatic, and a tragic ending more heart broken.

### 2.3 Dubbing--- Attractive and Professional

In America, there are two choices for producers accomplish the dubbing mission. One is inviting famous film stars. The whole process is accomplished by first comparing the most suitable sound to the cartoon figure, then recording all of the scripts, and finally designing the facial expressions and body postures of the cartoon figures based on the recording sounds. This pattern has become a tradition and is pretty mature in America. Cameron Diaz, Eddie Murphy, and Mike Myers have all dubbed in the animation Shrek 2. On one hand, the producers believe that not only the face of film stars, but also their sounds can bring enormous profits due to the star effect. On the other hand, film stars are quite satisfied with the reward from the producers. For example, each film star in the animation Shrek2 can get 5,000,000 dollars (Li, 2004).

And the other choice is employing professional seiyuus who can imitate the sound of any people at any age. At first, their rewards are not as high as film stars, but as the animation got a good box office, their rewards of next animation will be much higher. For example, the dubbing speaker in The Simpson Family can get a reward for 250,000 per episode. Star effects combined with highly professional dubbing speaker are sure to attract the audience (Li, 2004).

### 2.4 3D Technology--- Innovative and Advanced

Since 1995, Disney and Pixar Animation Studio began to do researches on 3D technology aiming at bringing more real and deluxe visual enjoyment to the audience. This technology developed with the rapid progress of hardware researching. Technicians initially use the 3D software to establish a fictive world and then preinstall the motion trail of the model, the motion of virtual studio, and other animation preferences. After these

preparations, they need to match the suitable material and shed some light on the models. Computers can automatically operate and produce the animation afterwards (Niu, 2008).

From 2001 to 2003, this technology advanced with leaps and bounds. The famous animations Shrek 2, Monsters Inc., Finding Nemo, and Shark Tale are all made of 3D technology. With only a pair of glasses, audience can have personal visual experience. The dropping rain, running gigantic monster and a powerful punch are no more plane and mortal to the audience. They are real and touchable from now on. That's also a critical reason for Chinese audience to go to cinemas enjoying a film willingly.

### 3. Measures for American Animations to Gain International Acceptance

#### 3.1 Scripts and Topics---Diverse and Inclusive

Script can be called the spirit of animations. Especially for American animations which are all feature films. The quality and audience's acceptance of the scripts are essential. When choosing scripts, American animation companies not only restrict to their own country and culture. They always resort to different cultural resources.

For example, the animation Mulan borrowed the classic story which is widely known by Chinese people. Chinese audiences are driven to the cinemas, because they want to know how foreigners arrange the familiar plots and shape a brand new character about the acquainted story. It is a safe bet without worries of being unaccustomed to the local culture.

The masterpiece Lion King borrowed the content of celebrated Shakespeare's play Hamlet. ()However, it made adaptations to the setting, inserting the whole story into an animal kingdom on the African Plain. Although the plots of the animation nearly remain the same which still discuss the vengeance of the prince towards his uncle, the tragic ending was changed into a happy ending. Happy ending is also a conspicuous feature of American animations regarding the script.

From the colorful tropical jungles to solitary desert, from barbarian ancient times to technology oriented future, from mysterious wildlife to modern social life, the scripts of American animations covered a wide range of topics. It is impossible for audience to find two identical stories and feel boring. Shrek originated from European fairies Puss in Boots, Aladdin excerpted from The Thousand and One Nights, and Rio is integrated with much Brazilian culture. Absorbing the international cultural resources, the topics and scripts of American animations are diverse and inclusive. Diversity and inclusiveness make great efforts to build cultural identity and arouse resonance of the international audiences.

#### 3.2 Local Cultural Elements--- Authentic and Detailed

Combining American animations with local cultural elements is the most common way for American film-making companies to strengthen their international influence. Except for raising audience's curiosity, creating identity familiarity is also an important factor for these companies to drive audience into the cinema. It can be seen as a form of localization which means foreign culture partly or fully integrating into the local culture.

Taking Kung Fu Panda for example, its success is largely due to the elaboration on authentic and detailed Chinese cultural elements. First, the scene in this animation is an absolutely Chinese style. The elements in traditional Chinese paintings can be seen everywhere, for example, ancient palaces and temples locating among the mountains, narrow alleys with scattered small Chinese restaurants, and zigzagging mounting steps paved by lumps of quartzite. Second, the choice of food is very loyal to Chinese customs; most of them are local traditional snacks and iconic Chinese cuisines. Kung Fu Panda 2 also starts with the scene that Po has eaten more than 40 steamed stuffed buns. In Po's father's restaurant, except for buns and noodles, there are also hot pots, Mapo bean curd, and even stinky tofu. Third, another spotlight in this movie is Po and his fellows' Kung Fu. Not only those difficult and flexible movements, but also the inner serenity possessed by Grand Master Oogway is also the essence of Chinese Kung Fu. From a pair of chopsticks to the exquisite mandarin jacket, from a delicate china bowl to the Chinese character "Shou", from a small boat to the magnificent Phoenix Town, the producer spares no effort to integrate American animations with Chinese culture (Wang, 2012). Only with its tenacious pursuit of refinement and perfection can animations producer truly put themselves in audience's shoes and welcome the acceptance and understanding of Chinese people.

### 3.3 Themes--- Common and Generally Accepted

In American animations, the most popular subjects are to eulogize the common values of humanity. Because these values are shared by people all over the world, it will be easy to raise audience's resonance after watching the animations. In most situations, the themes of American animations are simple, direct, and easy to understand which always transmit the positive power to the audience. That's also the reason why people would rather escape from the reality and heavy workload to engage in animations for clear two hours. The themes are serious; however, the narrative elements are humorous and attractive via fast speed speaker, humorous tone, rich body language, and wonderful dialogues.

There are mainly two types of motifs expressed under specific views. One is eulogizing the love, including friendship (love between friends), kinship (love between family members), and affection (love between lovers). It's the love manifested in American world that warms the iron world and presents the purity, innocence, and goodness to the world. Love is the origin of any morals which are generally accepted by people, responsibility, confidence, courage, tolerance, and honesty.

In Rio, tropical birds fell in love with a pet bird that even can't fly. In Kung Fu Panda, the duck father fear that his adopted panda baby Po would be hungry, and he keeps feeding him buns regardless of the cost. In Sleeping Beauty, the prince's kiss saves the princess from endless sleep. Thus, these animations touch the audience's nerve regardless of their nationalities.

The other is waving the flag of individual heroism which means that ordinary people can become a big hero after tempered and tortured. This motif endows the audience who

are mostly the ordinary people a chance to dream. We absorb cheering passion and inspiring encouragement from them. As the slogan of American president Barack Obama goes, "Yes, we can". Only if we truly desire for it, the dream shall come true. In Kung Fu Panda, at first, Po even can't climb up to the top of the mountain, not mention competing with the tigress, but he becomes an extraordinary hero with highly skilled martial arts. In Lion King, Simba is just a baby lion wandering around all day, but later he became the King of the African Plain because of perseverance and struggles. In Big Hero 6, Baymax is just a doctor robot to diagnose the body condition of his owner, but later he became the big hero even saving the world with the newly developed chip. Even all of them have the same doom to become a hero, their personalities are distinctive. After being a hero, they are still yearning for living a relaxing ordinary life, but stand up whenever there's danger. Everyone has a dream, thus, it fits for people at all ages not only limit to the function of entertaining children. The audiences are inspired. With the motifs of love and individual heroism, American animations can both touch and inspire people in an amusing narrative way. Thus, Chinese audience is willing to pay the bill and time on them.

### 3.4 Below the Line Promotions

Except for the quality of the American animations, various ways of below the line promotion are also a necessary reason for them to win Chinese people's hearts. Film-making companies usually utilize several methods simultaneously. Before the local cinema release the animation to the public, there are press conferences where directors, film stars, dubbing speakers may present along with an attractive prevue to arouse audience desire for the animation. After the releasing in cinema, some resources can be found on the internet for more audience. And related cartoon products, such as, toys, stationary, and clothes will further strengthen its influence. Thus, not only the animations themselves, but also other measures are necessary. Only through comprehensive designing and advocating, can the animation truly be accepted by the local audience.

## Chapter 2. Analysis of Chinese Animations

### The Advantages of Chinese Animations

#### One of the Successful Animations in China – Havoc in Heaven

In 1960s, there's a widely known Chinese animation---Havoc in Heaven. It received warm welcome and applauses from the American audiences. Like the success of American animations, it is not a success by chance, but with some specific reasons. This animation is excerpted from a class Chinese mythology Journey to the West. This animation is totally in Chinese style. The flat peach, the Chinese style robe, the traditional Chinese Kung Fu, and the magnificent heavenly palaces are all painted in traditional Chinese style---Wash painting. Even the background music is Peking Opera. When considering the reaction and acceptance of American audience, Chinese producers choose to emphasize on the common beliefs shared by both countries: pursuit of freedom, belief in individual heroism, and



impulse to fight against the oppression. Although the techniques of expression are quite different, these common values helped this animation to gain tremendous resonance from American audience.

- 1) Abundant Cultural Resources
- 2) The Financial and Policy Support of the Government
- 3) The Domestic and International Accumulated Experiences
- 4) A Broad Market with Great Demand and Bright Prospect
- 5) The Limitations of Chinese Animation
- 6) Deficiency of Technology Support
- 7) Gap of Animation Supply
- 8) Limitation of Scripts
- 9) Unprofessional Dubbing and Background Music
- 10) Limitations of Character Images
- 11) Infringements Phenomenon

### Conclusion

The success of American animation is by chance. With the contribution of creative character images, professional dubbing and background music, advanced technology, American animation industry produced the animations of highest quality. With the combination of local cultural elements, international subjects and topics, and common values, the American animations industry further establishes its worldwide fame.

At the same time, we shall not forget the achievements of our own animations in 1960s and 1970s represented by those washing painting style cartoons like *Havoc in Heaven*. The list of the advantages and limitations of Chinese animation industry also present prime directions for further developments and diffusion.

The similarities in the ways of diffusing the animations also represent the cultural identity of the people from both countries. The spreading of animations is also a representative of cross cultural communications, with the above mentioned analysis, we learn about the specific and efficient ways to integrate into the world, absorb the essence of other cultures and accept the international culture with a tolerant attitude.

In the process of blending with diverse cultures, China is also improving its overall national strength. By cross-cultural communication, Chinese people have established long lasting friendship with American people, and facilitate a more harmonious and virtuous development of the international culture.

**Table 1. The List of American Animations Released to Public in China in 2011**

Number	Name of the Film	Date (Release to Public)	Domestic Box Office in China (RMB)	International Box Office (Dollars)	Percentage of the World

1	Rio	4.8	139,000,000	484,000,000	Roughly 5%
2	Kung Fu Panda 2	5.28	603,000,000	665,000,000	Roughly 14%
3	The Smurfs	8.10	26,000,000	562,000,000	Roughly 7%
4	Cars	8.24	784,600,000	559,000,000	Roughly 2%
5	The Adventures of Tintin	11.15	13,000,000	331,000,000	Roughly 6%
Total Collection			Roughly 1210,000,000		

*Note.* The statistics is cited from [www.boxofficemojo.com](http://www.boxofficemojo.com)

Table 2. Global Top 10 Most Popular Cartoon Figures

Ranking	Cartoon Figures	Animations	Producers
1	Shrek	Shrek 2	DreamWorks
2	Marin	Finding Nemo	Disney and Pixar
3	Buzz Light Year	Toy Story	Disney and Pixar
4	Mickey Mouse	Fantasia	Disney
5	Snow White	Snow White	Disney
6	Captain Hook	Peter Pan	Disney
7	Jessica Rabbit	Who Framed Roger Rabbit	Disney
8	Bambi	Bambi	Disney
9	Cruella De Vil	One Hundred and One Dalmatians	Disney
10	Baruch	The Jungle Book	Disney

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## THE WEDDING DRESSES AT CHINA AND THE UNITED STATES

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**Abstract:** China and the United States enjoy expanding channels of exchanges and cooperation with globalization. For deepening understandings, we need to learn other countries' cultures and customs. As marriage is an indispensable part of culture, it is necessary for us to understand the marriage differences between the two countries. We can start from the wedding dress, a crucial part of wedding, to learn more about the cultural differences concerning marriage between the two countries. This paper uses five parts to present the wedding dresses at China and the United States. By introducing and analyzing the wedding dresses at the two countries, we can savor the beauty of wedding dresses of both countries, understand the marriage cultural differences between the two countries, deepen the understandings of two countries' cultures and histories, and learn from each other to promote advantages and avoid disadvantages.

**Keywords:** marriage; difference; culture; wedding dresses

### 1. Introduction

With globalization, China and the United States enjoy expanding channels of exchanges and cooperation. Learning other countries' cultures and customs become inevitable for deepening understandings. Marriage, as an indispensable part of culture is extremely important for people and their countries. Under the influence of this phenomenon, more and more people choose exotic love and cross-border marriage. Therefore, it is necessary for us to understand the marriage differences between China and the United States. Since the wedding dress is a crucial part of wedding, we can start from here to learn more about the cultural differences concerning marriage between the two countries.

The traditional wedding dress of China is the dragon and phoenix gown (it is a traditional gauze of Chinese style), while the classical wedding dress of the United States is the white wedding dress. This paper is divided into five parts to present the wedding dresses at China and the United States, that is, the origin, the components, the main colors, the clothing styles and the fabrics; and the development tendency of the wedding dresses between the two countries.

By introducing and analyzing the wedding dresses at China and the United States, the purpose of this paper is to help us savor the beauty of wedding dresses of both countries, understand the marriage cultural differences between the two countries, and deepen the understandings of two countries' customs and histories. Added to these, we can learn from each other to promote advantages and avoid disadvantages.

## 2. The wedding dresses at China and the United States

### 2.1 The origin of the wedding dresses at China and the United States

The prototype of the wedding dress dated back to the dress of the noblewoman in ancient Greek – revealed part of breast, elbow-sleeved, string tied under breast, and lower body wore bell-like dress. Later on, the wedding dresses formed the pattern of mopping the floor which was taken from catholic ceremony. Nineteen centuries ago, the bride dresses had no unified color and specification. Until around 1820, the British queen Victoria wore a white elegant wedding dress at wedding, white color gradually was used in the wedding dress.

There was also a story about the western wedding dress. It was said that in sixteen century, in European, Ireland's royal loved hunting very much. In a summer afternoon, Earl Richard and the nobles were hunting at a small town in Northern Ireland. He encountered beautiful Miss. Rose who was washing at a riverside. Earl Richard deeply attracted by Miss. Rose's pure and elegant temperament, and this young lady also fell in love with him at first sight. After went back to the castle, Earl Richard proposed to marry Miss. Rose. The royal burst into an uproar and firmly against him in the reason of defending the royal lineage. In order to make Earl Richard gave up, the royal put forward a requirement that almost impossible to realize, that is, Miss. Rose should sewed a white infula in one night and the hemline of the infula had to cover from the stage to the gate of the royal special church of Ireland. After learning this news, Miss. Rose and the small town people stayed up all night to sew this infula without hesitation. Finally, they finished a 16-meter delicate and gorgeous white infula and sent it to the castle in time. The royal deeply moved by their love and agreed their marriage after seeing this wholehearted infula. This was the origin of the first western wedding dress.

The traditional wedding dress at China is the dragon and phoenix gown (it is a traditional gauze of Chinese style) which originated from the clothing of Manchu -the Manchu are a Chinese ethnic minority and the people from whom Manchuria derives its name. They can be found in 31 Chinese provincial regions. They also form the largest minority group in China without an autonomous region. The Manchu also took over Ancient China and established the Qing Dynasty (1644-1911) (From Wikipedia, the free encyclopedia). With the establishment of the Qing Dynasty, the government enforced their costume all over the country. Therefore, people changed Hanfu to mandarin clothing that is the rudiment of the dragon and phoenix gown. When a girl would be married, they would embroider dragons, phoenixes, flowers, leaves, and mandarin ducks and so on on their wedding clothes. Since in traditional Chinese people's minds, all of these patterns stood for lucky and eternal love. This was the origin of the wedding dress in China.

### 2.2 The components of the wedding dresses at China and the United States

The classical wedding dresses at the United States can only refer to the garment accessories, or includes bridal veil and holding bouquet. The custom of wearing veil can

date back to as far as tenth century B.C. at Mesopotamia. At that time, women prevailed to wear flax or wool veils. In ancient Greek, not only the bride had to wear flax or wool veils, but also the new couple had to take colorful garland on their heads. Later, during the Roman era, the people of different religious faiths had to wear different colors' garlands to make difference. After the middle ages, the royal began to use pearls to decorate their garlands and veils. Hereafter, the flax or wool veils changed to white yarn veil and the length of veil became longer and longer. When we talking about the holding bouquet, there is an ancient concept in west: they thought, the herbs with strong odor (even garlic and chive) could protect the people at wedding ceremony from misfortune and illness. Nowadays, the holding bouquet stands for happiness and good luck. When an unmarried woman get the holding bouquet that thrown by the bride, she can get good wishes and would be the next one to get married in future.

The traditional wedding dresses at China refers to a long-sleeved bodice, ankle-length dress of handmade silk or cotton, golden accessories and red veil. On the bodice and dress, there are flowers and leaves, "Double-Happiness", Chinese character "Golden Fu" etc. These patterns stand for lucky and happiness. The bride usually wears phoenix golden headwear while other patters are acceptable. Chinese character "Double-Happiness" has ingenious structure; it is out of the world in Chinese folk art and also a special symbol which stands for marriage. There is a story about the origin of the "Double-Happiness". In Chinese history, Wang Anshi (1021-1086) is not only an outstanding politician and reformer but also an outstanding thinker who full of pioneering and enterprising spirit. When he was a young student, he went to Bianliang-the capital of Song Dynasty (960-1276) to take the imperial examination. On the way, he saw a family wanted to marry their daughter who was talented and beautiful. Wang Anshi made a determination; if he could get first in the imperial examination he will marry this young girl. Later on, extremely talented Wang Anshi realized his dream to be the first in the imperial examination. After got the news, Wang Anshi picked up his luggage hastily in order to make sure whether the girl he loved married or not. When he finally arrived there, the girl did not married and her parents agreed her married him. People cut the "Double-Happiness" to celebrate good things came in pairs. This was the origin of the "Double-Happiness".

### 2.3 The main colors of the wedding dresses at China and the United States

Colors of wedding dresses at China and the United States are various; the colors as long as you can think of, you can find it in the market. But the main colors of the wedding dresses at the United States is white which means sincerity and pure. The main color of the wedding dresses at China is red because red stands for festival and happiness in Chinese culture. Nowadays, many young people prefer to pick up appropriate colors for themselves, the meanings of the colors stand for are less important. If you have lighter skin tone, your skin can match nearly all the colors. For dark-skinned people, you would better choose bright color to set off your healthy complexion. No matter which colors, so long as you like

or you think it can help you show your charm and beauty, you can choose it.

#### 2.4 The clothing styles and the fabrics of the wedding dresses at China and the United States

The clothing styles of the wedding dresses at the United States are including: crinoline skirt pattern, personal pattern, queen consort's pattern, fishtail pattern, and trailing pattern. In the old days, the fabrics of the wedding dresses mainly were wool, cotton, linen and silk, but nowadays, the fabrics of the wedding dresses consist of not only the fabrics just mentioned but also satin, thick forging, bright forging, lace, organza, crystal yarn, possible yarn and grid yarn ect. Since the fabrics of the wedding dress are soft, the dress should have more than four layers, otherwise, it will look wizened; even can not express the specialty of light romance and fantasy.

The clothing styles of the wedding dresses at China are containing: the right overlapping pattern, symmetrical pattern, loose sleeves pattern and narrow sleeves pattern. Comparing with various clothing styles, the fabrics are also manifold which consist of brocade, cotton, silk and yarn. After choose the fabrics, Chinese people will invite some famous embroiders to embroidered on it, while in some families, mothers and brides will do it by themselves.

#### 2.5 The development tendency of the wedding dresses at China and the United States

With the advent of modern times, changes happened on people's ideas and consciousness on beauty. This trend also can reflect on the wedding dresses at China and the United States. The most visible changes were, from early 20th century, wedding dresses at the United States became shorter and shorter even no difference with mini-skirt. At the same time, wedding dresses' colors richer and reveal interests of people. Some were given dancing function which not only provided convenience to the bride but also met the beauty requirement of young girls.

Although the dragon and phoenix gown at China can date back to the Qing Dynasty, in ancient times, it had strict limits. According to the hierarchy, the fabrics, patterns, colors even the length of the wedding dresses were ruled by the feudal government. There was no reason for the folk to wear purple and yellow. What is more, dragon and phoenix pattern was not allowed to use in the folk because they thought this patterns stood for the dignity of the royalty. While nowadays, many young people would like to choose dragon and phoenix patterns in their wedding dresses because they think these patterns means lucky and sincerity, and will bring wealth and good fortune.

As time goes on, not only different types and styles of wedding dresses gradually fuse together, but also people's interests and preferences. In new Chinese wedding, many Chinese young people choose the western-style wedding dress to realize their dreams of perfect wedding, meanwhile, more and more young couples in America who want to get married would like to wear traditional Chinese wedding dress in the most important day of their lives. This phenomenon shows integration of cultures and concepts and also tells us a

principle, that is, it is through cultural communication and integration that we can learn from each other and grow closer.

### 3. Conclusion

All of us will have a generally understanding of the wedding dresses at China and the United States, after learning the origin, the components, the main colors, the clothing styles and the fabrics; and the development tendency of the two countries. The wedding dresses at China and the United States express the beauty of different thoughts, cultures, and histories, but both reflect people's pursuit of wonderful things and happy life. As the integration of art, the integration trend of the two different wedding dresses became more and more obvious. There is no good or bad, except what is good according to its own advantages. What we need to do is learning from each other to promote advantages and avoid disadvantages, carry forward brilliant and gorgeous cultures of human, and make contributions to the progress of mankind civilization.

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## DIFFERENCES BETWEEN CHINA AND AMERICA IN EDUCATION

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**Abstract:** More and more Chinese students would like to go to America to study, on one hand, many people think American education has many advantages, for example, they develop students creativity and social ability, but someone says that American education is unfair, good private school needs too much money. On the other hand, someone says Chinese education emphasizes result, they only stress on grades, but someone says Chinese education let students absorb more knowledge. Which is better between Chinese education and American education? There is a wide spectrum of opinions on this problem. Now I will analyze the differences between two kinds of education deeply, I divide differences into five parts: the aim of education, the system of examination, the method of education, extracurricular activities, and educational equity.

**Keywords:** education, differences, advantages, disadvantages, reasons, results

Based on checking the extensive literature and summing up the evidence, it is clear that study about differences of higher education between China and US has carried out a lot which mainly explains the differences from different aspects of higher education between China and US. I think they are mainly divided into five aspects .I will state my viewpoint by following five reasons.

### 1. The aim of education

In China, from ancient times to the present, people think the aim of education is to become an official, because the imperial examination system was established from Sui Dynasty, the society is unfair in ancient China,, apart from you were born in the noble family, the civilian will be oppressed, therefore, people can only change their fate by exam, so people say knowledge changes fate.And now parents also regard children ' s education as the first place, thinking that entrance into college means security, and recently children ' s education is controversial.

A woman's method of teaching children arouses attention from all sectors of society. People name the woman "tiger mother", which means her teaching method is cruel. In fact, the lady's real name is Cai Mei Er, who graduate from Harvard University and now she is a teacher in Yale University, her children are all admitted to Harvard University. ' I formulated rules for my daughters when they are kids, for example, they can't have friends, they must practice playing the piano everyday, I will punish them if they can't get A in their all the exams. ' the tiger mother said in her book.

Many people say tiger mother's teaching method is the shadow of common Chinese

parents' teaching method. Most Chinese parents stick to the traditional teaching methods, they encourage children to study and they don't allow the children to take part in extracurricular activities. What's worse, some parents don't teach children how to wash their underpants so that they have more time to study. Public education is cramming the knowledge into the students' heads, they develop children how to absorb more knowledge.

On the contrary, American teacher usually encourage students to think their own thoughts. They develop students' critical thought, independent thinking and originality. America education lets students know education is for themselves, let them think on their own. Many American parents let their children live in boarding school when they are young, thus, they can do many things by their own. They have a class at a round table, they can communicate with others, they learn more about the method of dealing with problems instead of how to deal with problems. However, Chinese education always provides students with careful tedious rules that are what to learn, how to pay more attention to basic knowledge. As a result, American students have lower grades and higher ability, Chinese students have higher grades and lower ability.

## 2. The system of examination

Acquiring an education is of importance to everyone, so Chinese government achieves nine-year compulsory education. To the most Chinese parents and students, the only most important examination is College Entrance Examination, If you fail in it, that means your future will be bad in most people's thought. By comparison, there are many examinations about every aspect before you go to college in America, so if American students fail in one exam, they aren't necessarily worried about it, because they will have other chance.

Many Chinese students pursue Master, even study for a Doctorate, they may be used to this exam state and they don't want to face the cruel fact of finding job, but in America, students decide to start their own business, or they can pursue deep education, because they have enough social experience at school.

In every year's International Mathematical Olympic, many Chinese students win the first place, but few American students can gain the medal. On the other hand, more American people win the Nobel Prize, but only a few Chinese people win. What do the examples imply?

In short, in China, the purpose of exam is to select the superior and eliminate the inferior, framing an elimination system, and develop the socialism's successors who has collectivism. On the contrary, In America, the purpose is to search for the shortage of its leak fill a vacancy to facilitate the individualism's development in the future.

## 3. The method of education

Recently American think highly of Chinese education, because Chinese students' grades are higher than American students in The Program For International Student

Assessment that OECD held. What's more, their education is tending to Chinese education, American Congress went through a bill of No Child Left Behind.

American education emphasizes students' ability of thought and expression, their education method is active, students can discuss the questions with teachers. And they began to write book reviews when they are young, they even publish their books. Students regard the learning in class as only one part of learning, they can also have community learning and other social experience. Besides, they can have classes on the Internet.

Instead, Chinese education regards the student as a consumer to consume information and knowledge. They regard the learning in class as the whole, they are listeners usually and they must complete assignments on time, they don't have social experience and community learning, their learning is monotone.

#### 4. Extracurricular activities

China is the examination-oriented education which means students do well in the exams, this education stresses on results, Eighty to ninety percent of all instruction in the typical Chinese University is only by the lecture method, Chinese students have few extracurricular activities. Their only and first task is study, they attach more importance to study so that they lack of physical exercise and social practice, thus, many students get sick easily and have bad practical ability. But they pay more attention to their study than American students. And their basic knowledge is better. We can also name them bookworms.

America is quality-oriented education, this education stresses on process. American students take part in many community projects including gardening, tailoring and cooking depending on their interest, and they can derive many social experience from the extracurricular activities. Nevertheless, they will have distraction in their study. They won't spend too much time on their study.

#### 5. Educational equity

America has a Local self-government system, so their education is closely relative to their family condition. This condition causes that many students accept different education. There are two kinds of schools in America including private school and public school. Private school has perfect educational equipment, because it needs fee, but public school is free, they have lower educational quality.

So many poor students have to go to public school, many students smoke and take guns in school, also, some students who are good at study are bullied, the environment is terrible. Also, it's not compulsory for all children to get their education at school. A number of parents believe that they can provide a better education for their children at home. Children who are educated at home are know as "home-schoolers". There are many kinds of education in America.

But in China, most students accept nine-year compulsory education, poor students can benefit from free education, and they can change fate by studying. In another aspect, National Higher Education Entrance Examination is an opportunity to many students.

For the question of which is better between Chinese education and American education, there are a thousand hamlets in a thousand people's eyes. Several education experts say ' both countries have phantom on both sides of the education. Western education has too much emphasis on originality; Chinese education has too much emphasis on discipline and studying assiduously. As a matter of fact, these two kinds of education should achieve a balance situation, children will grow as we expect.'

Chinese education should teach students according to their aptitude, and encourage students to achieve mastery through a comprehensive study of the subject, and give students more free development space. American education should have self-examination about why the education is inefficient?

## A CROSS-CULTURAL COMPARATIVE STUDY ON NONVERBAL COMMUNICATION BETWEEN CHINESE AND AMERICAN

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**Abstract:** Human communication covers two forms: verbal and nonverbal. Verbal communication is commonly regarded as the most important communication. While nonverbal means of human communication is often ignored. However, in face-to-face communication the bulk of information is sent and received through nonverbal channels. This suggests that nonverbal communication also play a vital role in human communication. Based on culture and communication theories, this research intends to study the nonverbal communication between China and America. The most basic, and important nonverbal codes used in Chinese and American communication are objective of this research. Through contrastive analysis and detailed discussion, this study has proved that cultural differences between Chinese and America manifest themselves in two aspects. We must pay attention to the differences in intercultural communication.

**Keywords:** nonverbal communication, cross-cultural communication, culture

The systematic research on nonverbal communication from the perspective of intercultural communication has not gone far although some scholars have done some work. Therefore, the aim of this study is to explore the cultural differences in nonverbal communication between China and America.

Based on culture and communication theories, applying contrastive and analytic method, this research intends to study the nonverbal communication between China and America. The materials for contrast and analysis are collected from nonverbal codes of daily use. The most basic, familiar and important nonverbal codes used in Chinese and American daily communication are the objective of this research. The contrastive study is based on two comprehensive categories of nonverbal communication: those that are primarily produced by the body, and those that the individual combines with the setting. Abundant examples are provided for the study and some typical cases serve for detailed analysis to offer valid and convincing descriptions.

The significance of this exploration is evident. Firstly, we realize that in developing our competence of intercultural communication, the perception of nonverbal communication and the awareness of nonverbal difference are essential. Secondly, in our language teaching nonverbal communication should be stressed. In fact, nonverbal communication has been almost completely neglected in the teaching of both native and foreign languages for a number of historical reasons. The exploration is significant because understanding nonverbal communication styles that vary cross-culturally is a critical aspect of our

increasingly global society.

## 1. Definition of Nonverbal Communication

Human communication is usually divided into verbal and nonverbal systems. We communicate more than we say. Actually, in everyday life, we spend a considerable amount of time on nonverbal communication. In addition, we receive much of our emotional meanings through nonverbal elements.

### 1.1 The History of Nonverbal Communication

The study of nonverbal communication primarily began after World War II. The history of nonverbal communication studies as a discipline is not very long. In the first half of the twentieth century, the study of nonverbal communication still remained unsystematic. There were only studies of dress, facial expression, voice and appearance. Its birth was marked by the publication of Birdwhistell's Introduction to Kinesics in 1952.

### 1.2 The Definition of Nonverbal Communication

Scholars give different versions of definition on nonverbal communication, each from a different perspective.

#### 1.2.1 Martin and Nakayama

Martin and Nakayama regard it having the nature of not involving language, hence denote it as: "Nonverbal communication is communication through means other than language, for example, facial expression, personal space, eye contact, use of time, and conversational silence" (Martin & Nakayama 2005:149)

#### 1.2.2 Dodd

By contrast, Dodd refuses to neglect the role of language: "Nonverbal communication involves not only the actions but the cultural interpretation of those actions in relation to the verbal communication uttered simultaneously" (Dodd 1998:135)

A more detailed definition of nonverbal communication in terms of the process and mechanism is: "Nonverbal communication involves all those nonverbal stimuli in a communication setting that are generated by both the source and his or her use of the environment and that has potential message value for the source or receiver." (Samovar et al. 2000:149)

There were still many other factors such as culture, human nature and context involved in nonverbal communication. The meanings of nonverbal communication often have to be interpreted via considerations of because these factors may help make clear the complexity such aspects, of nonverbal communication. However, these factors are so diverse and complex that a perfect definition is impossible. It is so natural that current definitions are different from the ones in their orientations.

## 2. Classification of Nonverbal Communication

Scholars more or less agree on the contents of nonverbal communication study. But as

for the classification, they have different perspectives. In the following, I will introduce the one of the classifications. Most classifications divide nonverbal messages into two comprehensive categories: those that are primarily produced by the body, and those that the individual combines with the setting.

## 2.1 Produced by the Body

The body behavior includes the appearance, movement, facial expressions, eye contact, touch, and paralanguage. Such behaviors as eye contract, facial expressions, body movement, gestures of hands and legs are usually termed as kinesics.

### 2.1.1 Posture

Posture refers to the general way people carry out their body. Postures are usually classified into three categories: standing, bent-knee positions (includes sitting, squatting, and kneeling) and lying. Each culture has its own distinctive nonverbal cues despite of universal ones. Posture and sitting habits offer insight into a culture's deep structure. This is true in Chinese and American cultures. There exist many differences in stance and sitting habits between Chinese and Americans, which may confuse both parties.

In China, both men and women are obliged to stand when they are introduced to others, while in America when a lady is introduced to a man, she need not stand up except when the man's social status is very high. In America, when a student is asked to answer the teacher's question in classroom, the student usually assumes a sitting posture. But in China, students usually answer the teacher's questions standing. Standing with arms akimbo is common in America with neutral meaning. Such a posture may be adopted both by men and women. Women adopt this posture to show their impatience. However, such a posture in China is regarded as a signal to protect oneself from being approached. There are also cultural differences as far as gait is concerned. Chinese people may regard Americans' big strides when they walk as being arrogant, and Americans may consider Chinese people's gait shy and timid. The differences are caused by the simple reason that Americans need more space than Chinese do while Chinese culture stresses modesty that it is improper to swagger.

From these differences, people may note the values, norms, and beliefs or subjective culture of a particular group reflected in the nonverbal codes of the two nations. In the United States, the emphasis is upon informality and people seem to have a loose and easy stance, but Chinese ancient philosophy values a rigid, erect and quiet stance. As an old adage says, "Stand as straight as a pine and sit as upright as a bell."

### 2.1.2 Facial Expressions

Facial expression is also a kind of way to convey messages in communication. Face is one of the most essential sources of emotional information. People in different cultural backgrounds may have the same facial expressions with the same meaning to a large extent. For example, smile and relaxed facial muscles are the signs of joy, happiness; crying and contracted facial muscles are the symbols of sadness, grief. Slight frowning means that

he/she is uninterested in something. In a conversation, a person shows that he/she is listening by looking at the other person's face and often with a smile; it is a symbol of sincerity in Chinese and American culture. And when greeting somebody without words, people in both cultures will nod their heads with a smile at the same time.

Facial expressions, however, may also communicate different messages in both cultures. Americans often stretch tongues to indicate disdain, while Chinese Tibetans regard this as politeness and respect to the guests, and the Han nationality in China use it to show surprise. People in American culture smile more to others, especially to strangers, than people in Chinese culture. Because in American culture, affective relationship is not socially predetermined but must be acquired by each individual personally, whereas in Chinese culture, friendship is predetermined by stable social relationship into which one is born, so people have less need to make specific friendship.

### 2.1.3 Eye Contact

Eye contact is another important aspect of kinesics. It is the study of messages sent by eyes, including eye contact, gaze, staring and pupil dilation. Eyes play an important role in human interaction. People can use eye contact to regulate communication, convey emotions, and indicate degrees of attentiveness, interest, and arousal. Different cultures have developed a variety of uses for the eyes in the communicative process. The differences of using eyes in conversation between Chinese and western cultures are obvious. In the U.S.A. people must direct his/her eyes to the person who is communicating with him, because it is a symbol of honesty and sincerity, while in China, direct-eye-contact could be regarded as a sign of rudeness, contempt, disrespect, uneasiness or bad manners. When Chinese communicate, they always avoid direct eye-to-eye contact intentionally; they will lower their eyes as a sign of deference and respect.

As is discussed above, rules about eye language are numerous and complex. Different cultures have different customs of using eye movement, so we should conduct them accordingly.

## 2.2 Individual Combines with the Setting

### 2.2.1 Time

Time is the study of chronemics, or more precisely, the study of how humans structure and use time in communication. Although we cannot hold or see time, we respond to it as if it has control over our lives. Because time is such a personal phenomenon, all of us perceive and treat it in a manner that expresses our character. For example, arriving late for an important appointment with or without apology respectively send certain messages about ourselves. As in the case with all aspects of nonverbal communication, culture plays a substantial role in how we perceive and use time. In China, people tend to spend more time thinking about matters. We often hear, "Buzhaoji, manmanlai (不要急, 慢慢来)". However, in America, it is common to hear people saying, "Time is money."

Time is perceived dramatically different in these cultures, which then influence



interaction involving Chinese and Americans. If people are ignorant of the differences misunderstandings or even conflicts between different time systems are unavoidable.

### 2.2.2 Silence

Silence is defined as the absence of sound during speaking or conversing, such as making soundless reaction or pause. In the light of Samovar et al, silence can indeed be a powerful message.

Chinese culture belongs to high-context cultures. Meaning, therefore, is not necessarily contained in words. Information is provided through gestures, the use of space, and even silence. In America, as a low-context culture, the verbal message contains most of the information and very little is embedded in the context or the participants.

During a conversation, the Americans dislike the Chinese listener making no feedback and keeping silence. They regard the silence in the conversation as a disrespectful behavior. The Chinese, however, highly value the role that silence and pause play in the conversation: showing soundless approval; voiceless objection; agreeably acquiescence; or preserving one's own idea and so on. It is their firm belief that silence can be more meaningful than language.

To sum up, silence is regarded as gold in China. Chinese people apply it to many circumstances. Differently, the Americans are living in a complex and changeful environment, so they need to communicate, explain, so as to further mutual understanding. In cross-cultural communication, Americans should try to understand that the silence of Chinese people also conveys lots of meanings; while Chinese people should keep in mind that Americans value verbal or vocal feedback rather than keep silence.

## 3. Characteristics of Nonverbal Communication

The important position of nonverbal communication in the whole communication process cannot be separated from its characteristics. Just because of these special features, we could not neglect it in our social interaction. The main characteristics of nonverbal communication are summarized as follows:

### 3.1 The Close Relation of Cultures

One significant feature of communication is that it is culture-bound. Human's nonverbal behaviors vary from one culture to another. For example, the gesture to show "OK" by using fingers is a cheery affirmation to most Americans, but it has less positive meanings in some other parts of the world. In France and Belgium it means

"You are worth zero". Not only gestures, many other nonverbal cues such as head movement, gaze, distance and time use also deliver different messages to people from other cultures. Besides, not across cultures, even within a culture, various groups can have different nonverbal rules.

### 3.2 The Expression of Feelings and Emotions

Nonverbal communication is a primary mode to communicate feelings and emotions.

Human usually communicates about content and tasks through verbal communication. While nonverbal communication is a way of sharing feelings with one another and dealing with the process of human relationships. For example, from the way of looking, one can interpret love, hate, interest, trust, desire, score and so on. Face is an effective way of expressing likes and dislikes; approval and disapproval. Besides, gestures such as tapping the fingers or foot can communicate impatience, boredom, or nervousness.

#### 4. Conclusion

Human communication covers two forms: verbal and nonverbal. Verbal communication is commonly regarded as the most important, efficient, powerful means of communication. Thus, by far, much attention has been given to the research on verbal communication and much stress has been laid on the verbal form of intercultural communication, while nonverbal means of human communication is often ignored. However, in face-to-face communication the bulk of information is sent and received through nonverbal channels. This suggests that nonverbal communication also plays a vital role in human communication.

From the above discussion and contrast, we can discover some reasons for differences of nonverbal communication in different cultures. We can come to conclusion that nonverbal behaviors are subject to cultural variation as with other aspects of the behaviors such communication process and they are derived from some diverse as body movement, the use and organization of space, etc. They become critically important in nowadays cross-cultural communication, and thus many researchers make all their efforts and pay great attention in this field.

The study on Nonverbal behaviors in cross-culture is just at a preliminary and premature stage in China, Both impending social demands and academic imperatives call for a comprehensive study on this issue. Due to the limited knowledge of the author, this paper does not go to very deep into this issue. Thus, this paper is just a tentative attempt in this field of study. However, it is hoped that discussion and exploration can shed light on further explorations.

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## CHINESE TEA AND AMERICAN COFFEE CULTURES

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**Abstract:** Tea and coffee play important roles in our life. And tea and coffee cultures are also broad and profound.

**Keywords:** tea, coffee

Tea and coffee cultures have long histories and they are our valuable culture wealths. Through our culture communication, we can know more about each other and promote our friendship. So at this time, I want to choose the topic of tea and coffee cultures to make people better understand the eastern culture and western culture.

Tea culture and coffee culture recently have been given more and more attention. Ok, today we will concentrate on these two famous drinks – tea and coffee.

In the first place, let's study the Chinese tea culture. You can see, we Chinese people, in our drinking of tea, place much significance on the act of "savoring". Snatching a bit of leisure from a busy schedule, making a kettle of strong tea, securing a serene space, and serving and drinking tea by yourself can help banish fatigue and frustration, improve your thinking ability and inspire you with enthusiasm. You may also imbibe it slowly in small sips to appreciate the subtle allure of tea-drinking, until your spirits soar up and up into a sublime aesthetic realm. Buildings, gardens, ornaments and tea sets are the elements that form the ambience for savoring tea. A tranquil, refreshing, comfortable and neat locale is certainly desirable for drinking tea. Chinese gardens are well known in the world and beautiful Chinese landscapes are too numerous to count. Teahouses tucked away in gardens and nestled beside the natural beauty of mountains and rivers are enchanting places of repose for people to rest and recreate themselves.

China is a country with a time-honored civilization and a land of ceremony and decorum. Whenever guests visit, it is necessary to make and serve tea to them. Before serving tea, you may ask them for their preferences as to what kind of tea they fancy and serve them the tea in the most appropriate teacups. In the course of serving tea, the host should take careful note of how much water is remaining in the cups and in the kettle. Usually, if the tea is made in a teacup, boiling water should be added after half of the cup has been consumed; and thus the cup is kept filled so that the tea retains the same bouquet and remains pleasantly warm throughout the entire course of tea-drinking. Snacks, sweets and other dishes may be served at tea time to complement the fragrance of the tea and to allay one's hunger.

Chinese tea culture has a long history. Tea culture entered its most prosperous era in Tang and Song Dynasty, which had evolved into a condition that the fashion drinking tea

had extended all over the country and tea had thus won the status as national beverage. The Scripture of Tea appeared which promoted the Chinese tea culture to an altitude that had never been previously attained. Those continually emerging eminent figures in the tea industry propelled an intentional pursuit for water, tea, tea set and decoction in tea drinking to such an extreme elegance, perfection, delicacy and sophistication, so that in late Tang and Song Dynasty, an extravagant fashion was formed and occurred in tea culture.

Tea culture is of much elegance. In the contemporary society, tea culture plays a role of enriching cultural and leisure life, promoting the development of tea-related economy and trade, and propelling culture exchange between nations. In the 21st century, tea culture will grow to an even larger scale, involve an even wider range of fields, perform an even stronger function and bring an even closer integration of tradition and modern times which will in turn promote tea culture to an international level.

Tea culture is one of the common traits shared by all the 56 ethnic groups in China. Many Chinese people believe that a day is not perfect without a cup of tea. Either in the warm southern mountain area or on the frozen northern grassland, stuff like Gongfu tea, buttered tea and milk tea are all among the favorite drinks. Furthermore, both ancient and modern Chinese people tend to indulge in elaborating on poems, essays, dances and dramas on the tea. Chinese tea is part of Chinese culture. Many people likes drinking tea, and a lot of kinds of tea have become famous. There are a variety of good tea which attract many foreign. So we must do more to improve the fame of Chinese tea.

Do you like drinking coffee? Next, let's talk about the coffee culture. The history and development of the beverage that we know as coffee is varied and interesting, involving chance occurrences, political intrigue, and the pursuit of wealth and power.

According to one story, a shepherd named Kaldi as he tended his sheep noticed the effect of coffee beans on behavior. He noticed that the sheep became hyperactive after eating the red "cherries" from a certain plant when they changed pastures. He tried a few themselves, and was soon as overactive as his herd. The story relates that a monk happened by and scolded him for "partaking of the devil's fruit." However the monks soon discovered that this fruit from the shiny green plant could help them stay awake for their prayers.

Another legend gives us the name for coffee or "mocha." An Arabian was banished to the desert with his followers to die of starvation. In desperation, Omar had his friends boil and eat the fruit from an unknown plant. Not only did the broth save the exiles, but the residents of the nearest town, Mocha, took their survival as a religious sign. The plant and its beverage were named Mocha to honor this event.

One early use for coffee would have little appeal today. The Galla tribe from Ethiopia used coffee, but not as a drink. They would wrap the beans in animal fat as their only source of nutrition while on raiding parties. The Turks were the first countries to adopt it as a drink, often adding spices such as clove, cinnamon, cardamom and anise to the brew.

Coffee was introduced much later to countries beyond Arabia whose inhabitants believed it to be a delicacy and guarded its secret as if they were top secret military plans. The government forbade transportation of the plant out of the Moslem nations. The actual spread of coffee was started illegally. One Arab named Baba Budan smuggled beans to some mountains near Mysore, India, and started a farm there. Early in this century, the descendants of those original plants were found still growing fruitfully in the region. cent III heard this

Coffee was believed by some Christians to be the devil's drink. Pope Vin and decided to taste it before he banished it. He enjoyed it so much and baptized it, saying, "coffee is so delicious it would be a pity to let the infidels have exclusive use of it."

Coffee today is grown and enjoyed worldwide, and is one of the few crops that small farmers in third-world countries can profitably export.

Tea and coffee are two drinks of the largest consumption in the world. Coffee is irreplaceable in the lives of westerners, whether it is in schools, companies or shopping arcade, people carry coffee and find pleasure in it. However, tea is not only a drink in Chinese people's life, but also carries human emotions and culture. Tea and coffee, which have different connotation and history, are representative of the differences between Chinese and Western cultures. Nowadays, culture has linked west and east, south and north. No matter western culture or eastern culture, they all belong to the cultural heritage of human being.

Culture is a subtle thing and nothing predictable at first glance. But it surely permeates in our daily life such as tea and coffee. The coffee made out in one vigorous effort is the life the Westerners always try to get; the perseverance of Chinese tea is the kind of stable and peaceful life the Chinese want. Exude fragrance aroma as coffee does, Western culture is shone with deep and vivid tints though it also has a not-long history. The strong straightforward taste of coffee represents the westerners' honest and direct way of standing in the world. As one of the representative of the Chinese culture, tea which has carried the colorful culture of several thousand years in China made its own tea culture at the same time. Chinese history is varied and need people to look closely enough. It is also on the behalf of the Chinese implicit and euphemistic way of communication. From one learn all, perhaps this is just a picture to show tea and coffee's position in Chinese and Western culture.

Conclusion: Tea and coffee cultures are the great wealth in China and America. We need to treasure them. And through this culture communication, we can know more about each other and promote our friendship between China and America. Coffee and tea were not in dissensions and contradictions. If we have free time, let's enjoy these fancy and relaxing drinks. Maybe we can carry a cup of coffee on one hand and a cup of tea on another hand, just enjoy it.

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## CHINESE AND AMERICAN NATIONAL IDENTITY AS REFLECTED IN THEIR TV PROGRAMS AND MOVIES

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**Abstract:** The thesis intends to analyze Chinese and American national identities by means of exploring the preferred subject materials among the Chinese and Americans, the dressing style shown on screen, as well as the different attitudes towards the same social issue which is divorce. Meanwhile, rating system between the two countries would be compared in order to provide a more comprehensive outlook in this field. By analyzing the three aspects of discrepancies shown on the screen, major conclusions would be reached that the difference of Chinese and American national identity lies in historical backgrounds, and people's preference to individualism and group consciousness.

**Keywords:** national identity, rating system, group consciousness, individualism

National identity, according to many scholars, is not only an awareness of difference, but also a feeling that one shares with a group of people regardless of one's citizenship status. Normally, national identity is a criterion that people recognize "we" and "they", therefore, the differences of people's national identity leads to diversified attitudes even towards the same issue.

Throughout history, Chinese nation always attaches great importance on group consciousness whereas the Americans value individualism above all principal. Thus, the priority people paid to community or individual shares a sharp difference. What is more, rating systems and censorship vary a lot from China to America. As known, censorship is the suppression of speech, public communication or other information that are harmful, sensitive or political incorrect. However, due to different cultural backgrounds or social system, there is not a universal criterion for harmful, sensitive or political incorrect information.

Due to the above reasons, the author would like to make an analysis about the specific differences and their causes. There are three purposes of the thesis: to compare the subject material towards past history and distant future, to discuss dressing towards a conservative style and in an open manner and to explore the diverse attitudes towards the same social issue which is divorce.

The author intends to compare the subject material towards past history and the distant future between China and America and draw the conclusion that the preference about subject materials between American and Chinese television programs and movies are caused by historical reasons. By discussing dressing towards a conservative style and in an open manner, not only characters of the two nations, but also the rating systems



between two countries will be covered. The author will also try to explore the diverse attitudes towards the same social issue, divorce, to see how attitudes differ in America and China about divorce as shown in television programs.

The thesis can, to some extent, prompt understanding between Chinese and Americans and also encourage communication among them. It provides a platform for people to know more about different national identities of Chinese and Americans so that disputes and discrepancies can be reduced. Eventually cultural exchange would be fostered and US-China relations could be enhanced.

Firstly, the thesis would make an assumption that the subject materials of Chinese television programs and movies are mostly about past history whereas the American counterparts are mainly about the future. After observation, the author concludes Chinese television programs and movies concerning past history into two categories. The shows are either stories set in the past, telling the audience life of an emperor or an outstanding historical event as shown in *The Epic of Xiaozhuang and Yongzheng, the Emperor of Qing Dynasty*, or stories about how people from modern society accidentally passed through time into an ancient Chinese dynasty and live a unique life. The dynasties that are most welcomed are Tang Dynasty, Song Dynasty, Qing Dynasty and Republic of China. However, for the American, there are few programs about history, but mainly about how people join hands to conquer obstacles in the future and survive as heroes, such as movie *Interstella*.

The root of this phenomenon lies in two aspects. First, China is an ancient country with fruitful history and culture. The Chinese Dynastic History Chart shows that China enjoys splendid history from Hsia Dynasty to People's Republic of China, altogether a history of over 5000 years. Each dynasty attracts people by its unique culture, customs and tradition. Therefore, Chinese people shares the obligation to unearth wonderful traditional Chinese culture and history, and spread them to the outside world, which mirrors the Chinese national identity of valuing history. As for the second aspects, the United States is a new-born country with her foundation in 1776, which means the historical resources is not ample enough compared to China. In addition, unlike Chinese people who lived in a harmonious relationship with the nature under peasant economy, America was founded in undeveloped land, where people have to conquer nature to survive and to thrive (Chang Hui, 2008: 36). Therefore, they value the ability to create and to make a change by conquering obstacles and defeat obstacles, which shapes their unique national identity. In addition, since the second Industrial Revolution, innovations have been achieved by the America. This nation has always been stressing the power of imagination and creativity, therefore the television programs and movies in America are mostly about how people in the future use their imagination and conquer difficulties and make achievements. These two aspects prove the feasibility that subject materials of Chinese programs are about past history while the American counterparts are about lives in the future.

Secondly, the thesis is going to analyze dressing towards a conservative style and in an

open manner between Chinese and American people in the second section. For a long time, figures shown on Chinese television programs and movies always wear modest clothes, thus it gives an impression that Chinese people are much more modest than the American. Apart from this, rating systems between China and America should also be taken into account. In this part, the author will select a heated Chinese historical drama “the Empress of China” to analyze diversified attitudes towards this phenomenon. This historical drama was pulled off from screen after showing too much cleavage, and when it return to the screen, the ample chests that once filled television screens were suddenly nowhere to be seen instead of the actresses’ heads. As a result, public attention has been aroused from home and abroad.

The “plunging necklines” and “tightly squeezed bosoms”(Quoted from New York Times) are commonly accepted by the western world, yet it is pulled off because China has “very strict standards on public display of nudity”. It even aroused Hollywood Reporters’ greater concern about the display in China of “the Game of Thrones” by HBO, because the latter one is much more risqué than “the Empress of China”, making its display in China seemingly impossible. Related news from The Independent noted that 7th century cleavage is too controversial for Chinese TV, demonstrating a touch of irony. The news even quoted a comment from Weibo, a Chinese version of Facebook, written that “I really had no idea that 21st-century people could be this conservative. They're not even as open-minded as people from the Tang dynasty one millennium ago.” An American website Quartz also quoted words from Weibo that in the future, China's TV and films will completely degenerate to the same level as North Korea's. From the news abroad, we can learn that Americans and the other westerners are much more open-minded in terms of dressing. However, although Chinese people are, to some extent, more modest than the Americans, the quotes from Weibo also illustrate that most Chinese people are modest, but they are not so conservative that cannot accept cleavage. Apart from being more modest, the difference in rating system should not be overlooked.

In America, there are seven levels of rating in terms of television programs as well as the VDSL labels. For the seven levels of rating, they are rated for all children, older children, general audience, and they have parental guidance suggested, parents strongly cautioned and mature audience only, from which we can see that age level are categorized cautiously. As for the labels for television contents, they strictly followed the VDSL labels. V for violence; D for suggestive dialogue (usually means talk about sex); S for sexual situations and L for coarse or crude indecent language. However, as for the Chinese rating systems, In China, there is not an explicit, standardized and unified rating system, and the rating standards are almost the same among every program. Therefore, every program is rated under the same criterion. Television programs must not violate laws, restrictions, moral standards and national cultural traditions. The programs must not contain contents that disturb social order and social stability, and protagonists should uphold politically correct

stance to the Party. Superstition, heretical beliefs, puppy love pornography and violence are forbidden in the shows. What is more, censors in China are mostly retired leaders of the government or university professors, which in the author's opinion, makes rating systems more subjective instead of objective.

From what has been mentioned in the second section, we can draw the conclusion that Chinese people tend to be relatively conservative and tend to wear modest clothes, while in America, people are more open-minded and less restricted by custom and modest. As for the rating systems in the two countries, the rating system in China is not sound enough, therefore, programs either suits all people or it need to be removed from screen because of the violation of one of the regulations. Whereas in America, rating system is relatively sound, and there are different ratings for people from different age levels.

The last analysis is about diverse attitudes towards the same social issue--divorce, and the difference is caused by group consciousness and individualism. The author summarizes two basic rules of family ethic TV shows in China. Principle One is that when there is a couple who wants to divorce, their parents and relatives will drive a long way to come to the couple's house, and they will try to reason to the young couple about how hard it is to raise a child in a single-parent family, especially for women. Principle two is that at the end of all the TV shows, there will always be happy endings. The couple who would like to divorce at first finally understand the importance of unity and harmony of a family, and then follow the advice of their relatives and live happily ever after with his or her spouse. However, in American family ethic dramas, parents and relatives seldom interfere with children's private matters. Single parent raising up children is common, and parents would not reason with children to "win back" marriage. Group consciousness and individualism are the causes of these differences.

For a long time, Chinese people value Confucius Doctrine which stresses group harmony and stability. Dong Zhongshu even came up with the idea "Grand Unification", where countries are united and stable with its people living together harmoniously. For over 5000 years, group consciousness has deeply rooted in our culture, our history and our mind. As a result, group consciousness is often seen in Chinese family ethic dramas in which couples value family unity and think twice before they divorce, because divorce is an act of disturbing the harmony and unity of a family. Besides that, ancient China had been developing under peasant economy. Under peasant economy, the growth of economy is slow, therefore the gap between the rich and the poor was not as large as that under commodity economy. There was not differentiation among people and the connection between people was stable, which made individuals rely on the community to work and to live. But America under commodity economy is quite the opposite. America value individualism, freedom and democracy. They uphold the principle that every man for himself and God for us all, and everyone is the architect of his own fortune. And this is why in American television programs we seldom see parents interfering in children's personal

stuff. The historical reasons can date back to the medieval times, where privatization prevailed. Under privatization, father and son, husband and wife have separate assets which lay the foundation of the independence among people. In modern times, America has been developing under commodity economy, where large gaps between the rich and the poor exists. And So is the population mobility. Therefore, people's dependence on each other became weaker and weaker, shaping a pluralistic country where voices of everybody should not be overlooked.

From the third analysis, Chinese people value family unity and completeness and they put emphasis on the community power while the American people attach great importance to their free will, independence and individuality. But there is drawbacks behind stressing group consciousness or individualism too much. For Chinese people, stressing group consciousness too much will suppress the forming of an independent personality, while for the Americans, emphasizing individualism too much will weaken family bonds, or even lead to an impersonal society. Therefore, the key is to keep a balance between the two, and Chinese and Americans can learn from each other and promote cultural communication.

To conclude, the thesis mainly analyze three aspects in order to reveal the different national identity as reflected in Chinese and American television programs and movies. By summing up the main points, conclusion can be reached that Chinese nation value traditional culture and history. We are more conservative and modest, and we cherish family unity and harmony. However the United States value creativity and imagination and are less restricted by customs and modest. They are a country where people think highly of freedom and individualism.

TV programs and movies, as a kind of cultural carrier, reflect distinct values and ideology towards people from different countries under different cultural backgrounds. And the understanding of the different national identities can help to enhance cross-cultural communication.

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## FESTIVALS BRING US TOGETHER

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**Abstract:** Every nation in the world has its own unique character, manifested by its culture, and festivals are regarded as cultural heritage— a very important part of culture. Comparing Chinese festivals with American festivals, we can find similarities and differences. Though each festival is unique, we can understand culture better and understand each other better by comparing them.

**Keywords:** festival, culture difference, festival origin, customs

The significance of the word “festival” has become a hot topic, especially among young people. Traditional festivals are the historical products of a nation’s development. After the long-term evolution, traditional festivals have become an indispensable part of the national culture. Originally, festivals were closely related to the history, customs, religious beliefs, the moral principles, economy of a country and so forth. Most traditional festivals originated from people’s expectation for harvest in the agricultural production, the worship towards the gods and the nature, sacrifices to the historical characters and etc. Chinese traditional festivals are deeply rooted in the agricultural civilization. But in America, religion plays a very important role in people’s life, and some American traditional festivals have evolved into the religious festival later.

Each country has its own character, and each festival has its own unique celebration. The festival customs in China and America are very different, and in them we can find the differences between Eastern and Western cultures. They also have similar moral principles, in which we can find shared attributes of human civilizations.

Today I’m going to discuss the origin and original purpose, different value orientation, and mutual fusion in festivals. Discussing these festivals can bring us closer together. That’s why I chose this topic as my theme. In a word, festival is one of most important parts of our life, our culture and our world.

### 1. Origin and Original Purpose

#### 1) Agricultural Production

Take Mid-Autumn Festival, for instance. It’s celebrated on the 15th day of the 8th month of the lunar calendar. It is a time for family members and loved ones to reunion and enjoy the full moon. This day is also considered as a harvest festival since fruit, vegetables, and grain had been harvested. On the day of the festival, all people are in great enjoyment of exciting harvest. According to Chinese mythology, the earth once had 10 suns circling over it. One day, all 10 suns appeared together, scorching the earth with their heat. The

earth was saved when a strong archer, Hou Yi, succeeded in shooting down 9 of the suns. Yi also stole the elixir of life to save the people. But one day, Hou Yi went out hunting, Peng Meng, one of his friends pretend illness, stayed at his home and wanted to get elixir. Chang-e knew that they were not rivals, when she took out elixir swallowed. After Chang-e swallowed drugs, the body immediately floated off the ground, out of the window, flew to the sky. As Chang-e worried about her husband, then flew to the moon from the earth into the nearest star. And Hou yi missed his wife very much, so he made All of the things which Chang e used to eat into mooncakes. Thus people usually eat mooncakes during this festival to celebrate the harvest and memory this story.

When it comes to the origin of Thanksgiving Day, it had to date back to 1621. In 1620, a group of pilgrims who wanted to escape religious persecution reached Plymouth by the May Flower. As soon as they settled down, they had to face some troubles--tough water and lack of food and shelter. Later, the Indians taught them how to grow corn and other crops and how to fish and hunt. In the autumn of 1621, the pilgrims enjoyed a harvest. In order to celebrate the harvest and show thanks to the help of Indians and the blessing of god, they held a feast together.

In view of the origin, they both have close relation to agriculture. And festival activities associated with agricultural production. But now the influence of agriculture on the festival has faded away, and they tend to be festivals for family reunion and showing thanks to the God.

## 2) Commemoration of An Important Event

When it comes to festivals which commemorates legend people, let me show you two examples.

The Dragon Boat Festival also called the Duan Wu Festival is celebrated on the fifth day of the fifth month according to the Chinese calendar. The festival has been marked by eating zong zi. It commemorates the poet Qu Yuan(340-278BC) of the state of Chu. What Qu Yuan wrote is regarded as some of the greatest poetry in Chinese history. Qu Yuan is a loyal and high minister was disgraced and dismissed from office because of a dishonest prince vilified Qu. Realizing that the country was now in the hands of evil officials, Qu grabbed a large stone and leapt into the Miluo River. Nearby fishermen rushed over to try and save him but were unable to even recover his body. But their efforts are still commemorated today during the Dragon Boat festival.

Easter, which celebrates Jesus Christ's resurrection from the dead, is Christianity's most important history. It is celebrated on March 21st. There are many Easter Traditions and customs, the most typical is Easter eggs. It is the symbol of eggs as fertility and resurrection. Later, Christians also gives new meaning to the egg, which is a symbol of the tomb of Jesus, the life of the future is born from it and get rid of the egg.

These two festivals all have the significance to memory the great historical or legend people.

### 3) Farming Civilization And Religious Dominant Position

The farming civilization of Chinese traditional festivals : the Spring Festival, the Lantern Festival, Qing Ming , Dragon Boat Festival, July 7th Festival, Mid-Autumn Festival, Double Ninth Festival, Laba Festival, these festivals sequentially arranged according to the season. The timing of Chinese traditional festivals reflects the dominance of agricultural civilization in China's history. And it records the development of the history. So, the most ancient festival in China is farming festival. Take Spring festival, for example, it falls on the first day of the first month on the Chinese lunar calendar. It is known as a festival to reunite. However, in the beginning, the spring festival was celebrated the coming of spring. When spring arrived, farmers had to sow seeds in the farmland. As the old saying goes “the whole year’s work depends on a good start in spring.”

The Christian festivals almost run through the whole year. According to a 2002 study by the Pew Global Attitudes Project, the US was the only developed nation in the survey that religion played a very important role in their life. And religion has penetrated into people’s daily life, like when a couple gets married, they will be in the church at the witness of a priest; a baby accepts baptism at birth.

Major Christian festivals, like Christmas. It celebrates Jesus' birth. And Good Friday, Good meant “holy” in early Christian times, Good Friday is a holy day celebrated by Christians on the Friday before Easter. It commemorates the resurrection of Jesus. Special prayer services are often held on this day with readings from the Gospel accounts of the events leading up to the crucifixion.

### 4) Concluding

Comparing Chinese festivals with American festivals, we can find the difference of origin and evolution. As we all know, China is an agricultural country. Chinese traditional festivals are deeply rooted in the farming civilization. Except farming festival, there are religious festival, celebration festival and social entertainment festival and so on. But America as country of immigration, its cultural tradition mostly came from Europe, especially from England. From the above comparison between Chinese festivals and American festivals, it’s believed that most of American festivals are based on religious culture. But with various branches, the religious system of America is quite complicated, among which Christianity is of the greatest importance.

## 2. Different Value Orientation

### 1) Collectivism or Individualism Embodies in Festivals

Comparing Chinese festivals with American festivals, we can find some different value orientation. Qingming Festival falls on the 4th or 5th of April. On this day, whole families go to visit the graves of deceased family members to pay respects to their ancestors. According to folk religion, the spirits of deceased ancestors still live underground or heaven and look after their families, the tombs are said to be their houses, and therefore it



is very important to keep the tombs clean. So the major custom in Qingming Festival is tomb sweeping. Halloween is the west "ghost festival" was celebrated On November 1st. But on Halloween eve, is a good time for amusement. When night falls, children put on colorful clothes, shouting: "trick or treat", "give money or something to eat".

## 2) Concluding

In Chinese history, family or clan system occupies an important position under the influence of Confucian culture. For each family, blood relationship is the primary relationship between people. Collectivism especially can be seen in Spring Festival "Chun Yun" (a social phenomenon in China). In the end of a year, the transportation will be very crowded and short, because each person wants to go home to take vacation with their families in Spring Festival. And the government must carry out many rules to help people go home safely and quickly.

Different from Chinese, individualism embodies in American festivals. It has nothing to do with egoism, because the true and typical feature of individualism is the advocating of individual rights and freedom. It means by taking responsibility for their behavior. And individualism pays special attention to democracy and equality its values of the others and their rights at the same time.

## 3. Mutual Fusion

### 1) Mutual Fusion between Chinese and American traditional festival

### 2) The Development of Mutual Fusion

Each country develops its own series of traditional festivals. Because these differences between China and America, the world is interesting, beautiful and colorful.

Although there are many differences in practice, symbolism, and origin, originally, the human culture have many common things, these things are imposed in depending, interacting, learning from each other, and promoting ourselves, then promote the culture. After industrial revolution, especially in The United Kingdom, it gradually expanded external. When The United Kingdom and other European countries bring advanced technology, they also output their cultures, including the western culture of tradition festival.

### 3) The Performance of Mutual Fusion

Nowadays, by the global economic integration, China opens up to the world, more and more foreign customs and cultures come into our country. Recently, Christmas, Mother's Day, Father's Day, Valentine's Day and the Fool's Day have become popular in China. The acceptance of the western culture and Chinese traditions festivals reflect the fusion of the Eastern and Western.

### 4) Concluding

China is a country with a long history. There are the nation's greatest treasures which we should do our best to protect. How we take western influence and what relationship

should be established between the eastern and western have become urgent questions for us to answer. It's necessary to study the Fusion between China and Western countries in culture.

### Conclusion

From the above comparison between the Chinese festivals and American festivals, we can find the Chinese traditional festivals reflect the characteristics of agricultural civilization. And in the process of the development of the traditional festivals, family or clan system occupies an important position in China while American is pursuit for individualism. Different the Chinese agricultural civilization, the fast development of industrialization in America is closely related to religion. The culture embodied in American traditional festivals reflects the importance role of religion, especially Christianity. In the end, the future of the world will become a big national village. During the globalization and integration, we must know that learning a language is more than learning the language itself, only when we develop greatest awareness of difference and similarities can we become efficient in another languages.

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## THE ANALYSIS OF COMMUNICATION BETWEEN AMERICAN AND CHINESE COLLEGE STUDENTS

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**Abstract:** Our world is now fundamentally interconnected and things we are pursuing are shared. It is of great necessity to communicate and cooperate with other countries. We know that more is to be gained when great power cooperate than when they collide. America and China should promote mutual communication and cooperation. We are excited to see that they have been spread to many fields. As a college student, we also have communication platforms. However, few college students take part in projects they provide and even unknown. Maybe we can provide more platforms to provide more opportunities but the best way is to take full advantage of them.

**Keywords:** young people, college students, communication, cooperation, problems, solutions

In 1979, the connections between American and Chinese were limited. Today, we see the curiosity of those ping-pong players manifested in the ties that are being forged across many sectors. We have a positive, constructive and comprehensive relationship that opens the door – the partnership on the key global issues of our time economic development and the development of clean energy; stopping the spread of nuclear weapons and the scourge of climate change; the promotion of peace and security in Asia and around the globe.

We also have a lot of communication and cooperation between young people, which achievements have made a hit. And almost every colleges and universities have their own platform for mutual communication. However, only a few students know it and fewer students will take part in it. It is not because we have no desires to participate but we are afraid that the platform is not one we have the rights to use it. The best way to solve this mind is to take full advantage of it, making it easier to approach.

We all know that young people are the master of the future. What we are talking about may influence the future. And it is not difficult to see that the communication and cooperation between mutual young people has a great prosperity.

Mutual communication and cooperation, especially between college students should be promoted vigorously. Obama once said communication must go beyond our government. It must be rooted in our people in studies we share, the business that we do, the knowledge we gain, and even in the sports that we play. And those bridges must be built by young men and women just like college students who come from different colleges which are separated in the China and engage in different professional fields. And Obama was absolutely confident that America has no better ambassadors to offer than their young

people. So does in China. College students are the cream of the young and they are more informed than senior students in some extent, more open-minded than the students who stop schooling. They have been also accepting professional education so that they can explore problems in depth. What's more, they have learned English for over nine years now and they are further learning it. So it is not difficult for mutual college students to communicate. At last but not least, they have more free time and energy to communicate, make friends or explore problems together.

It is reported that mutual college students have strong desires to communicate with each other and establish a profound friendship. For example, during the 13 days of the second Youth Olympic Games, young athletes from 201 NOC converged on Nanjing to compete in 28 different sports. In Olympic spirit, it was a melting pot of nationalities and cultures, and as rich and varied a sporting menu as you could ever hope to see.

The Chinese host city served up a feast, not just of sporting excitement, but of cultural educational experiences that are sure to remain etched in the memories of the 3800 teenagers who lit up the field of the play, not to mention all those around the world who followed the action.

In the Youth Olympic Games official website, we can see a large number of photos which were taken by both American and Chinese college students who laughed happily. At that time, it is common to see Chinese college students are showing the foreign visitors around in Nanjing or other cities in English.

Youth Olympic Games make everyone can share the sporting event, while promoting cultural exchanges, as the YOG are held in different countries and region, the field of culture exchange is also in migration. But we all know that YOG are held every four years. And not everyone can blend among them. So, more ways should be provided to promote mutual communication between college students.

China has a total of 2198 colleges and universities. Most of them provide students with foreign communication and cooperation platform. Of them, lots of platforms for American and Chinese college students to communicate with each other are provided. However, the platforms are not known to most students in some universities. That means the platforms are not taken full advantage.

We should make full use of the platforms and let more students to participate. On the platforms, we will not only talk about academic, but also chat on mutual daily life. We can also share values, create common interests, make friends or introduce one's hometown attractions. We would rather the platforms have a life than dead as a doornail.

There are also a few Sino-US joint schools. We can hold colorful activities to promote mutual communication such as summer camps or contest just like Bald Eagle and Panda. In summer camps, friendship can be built quickly, which is beneficial to mutual communication.

And in the contest, maybe we can't see each other but we can explore the same topic

online, which are not only good for studying but also beneficial to develop open mind.

The communication between American and Chinese college students have wide prospect.

It is reported that almost three million people are learning English all around the China, making up nearly a quarter of the population. A large number of students begin to learn English from primary school or medium school. Some experts predict, in a few years, the number of people learning English in China will be more than the total population of English countries. In 2009, Obama said that the second highest number of foreign students in the United States come from China.

As the same as Chinese, in 2009, it is said that the number of America students who study Chinese increase by 50 percent. Obama was pleased to announce that the United States would dramatically expand the number of their students who study in China to 100 000.

As the number of English and Chinese learner are increasing, it becomes easier to communicate for mutual college students. We can see that mutual communication is unstoppable.

For while China is an ancient nation, with a deeply culture, its rich cultural heritage impress American deeply, as well as the development of economy nowadays. It is reported that traveling to China and studying in China have become a popularity.

The United States, by comparison, is a young nation, whose culture is determined by many different immigrants who have come to their shore.

For both sides' colorful culture, mutual college students tend to communicate with each other and learn from each other with a tolerant and modest heart. Under that kind of mentality, mutual communication contributes to not only technology but also higher education and other fields.

Nowadays, there are kinds of robots with different abilities all around the world. But it is still a problem how robots can carry out cooperation of large, more complex tasks.

This is a major hot spot in international robot research direction—what is the “cloud” robot has to solve. 20 reporters learnt from universities of science and technology of China, the schools' robotics laboratory with Carnegie Mellon university robotics lab in the United States, make the first cloud robot joint experiment a success, which gets the highest China Open Technology Challenge Robot Cup Championship 2014.

According to introducing, since 2010, the team focused on the different technology side, respectively conducted on the sustainability of basic research.

The same as cooperation in technology, the “action learning MBA –China laboratory project cooperation” launched by both United States and China have held in Tsinghua University. Student union teams of six colleges and universities, including Massachusetts institute and Tsinghua University, diagnosed the enterprise management and consulting projects.

Though it is students' competition, but what they demonstrate are actual cases in order to provide the feasible consulting services of management. During 3 months cooperation, enterprises need to consult the project firstly and protocol the work scope, rate of progress, plan and so on. Then the team of college students will need to solve the difficult problems in research on the company.

"Laboratory in China" is not only a course in university but also provides a rare opportunity for enterprises and experts from all over the world to work together. And the enterprises can enjoy the world-class research services and solutions to problems of advice.

### Conclusion

There is no doubt that young people who are mostly studying in colleges or universities are the master of the future. No matter what is needed in physic or mental, college students are satisfying. And they have strong desire to communicate with each other. This is one of the best factors to promote mutual communication and cooperation.

In fact, almost every colleges or universities have their own platform, but only they are known to most of students can they are worthy to be. They can provide some opportunities for students who have desires and abilities of communication to study abroad. Banks can found a program providing college students with the student loan to study abroad.

Indeed, because mutual cooperation, both the United States and China are more prosperous and more secure. We have seen what is possible when we build upon our mutual interests and energy on the basis of mutual respect. And yet the success of that engagement depends upon understanding on sustaining an open dialogue or communication. It is believed that mutual communication and cooperation will lead to more and better achievements in high-tech programs, business and some other fields.

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## LANGUAGE LEARNING METHOD DIFFERENCES BETWEEN CHINESE AND AMERICAN CULTURE

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**Abstract:** The purpose of this paper is to tell the differences learning methods between Chinese and American culture. We should understand the difference between two kinds of culture, and understand the differences between the generated communication habits.

**Keywords:** language learning method, Chinese and American, culture, contrast

People in growing numbers are beginning to realize that language is power. Knowing a second language can give a person power. It opens door, and provide opportunities for unique experiences and success. But as to the learning methods, there are some differences between countries. Taking China and America for example, the differences are obvious and robust. This can help to provide future direction of how to promote successful language learning practices.

### 1. Internal Cause and External Cause

Chinese students take the language as a mission. American students take it as an interest so it could be more creative.

Chinese students are affected by the social altitude when deciding whether to learn a language or not. American students are affected by their personal ideas, they have the freedom to do anything they want to. Since they can do what works best for them.

In western culture, the relevant concept and "self" can be said to be basic, omnipresent. Westerners pay attention to individual interests, the pursuit of human rights, advocating freedom, democracy, personal interests above everything else, the independent development of favorable personality. And Chinese pay more attention to the collective interests, pay attention to personal interests to the interests of the collective. Education was when a conflict between personal and collective interests should be based on the collective interests mainly.

As we all know, America is highly open, so there are many foreigners, and it is convenient for American students to find a native speaker about the language and it will lead to the interest.

As to China, although we have the reform and opening-up policies, the middle and west of China don't have many foreigners. The students only have textbooks and lack the language atmosphere.

### 2. Family of Languages

Both of English and German are belong to The Germanic language. French, Spanish,

Italian and Portuguese are belonging to The Latin language. The Chinese belongs to The Sino-Tibetan language. As we all know, America have French region. So it will be a good factor for American students to master French, Spanish, etc. It is easy to learn other languages when they are in the same language family.

### 3. The Approach to Learn Voice

Chinese students can master standard pronunciation of American English by imitating VOA. As Li Yang the founder of Crazy English said, everything cannot afford to repeat. Li Yang Crazy English can be seen as a revolutionary action for Chinese to learn English. For it is a creative behavior to the traditional forms.

American students have sound organs which is differ from Chinese students. But they can still speak good Chinese as long as they have practiced enough. And Da Shan is a prominent representative.

### 4. Thinking Pattern

As we all know, the thought of both are different. Chinese students prefer to Roundabout thinking. American students prefer to linear thinking.

Only remember the Chinese meanings will do harm to Chinese students, so we promote to use English-English dictionary instead of English-Chinese dictionary. For American students, although the atmosphere in America can partly reduce this problem, coming to China is still a good option for them to learn Chinese.

Considering the difference of thinking mode, Western emphasizes on logical thinking ability, pay attention to rational thinking, they are more willing to start from the material world, logical thinking, and the relevance between things, explore and pursue the origin of the universe. Chinese like stand on the highest point of thinking, life out of reality, pay attention to the emotional, emphasizes the thinking of the value and meaning of life, in people, between human and nature, the relationship between soul and body are has a deeper thinking, emphasis on the emotional thinking or abstract thinking, exploring from things like emotional perspective, development and change of the pursuit of things.

### 5. Focusing

Chinese students prefer to learn the theoretical knowledge. Student will acquire theoretical knowledge about grammar.

American students prefer to learn the practical ability. For it will do help when they making foreign friends and going abroad.

In the process of learning the grammar focus on the use of various means in order to complete related sentences, organized, structured. As in English clauses is consistent, otherwise it is wrong. On the contrary because of the different ways of thinking, Chinese focusing on understanding, so in Chinese this is completely unnecessary.



## 6. Teaching and Learning

Much of the current debate over education surrounds the extent to which learning should be teacher-based or student-based. Which of the two should decide what should be learned? Comparing Western and Asian methods of learning it is generally true that Western methods are more student-centered, expecting students to discover things for themselves rather than relying on their teachers to tell them

In China, the curriculum and the importance of achieving good exam results tend to reinforce a more teacher-centered approach, as both teachers and students find the pressure of time leaves less opportunity for an exploration approach to learning.

Compared with the American college students, Chinese student's independent consciousness is poor, they have come to rely too much on system, schools, teachers and parents. This makes them lose the basis of individual freedom. It is also due to the lack of independent consciousness, Chinese students behave the performance in some aspects of Chinese and American college students compare is not difficult to see that in the learning attitude, the two students in learning concepts does exist great differences compared to passive. A teacher once found the differences between Chinese and American college students generally summarizes several points: on the attitude of learning, Chinese students will say You come to teach, and I come to learn is America students; on the responsibility of learning, The teacher is responsible in China, and American students is The student is responsible; in the learning method on China, student learning is Based on facts, and American student learning is Based on findings. These differences are the results of the study we observed. In the learning of concept, the Chinese students led to the understanding in this direction, the direction of understanding and further lead to the different method of studying. Thus we see that the students' learning concept is very important to the learning effect. Influence of "the whole learning process by the attitudes ". Therefore Chinese students first to solve such several conceptual problems:

- 1) To change the former learning attitude, Chinese students should learn to take responsibility in the responsibility of learning, change from passive learning to active learning;
- 2) To adjust the role of teachers and students look forward to. The teacher is not a nanny, the students were not children;
- 3) To establish learning goals, put the main point to the process of education for the purpose of improving quality education;
- 4) The competition consciousness. Of course, the concept of change is not accomplished at one stroke. This requires a process, need from the education system, educational ideas, teaching methods to adjust the full range, so as to adapt to the needs of modern education, to cultivate more talents for the country.

## 7. Creativity

In terms of attitudes to creativity there seems to be a reversal of priorities: young westerners making their boldest departures first and then gradually mastering the tradition; and young Chinese being almost inseparable from the tradition, but, over time, possibly evolving to a point equally original.

One way of summarizing the American position is to state that we value originality and independence more than the Chinese do. The contrast between our two cultures can also be seen in terms of the fears we both harbor. Chinese teachers are fearful that if skills are not acquired early, they may never be acquired; there is, on the other hand, no comparable hurry to promote creativity. American educators fear that unless creativity has been acquired early, it may never emerge; on the other hand, skills can be picked up later. However, I do not want to overstate my case. There is enormous creativity to be found in Chinese scientific, technological and artistic innovations past and present. And there is a danger of exaggerating creative breakthroughs in the west. When any innovation is examined closely, its reliance on previous achievements is all too apparent.

But assuming that the contrast I have developed is valid, and that the fostering of skills and creativity are both worthwhile goals, the important question becomes this, can we gather, from the Chinese and American extremes, a superior way to approach education, perhaps striking a better balance between the poles of creativity and basic skills?

## 8. The Expansion of Learning Language

Hollywood movies, such as Titanic, have a strong influence on Chinese teenagers. Chinese students are crazy about watching US TV series such as Friends.

American students are attracted by the famous Chinese kungfu, and Bruce Lee is a prominent representative. In June 1999, the TIMES voted Bruce Lee one of The Most Influential 100 People of the 20th century. They love delicious Chinese food such as Beijing roast duck. It is convenient for them to learn Chinese with the help of the Confucius Institute in America.

In the process of learning should improve the sensitivity to cultural differences, cultural awareness training, try to know more about the root of Western cultural differences and causes in, should actively absorb and integrate into the new cultural environment.

- 1) We should be studied western literature, to understand Western mindset from British and American novels, films and other foreign art, and our Chinese culture to compare differences in many aspects, at the same time, the "values" consciously applied to practice.
- 2) Life can be more use of the Internet, try to make foreign friends to send e-mail and other forms of communication, communication, faster to understand the culture of western countries, can also participate in the English party, English

corner and other forms of activities, create opportunities to deepen cultural knowledge application.

- 3) We should also pay attention to the daily process of learning the language, and found a Chinese and foreign cultural accumulation in different ways, such as learning methods were compared, such as in the treatment of praise, say hello, modesty, title, interest, hobbies and so on many aspects of the existence of disparity differences. When others praise, Westerners accept enthusiastically, Chinese people is more caution at the first conversation, Westerners like those away from the topic of privacy, and we are more willing to discuss some personal topic, to show concern for others, etc.

#### 9. Time Limit

Most Chinese students learn English for more than ten years. American students use short time to master a language. Most of them can master more than one foreign language.

#### 10. Malpractice

Although Chinese students can master theoretical knowledge, it will lead to situation which good at writing weak in speaking. We can't ignore the reality of dumb English: some students can get good marks but can't speak fluent English.

In America, these children have complete freedom to decide what they are good to learn and which lessons they will attend. If they wish they needed not attend any at all, it will lead to a bad situation. Most American students still have difficulties in the learning Chinese tones and do not have an outlet for assistance with learning.

### Conclusion

Taking all these factors into consideration, we may reasonably come to the conclusion that we should determine and study the differences between the countries as it regards foreign language learning, and absorb the strengths of both to facilitate and enhance language learning.

Learning methods are of vital importance to a people trying to learn a second language. The reasons behind learning a language can partly decide the result, but the methods can still have a strong influence on the result. Then we can see the strengths and weaknesses of methods utilized by Chinese and Americans. This can help to provide future direction of how to promote successful language learning practices.

In the face of the two cultures be totally different, we are unable to judge what kind of culture is more outstanding. We know Chinese pursuit of harmony, emphasizes the harmony between man and nature, the Western advocate science, emphasizes the conquest, exploration, no matter which kind of culture Each one has his good points., two kinds of culture gestates civilization in two language learning, we should understand the difference

between two kinds of culture, and to understand the differences between the generated communication habits. To remove the obstacles in learning, learn and correct use of the language, lay a better foundation for cross-cultural communication.

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## THE TRADITIONAL ARCHITECTURE IN AMERICA AND CHINA

**Zhaoying Yang**

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**Abstract:** With the development of mutual relationship in Sino-US, there are more and more people studying the differences of the two countries. Now, architecture is a hot topic which has brought so many foreigners to local countries and exerts a steadily broadening influence on mutual understanding and bilateral economy. Furthermore, at present, people are not satisfied to enjoy the natural scenery, but hope to understand the culture. That is why there are an increasing number of books studying architecture. For example, “Ten Books on Architecture”; “The culture and architecture”; “The penetration of cultural differences in Sino-western from the perception of the differences of architecture” and other books. This paper aims to popularize the general knowledge of architecture by showing some typical buildings in Chinese and western and to show the differences in architecture between Chinese and America, for example, the different choice of material, color and others. And it will also analyze the reasons, such as various geography, different faiths and culture.

**Keywords:** traditional architecture, difference, development, culture, faiths, concept

Recently, there is an urgent demand for a good communication between America and China. Amity between people holds the key to the sound relations between states. Tourism is a good way to improve mutual understanding between people and enhance mutual relationship, as a result of architecture is a comprehensive art and is the reflection of material civilization, spiritual civilization and national culture. That is one of the reasons of the flourishing of tourism. And now people expect the appreciation of more the local culture and history than environment, which calls us to know the orientation and beauty of the scenery. Besides, at the moment of passing on the essence of traditional culture, it is imperative to find a balanced point between traditional culture and contemporary culture. What's more, when there is an increase in environmental issues, it is imperative to popularize the concept of harmony which is distinct in the beauty of architecture of both countries. In my paper, first I will make a brief introduction of both countries' architecture. Then I will compare main elements of them, such as material, color, location, distribution religious elements and their ideas by showing some representative buildings, such as American Princeton University and Yale University, Beijing Hu tong, the Summer Palace and the Forbidden City.

### 1. A Brief Introduction of Architecture

Architecture is not a matter about buildings; it is the profession of designing buildings

and environments with consideration for their esthetic effect. The function of the architecture is clear. The primitive architecture, caves or other shelters our ancestors found or built were just for shelter. After hundreds years, with the improvement of people's living standard, people were not satisfied with the basic function, and they desire more spiritual satisfaction. At this moment, architecture is a reflection people's taste, status, the level of technology.

## 2. The Development of Chinese Traditional Architecture

Chinese traditional architecture has a long history. It can date back to primitive society. With time passing by, Chinese society changed a lot. Subsequently, there came many dynasties, Zhou, Qin and Han dynasty, the three kingdoms, Jin, Southern and Northern dynasty, Sui Tang dynasty, Song, Liao Yuan, then Ming and Qing dynasty. In this process, Chinese architecture developed a lot and formed its own style. There are four periods that Chinese traditional architecture develops at a high speed. First, in Qin and Han dynasty, Chinese traditional architecture forms its prototype which demonstrates the use of wood and Dou Gong. Then in Southern and Northern dynasty, Buddhism exploded in, as a result, there were an increasing number of temples, which manifests Buddhism penetrate into Chinese design concepts. Till Song dynasty the architectures were more delicate, they were an improvement of previous architectures. When it comes to Ming and Qing dynasty, Chinese architectures came in a mature status. Looking at architectures at that time, we can easily find there are so many magnificent architectures. The imperial tombs and gardens were all a representation of esthetics and culture.

## 3. The Development of American Traditional Architecture

American architecture derives from European architecture. In the early time, American architecture is a mixture of the architecture of so many European countries'. Until the Second World War, there were many personages of construction field immigrate to US, which contributes a lot to the development of American architecture. In the early 1990s, American found concrete and developed steel industry. It is at this time that America starts its own architectural history. Consequently, there was a boom in high-rises. The typical architectures are Willis tower in Chicago, The Chrysler building in New York, and The Empire State Building which remained a representative of New York.

## 4. The differences of traditional architecture of the two countries

### 1) Material

The Chinese choose wood as their main building material; it can be proved by there a large quantity of preserved architectures (temples, many other magnificent buildings), for example, the Summer Palace, the room of Forbidden City, the imperial gardens and other antique buildings. It is ubiquitous in Chinese traditional architecture; wooden windows and

crossbeams are universal in Chinese architecture. While in America, concrete and bricks are popular, wood is also used in American architectures. Their different geography and faiths are key factors of the difference of the material. In China, there are many wood but less clay and stone, while in America it is in contrast. And Chinese people advocate the concept of the harmony between people and nature. They regard wood as a creature, the choice of wood shows the values that they conveyed about nature. But in America, people believe in god, they think everything is made by god and should be controlled by god, so the choice of stone is an indication of the aspiration of reason.

## 2) Different Shapes

The differences of material depend on the differences of shapes, and different concepts also contribute to different structure of architecture. At first, the uses of stone in western buildings boost the development of lengthways and directly points to the sky. Then Chinese wooden buildings are based on Dou Gong, a system of brackets inserted between the top of a column and a crossbeam. "Under the eaves brackets, ridge eaves are decorated with patterns" is a very visual description of that. Chinese classical architecture of the roof is generally made in significant curve, the roof is higher than a steep slope, lower than the flat, then it will facilitate the storm drain, and it helps sunshine and ventilation. Moreover, it includes the formation of wing angle of flying mood. Though they are different in some way but one in common—symmetry or harmony. We can easily find that there are many plants, water and artificial rockery and other equipment surrounding the buildings. Chinese attach importance of harmony between nature and humanity and they regard symmetry as unity. The American focuses more on stability and the beauty of symmetry.

## 3) Different distributions

Chinese people value relations, so architectures are concentrated together and closed. Chinese architecture is a spatial pattern of closed groups, on the ground plane swing. China, regardless of the type of the construction, from residential to the palace, is almost always in one pattern, similar to the "courtyard" mode, which reflects the social structure in ancient China and the characteristic of patriarchal ideology and ethics system. We can see that from Beijing Hu tong and quadrangle dwellings. But American people are much private, so they prefer the architecture being located alone and open. In contrast with China, the West Building is open to the spatial pattern of single high-rise, we can rarely find architecture with a high wall, and the architecture is always equipped with vast lawn or woods. All in all, wideness is or openness is a deep impression that America architecture gives people. Furthermore, Chinese buildings prefer to locate in north and face south, while Americans do not have this tradition.

## 4) Colors

Chinese people like red and yellow best, they regard yellow as a sign of imperial power, good luck and peaceful festival, red as happiness and honors. As yellow is confined to imperial household, so most of the buildings are red, imperial buildings are yellow. What's

more, plain gray is also universal in common life. We can find that the house ordinary people lived is universally in this color. However, western prefer the natural color-white and gray, later in the color of concrete, for example, Princeton University and Yale University.

#### 5) Concepts

Chinese architects pay more attention to “Feng shui” (the location and its direction) five elements metals (metal, wood, water, fire and ground) and harmony. We can easily find that Chinese architectures are surrounded with many things in order to fulfill five elements metals. They respect the imperial power and believe God and Buddha, even a little afraid of that. They think God or Buddha would bless them so long as they sincerely believe them. American architectures attach importance on stability and want to control everything. The representatives of western architecture are palaces, tombs, temples and cathedrals, all of which are spiritual demand. Because they relate all unknowns to Gods, the buildings are always dimming, mysterious, depressing, dignified, holy and solemn in appearance, reflecting the design intent that religion is the dominance of people and the spirituality of worship of Gods.

#### Conclusion

Culture influences the form of architecture. Accordingly, Chinese architecture is the world’s only building system which mainly gives priority to the wooden structure, deeply reflecting the ethics, aesthetics, values and conception of nature of Chinese people. Based on cultural tradition, the main features of Chinese architecture include: emphasizing imperial supremacy and strict hierarchy ideas, specially paying attention to the combined beauty of groups; respecting for nature, and focusing on the high degree of coordination with nature; seeking for the beauty of neutralization, unassuming and connotation. American architectures are also a reflection of rigor, admiration for symmetry or harmony and reason.

They are all the reflection of local cultures. After the studies of architecture, we can weaken the cultural barriers, and boost the development of tourism. Besides, we can also combine the essence of the two cultures; Chinese Garden of Yan is exactly an example. This architecture is really a reflection of the beauty of the combination of Chinese and America architecture.

In a conclusion, there are many differences between the two countries’ architecture, but we can combine the essence of them, create a newly-combined architecture.

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## CHARMING LANGUAGE

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**Abstract:** Language as a communication tool is very important for human beings, it plays indispensable role in our life. The beginning of communication and cooperation between two countries cannot without the key of language. Without language, there is no communication, and thus cannot produce mutual understanding and trust. Moreover, all human communication and cooperation will be difficult to carry out. It is language that let communication and cooperation between the two countries become possible. And the functions and charms of language can let communication and cooperation between the two countries get into simplification. Therefore, in the process of development in Sino-US relations, we must attach importance to the role of language.

**Keywords:** language, culture, communication, cooperation, Sino-US

### 1. Introduction

Language reflects culture and embodies values. Different groups form different values after being infused with different culture, and the differences of values can affect the process and result of communication. Only through the language to reach a consensus on the concepts and ideas, can the communication and cooperation be guaranteed. Obviously, it plays a vital part in interpersonal communication and cooperation. In our life, the amazing charm of language is everywhere. Language is not only merely making the world voiced and colorful, but also giving life much delight and happiness. Language can change others and ourselves, what's more, the art of language can create the hope and miracles. For these factors, human beings should not ignore the existence of language, but rather maximize the infinite potential and strong power behind the language. Only with the idea to know and learn the language, will the development of human society be push forward. Meanwhile, it also promotes harmony and the situation of win-win among countries.

### 2. Language is the indispensable part in life

A scholar once evaluated language: language is ordinary as well as magical, it likes the air, people cannot live without air, neither does language. Moreover, Stalin who worked as soviet premier affirmed the importance of language, he once said, "no language, no production, society will collapse and be unable to survive." Language is of significance for our daily life. On one hand, we often use language to correctly express our needs, to plainly express our affection, and to vividly express our thoughts. On the other hand, language is a bond that link social members. No language, human beings cannot communicate. It also may lead to the interpersonal decentralization until have any communication around each

other. Finally, it will be ending with social collapse. In short, no language, life is a soup without salt.

### 3. The charm of language is endless

There is a Chinese proverb: "Good one warm for three winters, taunting June cold." It means that a good word makes people warm like a fire in the cold winter, while a bad one hurts people seriously just like snowing in the summer. This sentence explicitly delivers the fact that the charm of language is diversified. In real life, in all kinds of different situations, language shows its charms all the time. For instance: the humorous and amusing language can melt embarrassing and close the distance when in the communication especially talking with strangers; the warm and enthusiastic language can let someone off the hook and move in heart; the cordial and apologetic language can resolve conflicts and avoid violence when the conflict happens; the sincere and wholehearted language can create happiness and sweet when express one's love. However, the aloof and cold language sends a chill to one's heart, and the sarcastic and sardonic language makes one ashamed and depressed. The above instances indicated that, harmony, happy, moved, encouragement, succeed and conflict, sadness, pain, shame, depression all come from the language. In a word, the different language styles make people have different emotional experiences, cause different effects (positive and negative) and different results. The charm of language has no limit.

### 4. Language is the fundamental guarantee for fluent communication

Language is an integral part of culture, is the main form of cultural communication. People can master the cultural knowledge of human society only by language. During the communication between people, Language as a drive facilitates the understanding of the communicative parties. With the gradually quick course of the economic globalization, it springs up much interaction activities among countries. However, the differences including cultural background, ideology, lifestyle and so on, bring about the barrier especially mutual understanding and trust in the process of communication. Just as Moliere said, "Language is a tool for given human thought." In conclusion, only by understanding more cultural content deeply such as different national culture, thought patterns, social values between countries, can the communication become more fluent. On the contrary, when the process of communication has any language, what would happen? Unquestionably, the two parties will face an embarrassing situation that can not comprehend what views and ideas do the two parties want to express, and end with failure. To sum up, language really is the fundamental guarantee for fluent communication.

### 5. Language is the bridge of friendly cooperation

In fact, the formation of cooperation builds on many factors, especially mutual

understanding and trust. Understanding is the base, and trust is the precondition in the course of cooperation. So, the question is: how to achieve the objective which understand each other, and consequently, have trust? Undoubtedly, the effective and only way is language! Language reflects culture as well as embodies values. It makes the cooperation of both sides understand each other; Furthermore, utilizing the language of charms and appeals leads to trusting relationship. Finally, to return the thesis, what is bridge? What its implied meaning is that the thing which plays a major role. Distinctly, as a bridge, language is very critical for cooperation of nations.

#### 6. Language situates a crucial position in Sino-US friendly relations

A friendship between two countries is generated from what learning and understanding the contents such as national culture, social attitudes to resonate with each other, so that develop into friendship. Language as a carrier of cultural connotations does a special task that transmits culture. So, the establishment of Sino-US friendship cannot be short of the important medium of language. How to develop a close and friendly relationship? The key factors are the communication and cooperation between the two sides. Who plays a major role to promote the communication and cooperation among countries? Without a doubt, it is language. The powerful social function (the transmission of information and interpersonal interaction) and thinking of language speed up the process of communication and cooperation, and that language is the largest and critical for deepening friendly cooperation between countries. According to the analyses above, the development of Sino-US friendly relation can't lack language. Sino-US communication and cooperation need the participation of language, because it produces the relationship between China and United States.

Individually, there is no language, people would not become social person and must be biological person who do not know how to express idea and has no communication with others. Language creates the image of rich connotation for person. In large part, human activities all depend on language which puts the individual and society where he lives in together. On the whole, language plays an important role in the process of development of human society. Language is not only a tool for every social member, and if someone master it means that he can belong to the special group. If China and America want to form such a group which has common awareness and interests, we must understand the importance of language interoperability. So as young adults of the new era, we should value the language; As the inheritors of Sino-US friendly relationship and its culture, we should actively learn about language between the parties to take the development of Sino-US relationship to a new level.

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# THE EFFECT OF AMERICAN STREET CULTURE ON CHINESE COLLEGE STUDENTS

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**Abstract:** The effect of American street culture on Chinese college students is profound and deep and the paper has found its features and gives briefly introduction of the effects. World outlook and the values of Chinese college students are established in the tide of globalization and there is no doubt that college students' though have been affected by culture of all over the world. Obviously, it has both positive and negative impacts. What we should do is to hold the dialectic and comprehensive attitude toward the effects.

## 1. Introduction

### 1) The Motivation of the Thesis

In the promotion of the reform and opening up and the globalization, China's development of economy and technology continues. At the same time, the influence from all over the world on Chinese culture is enlarging, especially the impact on the Chinese college students.

As everyone knows the most powerful nation in the world, America, has rich and colorful cultural forms. Particularly the street culture which originates from America for almost half a century ago now has become a trend in the world. Since American street culture came into China, it has aroused the sympathy on Chinese college students and it enriches the Chinese campus culture and promote the comprehensive development of Chinese college students. At the same time, some of students have a feeling of worship of American culture and the thought of westernization is popular with Chinese college students.

### 2) The Purpose of the Thesis

The purpose of this paper is to explore American street culture's essence through the diversity and to show its influence on Chinese college students, so that the paper can help the Chinese students to take the street culture correctly. Briefly speaking, this paper can help Chinese college students have a better understanding of American street culture so that they can know how to deal with the influence of the street culture. And select the essence and discard the dross of the American street culture. Only Chinese students have a correct knowledge of American street culture, the two countries' people can understand each other in international communication about1 economy, technology, culture and so on.

### 3) The Significance of the Thesis

Nowadays, American street culture with its features of fashion, avant-garde fashion and guiding the trend, has been accepted by young people who shape their own values gradually. This paper which studies the characteristics of American street culture analyzes

influence on Chinese college students and gives rational suggestions for dealing with American street culture.

## 2. American Street Culture

### 1) The Brief Introduction to American Street Culture

Street Culture is a new culture from America, which is rich and contains lots of elements, such as street-dancing, dress, graffiti, skateboard, hip-hop, street-ball, bicycle stunt and so on. In other words, it is the combination of art, music and sport. Originally, street culture was used as a carrier by African-American to convey their dissatisfaction with the social gap between rich and poor, their satire of political and social life and their defiance for so-called authority and mainstream. Now it is used for expressing the abilities of young people.

### 2) Features Reflected in American Street Culture

#### Individualism

Individualism is the core of American values which mainly embodies three aspects, individual freedom, unconventionality and hero worship. People respect their personal space, emphasize the individual rights and personal struggles and attach great importance to the self-control and self-development. They also oppose to the authority and any illegal forms control on personal force, especially opposing the state control over person unnecessarily. In American street culture, skateboard, street-dancing and street-ball can best reflect the individualism. In America, young people do not like conformism, but they always try to present themselves in different ways and try to do things that are such special and difficult as street-dancing, skateboard and so on. They do things just for themselves.

#### Popularity

The American street culture has extensive admirers most of whom are ordinary people and a significant number of college students pursue them. The American street culture has unrestricted access to ordinary people and it has no requirement for people of taking part in the sports. Also sports are not limited by the space and almost do not have rules requirement, so they become a trend of fashion. In colleges and universities, in spare time, students have not so many entertainments, however, when American sports came into Chinese campus, they attract students who are addicted in the sports and quickly have many admirers.

#### Adventure and challenge

An old English proverb, in America, says that nothing ventured, nothing gained. In other words, coward can never be success. So young people like to adventure and try to challenge authorities and great difficult things. The movement of street-dancing, street-ball and skateboard looks like casual and simple but the various parts of the coordinated action is difficult to play. Without training for a long time, players are unable to complete the exaggerated movements, passionate performances and unable to infect their audiences.

## Innovation

Students like to do different things and want to express themselves in different ways. So innovation is the nature of students. At this time, the street sports need players to innovate, so it becomes popular. The movements of sports do not have a strict regulation which provides players more room to create and imagine their own actions. As long as the performance is fluent, can express the theme and achieve the desired effect which means the program is a success. In a way, it aspires the innovation of college students.

### 3. The impact of American Street Culture on Chinese College Students

#### 1) The Positive Aspects

##### Enriching the college students' cultural life

The spread of American street culture in China has enriched the cultural life of college students and gives college students infinite vitality in their sports enthusiasm. Sports are not only a way to stay healthy, but also give a person with a great deal of help on physical and mental. First they can help you improve you stamina. As is known to all of us, the most precious spirit about sports is perseverance which can help us face difficulties and hardships in the future and benefit our personalities and characters. Secondly, the sports which make introverts easy to get along with can increase the communications among people, also strengthen the communication, which makes hearts closer and easier to create a healthy life. In the end, a good health is the key of revolution.

##### Creating a Healthy and Lively, Positive Atmosphere of Campus Culture

Extracurricular activities which are the important form of the quality education for students have positive impact to students that combines recreation, health care, intellection and practice. In colleges and universities, street-dancing, street-ball and skateboarding can be seen in the spring festival party, New Year's evening party, culture and art festival, the weekend party, various fitness clubs and almost everywhere. Every time when such programs are performed with strong rhythm and dynamic Hip-Hop music, there will be a wild scream and absolutely warm atmospheres from audiences because players' performances are amazing and aspiring. When they perform, they are addicted in the sports as if they are entertaining at their own world. The free style and rapidly changing body movements convey their youthful passion and absolutely release themselves. It is the free and passionate elements that attract the uncomplicated and passionate college students.

##### Stimulating Their Ability of Innovation, Enhancing Their Self-Confidence

Street-dancing, street-ball and skateboarding are not like other sports that need prescriptive stage which can be played anywhere and anytime. Expressing oneself freely is a feature of the street sports because players accumulate a lot of body language when they practice. Moreover, players show their abilities and individualism through the action of innovation. So, for players, having more free thought meaning having rich creativity, if they



have rich creativity, they can have more amazing actions than others. They also need to cooperate with others when they perform. Thereof, the competition, freedom and corporation are united together and, to a certain degree, help players cultivate their organized and management ability, social ability and creativity. And also help them realize their self-worth and exert their potential ability.

As a result, it not only stimulates the students' ability of innovation, but also strengthens the self-confidence of students.

## 2) The Negative Aspects

The spread of American street culture in China affects college students' view of the world, the outlook on life and values, especially the advent of the individualism which has extensive and profound influence on Chinese college students. Of course, there are some positive impacts such as the strengthening of the creativity, independence and so on. But its negative aspects should not be ignored, in contrast, should be paid much attentions.

### The Abating of Collectivism

With the augmentation of the college students' self-consciousness, their sense of self-independence is enlarged which lead to their ignoring the collectivism. They believe that the pursuing of personal interests, emphasizing self-awareness and self-independence are what they should do. Under the effect of individualism, some students put personal interests above the collective interests, sometimes they even pursue the personal rights at the expense of collective interests. This is the reason why Chinese college students' collectivism abates.

### The Pursuing of Self-Enjoyment

Individualism is the mainstream ideology of the capitalist society, also it is the marked feature of American street culture. It reflects the capitalist society's features such as the struggling of power, weak sense of responsibilities and the pursuit of material enjoyment. The wide spread of American street culture and its profound influence make the change of Chinese college students' ideas. They consider people to live is to seek the material enjoyments, personal satisfaction and personal interests. Students also believe that life is too short and they should enjoy themselves which make them indulge in a variety of recreation activities and evade the responsibilities. Actually, the effect of American street culture on Chinese college students is not ideological culture, but a lot of unconscious culture such as music, sports and arts. The paper finds there are many roller skating clubs in college campus and the dressing style of students has changed gradually. They begin to wear cool and loose shorts, skateboard shoes and some T-shirts with English characters which are popular among students. Such phenomenon is force to have a kind of cultural meanings and becomes the symbol of an ideal lifestyle. For, example, American street culture stretches out a serious of brands such as Nike, New Balance, Converse and so on, which become the symbol of youth and lively campus culture. According to some students, wearing such brands, they will be close to the high-end culture and their qualities will be

different. Actually, this is a kind of values distorted and foreign culture is embellished by domestic college students. What have been mentioned above causes the students blindly pursue famous brands and indulge themselves in self-enjoyment. As said, such phenomenon bearing the American street culture has strong cultural implication which can affect students' ideas gradually.

#### The Causing of Psychological Illness of Students

The American street artists often perform in public place and ignore the existence of the law and regulations which hinder the social orders. For instance, graffiti that is used to release oneself is one of the American street culture. In order to express their ideas and though, some youths pick up spray paints scrawling on the wall and overlook the environment problems. Once hunted by polices, they would take up things running away at once. In domestic students' opinions, they will not do things like that. However, out of curiosity, a lot of students imitate American youths who are regarded idols by domestic students, but under the effect of Chinese traditional culture, they cannot release themselves completely. Also it is hard for them to open their mind facing up foreign culture. Such ambivalent ideas cause the psychological illness on students.

#### 4. Suggestions for Treating American Street Culture

World outlook and the values of the contemporary Chinese college students are established in the situation of globalization and there is no doubt that contemporary intellectuals and college students' though have been affected by culture of all over the world. Obviously, it has both positive and negative impacts. What we should do is to hold the dialectic and comprehensive attitude toward the effect.

##### 1) Select the Essence and Discard the Dross of the American Street Culture

The American street culture is the product of the historical development of capitalism which inevitably contains a great deal of rotten culture, but there also have much excellent culture. So, a dialectical attitude should be taken toward American street culture. That is to say we should critically absorb the essence of American street culture and discard the dross such as the extremely individualism, self-enjoyment and so on. At the same time, digesting and assimilating the essence of American street culture are most important part.

##### 2) Integrating American Street Culture into Chinese Culture

In terms of culture, it is important to learn and communicate with other countries' culture, especially in the world of globalization and information. When we learn and understand our owner culture, we also need to study other culture which is vital way to keep our head clear in the process of globalization. Therefore, we should learn the essence of American street culture and combine it with Chinese culture. It is a good way to follow the world trend and promote our owner development.

##### 3) Cultivating a strong will

Strong will means a person's decisiveness, persistence, self-control, bravery and

independent spirit which can be reflected in the process of overcoming difficulties and also be cultivated in the process of overcoming difficulties. If students have a strong will, they can shape their good characteristics such as persistence and determination and college students can supply the quality into their daily study, life and work, so they can face the negative effects of American street culture confidently and not be affected by them because they have a strong will.

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## REVIEW ON FORREST GUMP

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I've never met anyone like Forrest Gump in a movie before, and for that matter I've never seen a movie quite like "Forrest Gump." Any attempt to describe him will risk making the movie seem more conventional than it is, but let me try. It's a comedy, I guess. Or maybe a drama. Or a dream.

The screenplay by Eric Roth has the complexity of modern fiction, not the formulas of modern movies. Its hero, played by Tom Hanks, is a thoroughly decent man with an IQ of 75, who manages between the 1950s and the 1980s to become involved in every major event in American history. And he survives them all with only honesty and niceness as his shields.

And yet this is not a heartwarming story about a mentally retarded man. That cubbyhole is much too small and limiting for Forrest Gump. The movie is more of a meditation on our times, as seen through the eyes of a man who lacks cynicism and takes things for exactly what they are. Watch him carefully and you will understand why some people are criticized for being "too clever by half". Forrest is clever by just exactly enough.

Tom Hanks may be the only actor who could have played the role.

I can't think of anyone else as Gump, after seeing how Hanks makes him into a person so dignified, so straight-ahead. The performance is a breathtaking balancing act between comedy and sadness, in a story rich in big laughs and quiet truths.

Forrest is born to an Alabama boardinghouse owner (Sally Field) who tries to correct his posture by making him wear braces, but who never criticizes his mind. When Forrest is called "stupid", his mother tells him, "Stupid is as stupid does", and Forrest turns out to be incapable of doing anything less than profound. Also, when the braces finally fall from his legs, it turns out he can run like the wind.

That's how he gets a college football scholarship, in a life story that eventually becomes a running gag about his good luck. Gump the football hero becomes Gump the Medal of Honor winner in Vietnam, and then Gump the Ping-Pong champion, Gump the shrimp boat captain, Gump the millionaire stockholder (he gets shares in a new "fruit company" named Apple Computer), and Gump the man who runs across America and then retraces his steps.

It could be argued that with his IQ of 75 Forrest does not quite understand everything that happens to him. Not so. He understands everything he needs to know, and the rest, the movie suggests, is just surplus. He even understands everything that's important about love, although Jenny, the girl he falls in love with in grade school and never falls out of love with, tells him, "Forrest, you don't know what love is." She is a stripper by that time.

The movie is ingenious in taking Forrest on his tour of recent American history. The director, Robert Zemeckis, is experienced with the magic that special effects can do (his credits include the "Back to the Future" movies and "Who Framed Roger Rabbit"), and here he uses computerized visual legerdemain to place Gump in historic situations with actual people.

Forrest stands next to the schoolhouse door with George Wallace, he teaches Elvis how to swivel his hips, he visits the White House three times, he's on the Dick Cavett show with John Lennon, and in a sequence that will have you rubbing your eyes with its realism, he addresses a Vietnam-era peace rally on the Mall in Washington. Special effects are also used in creating the character of Forrest's Vietnam friend Lt. Dan (Gary Sinise), a Ron Kovic type who quite convincingly loses his legs.

Using carefully selected TV clips and dubbed voices, Zemeckis is able to create some hilarious moments, as when LBJ examines the wound in what Forrest describes as "my butt-ox." And the biggest laugh in the movie comes after Nixon inquires where Forrest is staying in Washington, and then recommends the Watergate. (That's not the laugh, just the setup.) As Forrest's life becomes a guided tour of straight-arrow America, Jenny (played by Robin Wright) goes on a parallel tour of the counterculture. She goes to California, of course, and drops out, tunes in, and turns on. She's into psychedelics and flower power, antiwar rallies and love-ins, drugs and needles. Eventually it becomes clear that between them Forrest and Jenny have covered all of the landmarks of our recent cultural history, and the accommodation they arrive at in the end is like a dream of reconciliation for our society. What a magical movie.

## STARS MAKE DAY DAY UP POPULAR

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**Abstract:** In the 21st century, the public media is the major tool for us to know about the science, the news, and even the world. TV show is the most common way for us to keep pace with the outside. And the star is one of the most important parts to play a virtual role in the TV show. They have some impact on the show even society. In the paper, I study the good influence of the star on the show. Through four statements, I will display why the star build a positive example and encourage the new generation to be wise. In the end, after the deeply thinking, the new adult will have a fully faith to learn to be excellent.

**Keywords:** star, TV show, impact, the New Generation

It is a truth that the stuff who works on the entertainment industry has a very subtle sense of fashion in order to hold the spectator eyesight. Nowadays adult who are born after 1990s are the newly dominant energy in China. Therefore, what attracts them and what they would like to know have aroused the public media people concern. Owing to the 1990s generation are fond of entertainment and take a shine to stars; and as the public figures, it is commonly believed that the stars are stunning, their reputation are good, therefore they have the magic to attract many fans. In the wake of that, the clever TV show producers are trying to get more audience attention by inviting celebrities. What's more, the development of science and technology provides the advantage for adult to chase program making use of the Internet. So it is easy to know about the stars. It is not precious any more to see the stars talking about their interesting life, chatting with the partners about their friends or family, and displaying their real personalities. All of these make stars to be lifelike, and please the 1990s generation taste.

Patrick Philip explains the definition of star form 4 points: 1. Star are also the common people 2. Stars are professional role players on their own stage 3. Stars are wearing mask 4. Star is a brand. Related to that theory, I will show why the stars make Day Day Up be popular in 4 items. In the end, I will conclude the good information form the star inner factors and outer factors for the new adult.

1. Stars are as common as us.

As a little child, I had thought that the famous stars were living in the gorgeous houses, which were like the castle in the fairy tales, those houses were in my imagination. Now I notice the real example in the Day Day Up TV show; the stars are as common as us.

1) The group of host is common people.

In the hosts, there is a soul-stirring hero, whose name is Odi. God may play a trick on him. When he is young, he is a happy boy because his father is a business man with a big company. But, when he is going to be a college student, his father's firm goes bankrupt, even gets a lot of debts. Odi is subject to the money to drop out from the university. He has to earn money for his father's debts. Later, he works in the pub as a singer. Now he is a famous host in China. His story tells us that every star is a common people to meet problem.

2) The guests are common people.

Recently, the Chopsticks Brothers have joined in the show. One of them talks about his life. He says, "After graduation, like many other people who have dreams, I am also passionate to have my own successful career. But in the end, I'm failed. I run off my business. During the hardest time, I just eat instant noodle for the only meal every day ...every one could have suffered from his thorny experience. And no one can be the luckier all the time. Everyone needs to deal with the problem in the process of growth. The stars are not different, we are the common guys".

Just like us, the stars are the common people; they have the same experience as us. So we are equal. We also can be the stars.

2. Stars are professional role players, they are just workers.

Everyone is a worker in his position. He may be a student, a teacher, a manger, a singer, a dancer etc. All of these guys are professional actors, acting as a serious man. As I have discussed, famous hosts and guests are common people, on the stage, during their job time, they are professional actors to act perfectly, the hosts need to ensure the game to go on fluently and the guests need to coordinate with the stuff to complete the script written by the editor, which are their mission.

1) Star hosts are professional.

A good host should keep it in his mind that he is not only a host but also the master of the stage. It is the first time to use the idea of the idol group host to control a program. And there is a singer who is not a professional host ever in this five member's team, Ensheng Jin. As a talented and well-known singer, he holds many crazy fans before he becomes the host of the show. But, when he is on the stage, he knows that he is one of the masters. Once a time, the audience had requested Jin to dance with a female guest. As a non-experienced host, he was nervous and shy. Instead of giving up, he tried his best to cooperate with the guest to end the requirement for the fluency of the show. I think he is a professional worker and serious about his work.

2) Guests are professional.

If you were to apply a position, you would have knowledge of its company. With the preparation work, you will behave more confident during the interview, and you will give a good impression on the employer. The employer will think you are professional, and the

good impression will help you to get others' care. This principle is also suitable for the stars to acquire much fans love. On June, 27, 2014, the Korean team CNBLUE comes to China to take part in Day Day Up show. Despite they are Korea people, in order to make a good impression on the audience, and also be the perfect man in their fans heart; they read the Chinese book and see the Chinese movies to know about Chinese culture. When the hosts answer them question, their actions are so cool, and their fans give applaud to them. The fans are totally fascinated in their idols. Even you are an outstanding person, you should be careful of your job, and be modest to be a more successful one.

### 3. The stars are wearing mask.

As I have said, the stars are common people, they are professional actors. And you can guess that the hosts have their own charming, their own distinctive characters. And I can image that anyone who are talent and have his own special advantages may be the stunning star. The talents are the stars living around us.

#### 1) The host has his unique characters to catch the slight of the audience.

Wang Han, who has been worked as a host nearly 20 years, is one of the investors of the TV talk show. On the one hand, he, a gentleman, is very interested in traditional Chinese culture, and he has created some meaningful views in his show. Particularly, he is famous for his Confucian scholar temperament. On the stage, he is the leader, the listener, even the teacher. When the stars meet some problem, he would comfort the star patiently. On the other hand, he is a mean man when they play the games because the loser will be punished. His unique characters are adored by many youth.

#### 2) Every talented people are able to be a star.

Why only this program can be the most popular show among the young adults? It is the idea of the show that attracts many young people. As a young man, everyone has a dream to be a star, to be the focus in the other people eyesight. Here I will explain an example. Qingwang Ma, a man who lives in Hebei province, has a great traditional skill to make the animal model with sugar. He makes 12 models in several minutes in June, 2014 in the show. When he finishes his perform, all the people in the studio are surprised by his great behavior. Actually, in the daily life, he is just the father of his children, the husband of his wife. It is his great skill that makes him successful and let him well known. The mind that every one can be an excellent star by your talent and your intellect is convinced. Let us believe that a talent person can be famous by his hardworking. Although you are a common people, once you have the ability to make you unique, you would be a well-known star. Everyone can be a star in the future. It is no longer a dream. The stars are also unique; we would take them as example to be such kind people.

### 4. Star is a brand makes the show pop.

If the TV producers want to grab the viewer attention, it is necessary to invite some



stars to participate. As the pop stars have a great majority fans, they are the brands, they can let the show heated, and they will lead to many topics on Weibo, which is the most popular chat internet in China. Moreover, the stars have other famous friends, and the producer will take fully advantage of their friendship to increase the attention. If there are some heated topics about the guest friends, the host will catch the opportunity to indicate the star to give some personal comment about the problem; therefore the program will give out the first-hand news about the heated topic. And the show will be a pop brand; as a result, the people who care about the latest topics would keen on watching the program.

1) Good hosts have a fix number fans to see their show.

The Day Day Brothers host group is the first idol host group, which includes five people. Their humor host style fits the young taste. As a new generation, they are keen on fashion. For example, we adults are obsessed with the latest Internet pop word. If you chat with us about the things we all infatuated, we will feel that you are fashion as us. So we will have the same topic which we all know and interested in to talk about. The smart hosts would like to talk about the pop words even some heated TV series dramas both Chinese and overseas in the show. We love the pop symbols. They are the brands.

2) Their wearing and accessories symbolize a brand.

Because of the heated Korean TV series dramas, the beautiful Korean style clothes are sold very well in China. People who wear those clothes are regarded as the avant-courier. The stars who wear the wonderful attire will grab the slight of the fans and the audience. Sometimes the make-up team would like to dress the stars with very fashion garment and accessory. It will let us think that the show is very advanced. In consequence, many fashion people will notice the show, and the program will be popular. A well-knowledge person can be a famous brand.

### Conclusion

Why the show is popular? As for me, a 1990s adult, it is obvious. On the one hand, the inner factors: firstly, the hosts and the guests are common people, which lets us equal, we also can be the charming star; secondly, the hosts and guests are just actors, which teaches us that modest makes you more successful; thirdly, they are exhibiting the concept that every talented common people can be the celebrities, which inspires us to be a talented person. On the other hand, the outer factors: if you were a successful man, you would help the show be popular, you would be the master of the age. It inspires us that don't be willing to be a common people; you should equip yourself with knowledge or ability to be a successful man. The new generation, young adult, let's make our life be meaningful and totally wonderful just like the stunning stars.

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## THE INSPIRATION GAINED FROM AMERICAN MOVIES

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**Abstract:** Movies have always been the quintessence of people's life. When we see qualified movies, those movies left great impressions on us. They are something that is more than movies themselves, what's more, they are the values within them. The goal is to find something deeper within the movies. Discussing the values delivered by the movies will be quite beneficial when talking about how we Chinese college students should tackle with our own lives especially when we are in blue or in trouble and what inspiration should we get from movies.

**Keywords:** movies, values, Chinese college students, tackling with life

### 1. Introduction

For decades, the United States has been the center of film industry. With the great success gained worldwide, American movies win a large box office returns, furthermore, as a kind of culture, they also show their values to the world. For the early period of American movies, there appeared many well-known super heroes like superman, batman and so on. Recently, American movies put more emphasis on common characters, which makes American movies more meaningful to all of us. Sometimes we believe that our fixed thoughts and opinions must be right whereas they could be the opposite. Since 1990s, there have been a large amount of work focusing on common people, for example The Forest Gump is a very representative movie. It tells audience a story that a defective man can still achieve his success if he keeps running to his goal. This movie does not only set a character namely Gump for its audience but also warm everyone ever watching it. That is the connotation of the movies. Today we Chinese college students are faced with a lot of things. Whenever we feel stressful and under pressure, we may prefer to enjoy a good movie, to forget annoyers or to escape from reality for a while. So can we learn anything from the healer that we turn to? Well my answer is definitely yes.

### 2. The Worst Guy can Do the Best Thing

Normally we like to divide people into different types and label each kind with our fixed opinions spontaneously. We believe that certain kind of people will do certain kind of things but actually this concept is not right. The film Leon is the very movie representing this.

The film told us Leon's identity from the very beginning. The man behind the sunglasses, agile and vicious, was a well-performed killer. This was his career. Leon's life

was simple and even plain, like a craftsman, going out early and coming back late, striving for his survival. Killing people, watering the plant, drinking the milk sleeping seated on the couch with a gun was what's named life for him. He completed his task without any mercy and failure. Anyone could feel a strong power from him, a kind of dark power. He hid himself in the dark, maintaining his power to take away whomever on his list. As God of death, he could be anywhere, above the building, near the cafe, proving the weakness of lives. After accomplishing a task clearly and quickly, he came back home, taking a shower, having a glass of milk. That moment sold him out for exposing his every exhaustion and helplessness but no guilt. He was a killer, a cruel one. Nobody would like to relate him to the word kindness. Later Mathilda showed up, then everything was changed since that moment. Leon's career as a killer ended when a slaughter took place in Mathilda's home. She begged for Leon to open the door. For the first time, Leon was close to kindness. Leon's life became totally different. He started to laugh. He had love now.

However, to a killer, love was not what he was supposed to have. Once he had it, he had Achilles' heel as well. Otherwise he would not have got hurt during his job because he was thinking of someone else. Besides Mathilda, the only thing that was connected to him was that plant. He took care of it just like it's his own life, a friend he would never turn his back on. But just as the impression the plant left on us, his fate was destined to be miserable.

For revenge, Leon took Mathilda how to use guns, but to protect her, he freed her from everything of that. In the last tug of war, Leon seized every opportunity to fight against enemies, to bring Mathilda to safety. Just when the audience thought that they'd make it, behind Leon was a shot. Leon fell down. The bright outside strongly contradicted the bloody inside. The one last step teared two people apart forever. He finally failed to escape from his fate. However even he knew he would not live, he still chose to be Mathilda's protector. The last minute, he pulled the trigger, sending the evil guy to the hell, at the price of his own life. Now Leon is no longer a evil killer, he is a gentle, selfless protector, far from what he was at first 10 minutes of the movie. Isn't this strange that only a few time latter we changed our attitude towards him. The guy with no mercy tried every effort even sacrificed himself to save a girl. This contrast makes this ending more hurting. Outside the movie, there came along with Sting's song:

*He deals the cards as a meditation  
And those he plays never suspect  
He doesn't play for the money he wins  
He doeskin play for respect  
He deals the cards to find the answer  
The sacred geometry of chance  
The hidden law of a probable outcome  
The numbers lead a dance*

*I know that the spades are the swords of a soldier  
I know that the clubs are weapons of war  
I know that diamonds mean money for this art  
But that's not the shape of my heart*

So that is how it is, everyone has a heart; every heart has a shape even when it is from a not so good person on the surface. The worst guy can do the best thing sometimes.

### 3. Save Oneself Save Others Even I Am not Strong

When it comes to saving people, the first image coming into our minds is a super hero, using his power to rescue innocent folks from disaster. We never regard ourselves as heroes because we do not even believe we can help ourselves not to mention help others. Why? Because we are too common too small and too weak, the voice inside us replies. However the movie frozen tells us a different story.

Frozen, as one of the bestseller movie, won good reputation from all over the world. However what has impressed me the most is not the fibulas image but the end of the movie. Just as all the audience believed that Hans could be Anna's true love, it turned out that Hans was actually after Anna's status. Then we audience started to give our faith in it that Christopher must be Anna's true love kiss giver and the one who would eventually save her by thawing Anna 's frozen heart. Well we audience made it to get the identity of Anna's true love, but on the issue of who save Anna, we all were wrong. The one who managed to save Anna was Anna herself. It's so ironic. Take a look at the two main characters of the film Frozen, the beautiful elegant reasonable and powerful Elsa, the other one Anna less charming less mature not powerful at all. If Elsa is a queen then Anna is barely a princess. She is so young that she can not even be able to protect herself. But to our surprise, she finally became the one who saved everything and everyone including her sister and herself at the risk of sacrificing her life. When Christopher was just several meters away from her, she saw Hans was about to kill her sister. She hesitated for a short while, then she picked Elsa over herself even when her life was so easy to be rescued. Compared with Elsa, Anna is so common that she is so easy to be ignored. However such weak girl became the heroine.

### 4. Cherish What We Have Now, That Is The Way Life Is

I remember when we were little kids, we were always taught that as long as we put our hearts into one thing we would finally make it. Is this true? Well, sometimes, it doesn't turn to be what we want it to be. In fact in most of times, it will not go as what we planed. In the yea of 2010, the movie up narrated a heart-broken story that all the efforts could be all in vein.

Carl and Ellie, one was quite shy while the other was outgoing, but they had one thing in common. They both were lonely. Then they got together, got married. It seemed that two lovely and kind people were finally going to live a complete, delighted life. However, fate

fooled them again. Ellie was not going to have children because of her physical problems. Not being able to have children led Ellie to deep depression. Her health became poorer and thanks to this, Ellie's lifetime dream could not be realized as well. She had to move by wheelchair not to mention to go to South America and to reach Paradise Fall. After Ellie's death, Carl determined to fulfill their lifetime dream for Carl. With a house of balloons and their dream, Carl set off for South America. Everything was going as Carl's plan with only one exception - Russle, a boy who was chasing after his own goal, to be an advanced explorer. If he managed to be the advanced explorer, his father perhaps his father would come to him. In this case, a strange 2-man group formed. During their journey, they met a rare bird - Kevin, a dog that could talk and Carl's childhood idol who at last was planning to kill them for the bird. In the movie, it seems that no one got what he wanted. Ellie did not have a kid, Carl failed to fulfill Ellie's dream, Russle's father disappointed Russle again by being a no-show. This is absolutely not a happy ending. However we did not feel sad or upset after the movie. Why? I suppose the movie replies the question itself. After everything they had been through, whether they achieved their goals did not matter anymore. They failed to fulfill their goals but they all gained wonderful memories and learned an very important lesson. As Carl found out what Ellie really wanted for him, we who have seen the film also realized one thing left behind that was we should cherish what we have now no matter how hard our lives are.

##### 5. Permanent American Dream Humble Past Doesn't Determine Humble Future

As we all know, a good beginning is half of the success. Therefore when we are inferior to others, we sometimes blame this on our family or our status. I can't deny the importance of a well-built beginning, but I don't approve that the beginning is essential part. It is believed that as long as one try his best he would lead a better life. That is what American dream is about. In American movies, the pursuit of dreams has always been a permanent topic. The movie *The Pursuit of Happiness* describes the story like this.

If America is about the promise of bettering oneself and a wonderful ending, why dose it have to be so rough on the way? In the movie, Jefferson's Declaration of Independence words about happiness kept occurring to Chris Gardner over and over again. Every day, Christ had nothing to do but work diligently from day to dusk, but still could scarcely make a living not to mention a qualified life. Chris saw a bunch of suits in downtown San Francisco. They all seemed "happy," "Why not me?" Christ wondered. He did have a lovely son, Christopher, but wife Linda was gradually becoming a scarecrow of overwhelmed anxiety. Eventually, his wife left Christ owing to the pressure of economy, leaving him alone with only a five-year-old son, Christopher. And naturally, Christ became a single father, who was out of position. With the accumulation of failure on his business, Christ ran out of money and had nothing to pay for the rent, so they were driven away from the flat. They became homelessness. They slept in asylum, subway station even public bathroom or

anywhere that could be a temporary shelter. The hardship of life was undoubtedly depressing, but for the sake of his son's future, for his own faith, Christ never bent to his fate and he still firmly believed that he still had the access to a better life as long as he continued to work hard. For his all efforts, Christ succeeded in winning a six-month internship at Dean Witter, but there was no salary at all. Therefore on one hand, Christ had to work to earn for a living; on the other hand, he had to fight for keeping his intern work, since there would be only one of the twenty interns who may make it all last. In addition, he still had to look after his son after his work. However, Christ made it under the help of his strong willpower. Christ was unfortunate, for he married a wife who was not understandable at all and he was never lucky with his business. But he was very fortunate also, for he got a son who was very considerate and understandable. I do believe, what one has experienced made who he is.

### Conclusion

The characters in the movies have their own lives their own pain, joy struggling and dreams. For many times, our emotions followed their fates. After all, the movies are not real, after a short time of enjoying, we need to go back to our own lives. From the movies, we know that we can never judge a book by its cover. We should not let our fixed viewpoints cover our minds or influence our decisions. Seeing is believing. Furthermore we don't have to despise ourselves also. As it is in the song: we were moving mountains alone before we knew we could. What's more, although we do not have shining start but we still have chances to embrace bright future and to chase after our own dreams. I am a big believer that humble past doesn't determine humble future. Go for our dreams and make them real! Besides all these, there are more inspiration given by the movies. The characters are the protagonists of the movies, but we are the protagonists of our own lives, whether easy or hard, we are what we are experiencing now. So getting inspiration and learning from the movies, we will be wiser and more deliberate when it comes to our lives.

# COMPARATIVE ANALYSIS OF BASKETBALL CULTURE BETWEEN THE USA AND CHINA

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**Abstract:** The American spirit advocates freedom and individualism, as well as Chinese culture emphasizes the discipline and collectivism. I often felt a little confused through the contrast and the cultural analysis of the two countries' basketball, why this collective sport was played so well in the hands of Americans who uphold individualism; while under the influence of collectivism, the sports like basketball which needs cooperation and team work have always been a stumbling block on China's way to sports superpower? American individualism reflected in their opposition to delimit themselves on any group, even when they join a group, they also consider themselves as special individual who kept doing the best efforts to show their ability, we can see that the inner competition is very fierce and everyone is eager to express themselves, even extreme player contradicts the coach; Chinese collectivism requires that all the players give priority to the interests of the collective, even if you are the biggest and most influential players. For the best and biggest interests of the team, everyone was silent, quietly waiting for the day when his talent was uncovered and appreciated, no one dared to challenge the authority of the coach.

**Keywords:** basketball, value, culture, individualism, Confucianism, collectivism

## 1. Introduction

### 1) Rationale

Because of a Japanese comic Slam Dunk I have fell in love with the basketball, from my sixth grade to now I have played the basketball for over 15 years. Although I am neither a professional athlete nor a master, the pure love is enough to drive me into obsession. In the Olympic Games and the world championships I cheer for Chinese team, meanwhile I give my applause to the dream team for the picturesque performance and felicitate on their hearty victories. After I have enjoyed the excellent game, I can't help thinking about the inner spirit and the deep cultural background of basketball in China and the United States. In real life and the network I was often involved in the discussions with friends.

The basketball game in China and the United States has a good foundation that more and more young people get into the event, from the perspective of culture and cultural background analysis of basketball in China and the United States this movement, and extend to sporting culture and influence each other. It will be great useful for the culture exchange between U.S and China.

### 2) Purpose

To insight into the developing condition and development prospect of US and Chinese basketball, to understand why the US achieves excellent fruits in basketball games in terms



of cultures. Expand the market of basketball in the global.

### 3) Significance

To understand the cultural differences in basketball between US and China. Prompt the deep understanding and exchange between US and China, solve the problems we meet in the process of basketball' development, and find out a system suitable for self-development.

## 2. The rise and development of basketball in US and China

As is known to all, basketball was originated in the United States, early December of 1891 in Springfield, Massachusetts in the United States. At the international training school of Young Men's Christian Association, the school physical education teachers James Naismith invented basketball in order to solve the problem that Football, baseball was unable to played in the cold outside, which he used the rule of netball for reference. The US Basketball is a legend in basketball history that the United States men's basketball team was called the dream team who achieved a total of 14 times champion in modern Olympic Games from 1936 to 2012.

China's basketball sport was introduced into China by Tianjin Young Men's Christian Association of China around 1896, soon afterwards then spread into Beijing, Shanghai. On the old Chinese first national games held in 1910 men's basketball was performed for the audience. In the history of the Olympic games, the Chinese men's basketball team finished joint eighth at the 1996 Atlanta Olympic Games, eighth is also the best grades of the Chinese men's basketball team in the Olympic Games; The 2004 Athens Olympics, the Chinese men's basketball narrowly beat Serbia and Montenegro at critical moment, again broke into the last eight; In 2008 Beijing Olympic Games, the Chinese men's basketball team was ranked a third No.8 at home.

The basketball has a broad mass base in both US and China, basketball player has tall and strong body which attracts you. NBA star is household and the union is one of the four major leagues. NCAA also attracts widely attention that the annual March Madness is a national holiday, the Final even drives NBA to make way for it. 2015 NCAA final was held in Indianapolis Lucas oil center which is a comprehensive course that enjoy the total capacity of 70000 people. On that day the arena was packed by a sea of people, atmosphere was even hotter than the NBA finals.

Young people in China also like basketball very much, we talk about the historical air Jordan, Shaquille O'Neal, Allen Iverson, current players like the black mamba Kobe Bryant, King James, Kevin Durant, and the hottest Splash Brothers-Clay Thompson and Stephen Curry. Young people imitate the moves of these superstars on the court, dressed in their endorsement sneakers. When these stars came to China, the fans flocked to welcome for their arrivals.

### 1) The characteristics of the basketball in US and China

### The characteristics of US basketball

American basketball players are first-class in physical quality, they got speed, strong power, combat ability is strong, the American basketball is not a simple inheritance but bold to create and constant innovation. The emergence of a new attack technology means another a new defense technology springs out, makes its level always been at the forefront of the world basketball. The skills and tactics is not limited to the rigid mode and a pursuit of improvisation and the style of the random make its leading easier. The unique innovation spirit of American culture characteristic is full of cultural atmosphere that advocating personal performance and questioning mind, inspired the players to increase the ability of creating and performance desire. This is one of the main reasons for American basketball holds the lead for a long time. Unique individual character forms unique players who might be proud and insolent because of their talents, extreme players will even fight against the coach.

### The characteristics of Chinese basketball

Relatively Chinese basketball players are of thin bodies but good tactical abilities, they perform the arrangements of the coach and the collective obediently. Always attaches great importance to the overall coordination and pursuit of the overall strength, but ignore cultivating athletes who have certain unique characteristics and personality. Especially the whole of China traditional thinking method affected the athletes' creativity and performance for athletes' lack of creativity which is engaged in the basketball movement. Chinese collectivism requires that all the players respect the priority of the collective interests, every player prepares himself psychologically to sacrifice personal interests even if you are the biggest and most influential player when necessary. For the biggest interests of the team, no one dared to challenge the authority of the coach. Everyone is silent, quietly waiting for the one day his talent was uncovered, appreciated.

## 3. The characteristics of US and Chinese culture

### 1) Brief analysis of American culture

American culture emphasizes individual value, the pursuit of democracy and freedom, advocating pioneering and competitive, whose core is the individualism that Supremacy of individual rights, supremacy of personal desires, the pursuit of personal interests and personal enjoyment. It stresses that realize the individual value by individual struggle and personal design. It arouse the enthusiasm of the individual to reach people's wisdom and potential, so as to promote the revitalization and development of the whole nation and the country.

The American public notice accomplishment, admire heroes, they have the psychological accumulation of profound achievement worship and heroes worship. Personal achievement is one of the highest value for all American core values. Americans have very strong achievements (or success) consciousness. Success is the pursuit of all

Americans, which is tempting prospects and motivation. They believe that a person's value is equal to his achievements in his career. Some successful entrepreneurs, scientists, artists and all kinds of stars, has become the heroes of a new era.

#### 2) Brief analysis of Chinese culture

The characteristics of Chinese culture could be generally classified into four parts: First, the importance of Confucianism; Second, the family ethics; Third, harmony and moderation. Fourth, the importance of collectivism.

The core of Confucianism is conventional hierarchies, to maintain 'rule by rites', advocating 'rule of virtue', attach importance to "benevolence". Family ethics requires people to respect elders, care for their relatives, attaches to the importance of seniority, a strong sense of collective honor. Chinese culture emphasizes harmony and moderation, which means handle everything in the world by peaceful and rational attitude. Chinese collectivism requires that all the people in the country respect the priority of the collective interests.

#### 4. The influence of American and Chinese culture to basketball

##### 1) The influence of American culture to basketball

American culture's influence on the basketball movement is very huge, typically an American child began his career at about 4 or 5 years old, the league is private and NGO. A few parents who understand the rule can organize a team, the game is fit to the growing children. Then as children grow elder, improve the level of body confrontation, increasing technology and tactics level. Afterward enter into the high school league, even university league where the basketball star is very popular. In this process, the background of individualism culture makes the self-expression consciousness very strong. Everyone is eager to upgrade their own level, to make their own efforts to lead the team to victory, enjoy the praise and recognition from coaches and teammates, which makes the team competition fierce. Everyone is eager to express themselves, this is a constant pursuit of personal value, a good way of improving their ability for competing.

Every player tries their best to go into a higher league, if you are the lucky dog who enters the NBA and signed a contract, that means success, fame and fortune, gradually became a household name hero. Playing basketball in the United States is a very promising job that after retirement the player also have many jobs to do, such as coach, scout or commentator. This is a happy thing that you have been engaged in your beloved career. The process is just the portrayal for pursuit of the individual struggle, personal value.

##### 2) The influence of Chinese culture to basketball

In China, the lack of systemic and normative training is obvious that most of the young man's first official game was after they entered high school. Only those who are committed to be a professional basketball player will actively accept training, meanwhile Chinese universities league only transports a few basketball talents for CBA, the basketball player

who accepted the professional training end up as a professional basketball player is not a easy thing. China has a huge number of basketball fans, but there are a lot of people don't think basketball is a normal career. Generally speaking China lacks a hotbed as American owned.

Confucianism believes that people should maintain harmonious relations between people instead of being much too offensive. Basketball is not that close to the fundamental values of the Chinese people because of its severity and confrontational, In many amateur competitions in China, 'friendship first, competition second' is the most important. Chinese traditional culture attaches great importance to the awareness of 'home'. Respect the elder, make much account of the smooth and steady. The coach and the 'big brother' in the team have the formidable authority. Everyone is most willing to act as a supporting role, the team is lack of inner competing and the consciousness of against each other.

Chinese collectivism requires that all the players give priority to the interests of the collective, even if you are the biggest and most influential players. For the best and biggest interests of the team, everyone was silent, quietly waiting for the day when his talent was uncovered and appreciated, no one dared to challenge the authority of the coach.

## 5. Conclusion

The basketball cultural background leads to different styles of basketball between China and America. A perfect fusion of collectivism and individualism is a good way to release the full power of the collectivism and individualism, can better adapt to the competitive sports. Through exchanges and cooperation in culture, it will be a win-win.

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## DIFFERENCES BETWEEN CHINESE AND AMERICAN FILM CULTURE

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**Abstract:** Culture is the product of society, which there are also quite culture differences in the way of thinking, values, code of conduct and way of life, etc. The causes of these different are the differences between the cultural background of China and the United States. The movie is a kind of cultural expression. It reflects the cultural differences incisively and vividly. The movie makes us impressed by the heart-warming story plot, meanwhile, still feeling the different cultures between China and the US. The purpose of this article is mainly to interpret the differences in film through the contrast between the films, and simple analysis the primary cause of the cultural differences between China and the United States and the way to solve this problem.

**Keywords:** culture, movie, cultural difference, primary cause

### 1. Introduction

#### 1) The Reason to Do This Study

Mention the movie, you will think of Hollywood, which not only transports a miraculous number of outstanding films of the world in a year, but also makes the cultural system of the United States began to spread throughout the world. So I passed the movie, which is such a tiny microcosm of the national culture, to analyze the differences between China's and American culture.

#### 2) The Purpose and Specific Objective of the Study

The purposes are not only to use the film as a starting point to explore the differences between China's and American cultures, but also to discover different cultures behind the styles that have different cultural environments. Sino-US cultural exchange is a long process in the exchange of culture under the two social systems and the collision of two world views, so we should be prepared to meet the challenges of the various preparations. I believe that the two cultures can learn from each other and gradually blend in common progress with persistent efforts.

#### 3) The Significance of Topic

Different states, different cultures, the film conveys a different message in comprehending the cultural differences between China and the US regarding higher levels of spiritual enjoyment. Of course, under the influence of economic globalization and cultural boundaries becoming increasingly blurred, more and more small cultural differences between the states should be considered. Understanding cultural differences on our own development and foreign exchange is of particular importance.

2. Describes the differences  
 1) Movie Special Effects

**US.** Making most use of the tricks of computers and photography

**CN.** Stress the real action of the actors

**E.g.:** *Interstellar*

**E.g.:** *Crouching Tiger, Hidden Dragon*



Interstellar is a 2014 science fiction film directed by Christopher Nolan. Starring Matthew McConaughey, Anne Hathaway, Jessica Chastain, Mackenzie Foy and Michael Caine, the film features a team of astronauts who travel through a wormhole in search of a new habitable planet.



Interstellar represents more of the thrilling, thought-provoking, and visually resplendent filmmaking moviegoers have come to expect from writer-director Christopher Nolan, even if its intellectual reach somewhat exceeds its grasp.

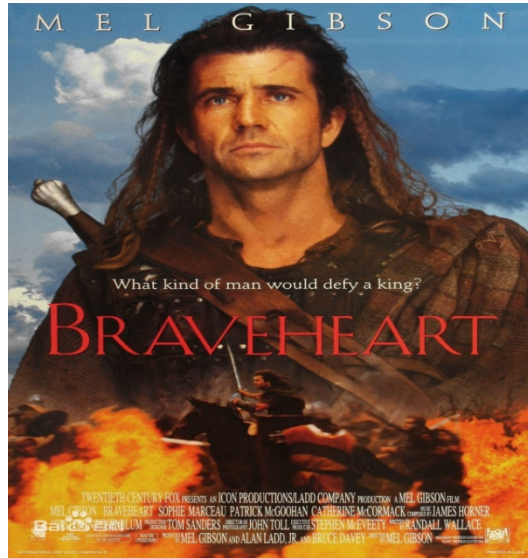
Jiawu naval battle, the Emperor Guangxu suppressed by the Queen Mother, the Qing Empire, there are people in revolt, outside enemy. Yu Shui power Juquan taking part because of public resistance to foreign, have been recruited to Beijing, his daughter, Jen Yu and love Luo Xiaohu along to Beijing; Yu Xiulian to find fiancé Mengsi Zhao, patricide to find more enemies Hejian E, Zhang Yujin wife also came to the capital; young knight chasing Lee Yi Yin Yu Xiulian the screen to white. For a time, over the capital city of Boxers, Ryuzo tiger lying.

- 2) Movie Dialogue

**US.** Often casual and straightforward in

**CN.** The atmosphere of Chinese movie is

dialogue	tend to be implicit and solemn
<b>E.g.:</b> <i>The Pursuit of Happiness</i>	<b>E.g.:</b> <i>Confucius</i>
 <p>A single father, because the cause of failure caused by a dead sleep to homelessness, but it had to take on the burden of raising her son. To his son's future, he perk, everywhere the opportunity knocks, hard work does, and eventually became a successful investment expert. The process supports a maximum power of his teeth, in addition to baby son, whom he always believed: if they work hard enough today, happiness will come tomorrow.</p>	 <p>It is a biographical history of film in 2010, directed by Hu Mei, Chow Yun Fat, Jianbin, starring Zhou Xun. The movie tells the story of the Eastern Zhou Dynasty, conquering each other between the governors. Confucius to the ideal running between the nations, and the entire era struggle alone, hoping to use his thoughts and wisdom of the ages to influence the historical process of the Spring and Autumn states.</p>
3) Coin character in movie	
<b>US.</b> Focus on individualism heroism	<b>CN.</b> Most Chinese movies publicize the benefits and the strength of the group, community or country.
<b>E.g.:</b> <i>Braveheart</i>	<b>E.g.:</b> <i>Red cliff</i>



Braveheart is a 1995 American epic/drama film directed by and starring Mel Gibson. The film was written for the screen and then novelized by Randall Wallace. Gibson portrays William Wallace, a Scottish warrior who gained recognition when he came to the forefront of the First War of Scottish Independence by opposing King Edward I of England (also known as "Longshanks", portrayed by Patrick McGoohan), and subsequently abetted by Edward's daughter-in-law, Princess Isabelle of France (played by Sophie Marceau) and a claimant to the Scottish throne, Robert the Bruce (played by Angus Macfadyen).



"Battle of Red Cliff" is the epic retelling of the famous battle scenes at Red Cliff, and is adapted from China's beloved historical classic, Three Kingdoms. It hails John Woo back to Asian cinema and brings together a star studded cast that includes Tony Leung, Takeshi Kaneshiro, Chang Chen, and Zhao Wei. The film also boasts one of the biggest budgets for a Chinese movie. It is an action packed film with many war scenes and beautiful scenery set in Southern China.

#### 4) All in all

The different background makes the different styles and different features between Chinese and American movie.

### 3. Anlysis of the background

According to the movie scrapping, it reflects the cultural differences between China and the United States from the following aspects:

#### 1) Differences in terms of your family

Mass culture in our country, attaches great importance to family and friends, relationships, and see it as a cell of society. In western states, people advocate



independence. Chinese people attach importance to the traditional manner, father and son, seniority and so on. In Anglo-American countries, it is equal to status between the elder and the younger generation, and they are more like a friend. The Chinese traditional ideas have always been advocating "four generations", "family reunion", since ancient times have good words, the old saying "parents in, not to travel"; In Anglo-American countries, children who under the age of 18 still living at home depend on their parents life is unthinkable, they must rely on their own hands to live independently. Also, older parents even lost life self-care ability, general won't drag their children, they usually live in old-folk's homes, by the social attention.

#### 2) Differences in the field of human rights

The United States claims to be the democratic legal system countries, attaches great importance to human rights, even between father and son, also respect their rights., for example, when American parents enter children room, they will first knock on the door, while Chinese parents hardly knock at the door, directly enter the room. Things like reading the child's letters and diaries without the permission, but also common occurrence.

#### 3) Differences in moral values

In the movie, there is a wonderful debate that is about the Monkey King in the court, it makes us clearly feel the differences between American and Chinese culture. The Monkey King represents the hero of justice, representing Chinese traditional values and virtues in Chinese classic "the journey to the west", the idol in the minds of many people has been thought to be the means of violence by an American lawyer. Americans believe that the Monkey King made havoc in heaven, broken things, ate flat peach, this is typical of a brutal violation to others, so in their ideological, they can't understand this kind of violence.

#### 4) Differences of way of thinking

"Scraping" is a medical technique which is widely spread in Chinese folk, many people have such experience, which has never thought it would cause a great disturbance. It is on the theme of the collision of different cultures between east and west that from this small incision into the ambivalent.

#### 5) The conflict of laws in the movie

We live in a world of many laws, when each other contact, the concept of cultural differences and do not understand each other is likely to lead to conflict. In the movie, the story is for scraping. The laws of the United States are not for scraping a legal position, they cannot create the law culture. Because cultural differences have led to the conflict of laws, and ultimately only through cultural communication and understanding to get really solve.

#### 4. Conclusion: The primary cause of the cultural differences

Chinese culture originated from the Yellow River basin, and the geographical environment decided to people on the wide plains of agriculture, the interpersonal

relationship is like a circle, and formed family society in which all the blood ties. Thousands of years' stable centralized rule leads to a single advocating, pay attention to the Confucianism became the mainstream of etiquette, conservative, reserved, more accustomed to the intuitive thinking of Chinese, and a spiral curve of thinking. Western culture originated in the Mediterranean, and the mountainous terrain and shoreline twists and turns are not suitable for agriculture, so people had to put out to sea adventure, loose relationship is dotted. Commercial developed to promote the western consciousness of rule of law, fair. From ancient Greek and Roman civilization to the renaissance, religious reform and the enlightenment, noting has not emphasized the importance of personal and human rights. Westerners directly with scientific and rational way of thinking, form a straight line of logical thinking. In today's globalized world, different cultures in the big bath furnace exchanges become more frequent. "Scrapping" gives us inspiration, not just stay in the superficial comparison between Chinese and western culture, more is a vision of multicultural society. It is mutual understanding and tolerance that the key is to avoid the conflict between different cultures. Film in the end, the deep starry starry night sky and a variety of language voice, Xu Datong in teaching son speaks Chinese, this seems to indicate the combination of Chinese and western culture and the prospect of multicultural identity.

Because the Sino-US cultures are very different, resulting in their movies are not the same, but what we viewers want to see is that they are able to know about each other and learn from each other's best parts of the movie. And I am sure that they would make a greater contribution.

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## INTERPRETATION OF AMERICAN HEROISM FROM SUPERMAN

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**Abstract:** When we are talking about American heroism, the first word coming to our mind is Superman. The Superman is a representative in which thoughts of American heroism are explicitly manifested. In this paper the author reviews the definition of the American heroism, including bravery, personal independence, and self-confidence firstly. Then, the author analyses the American heroism in Superman in detail. Lastly, the influence of American heroism on the young people is explored further.

**Keywords:** American heroism, Superman, American culture, influence

### 1. Introduction

American movie and American culture have a tight relationship and they cannot be separated. The former is a mirror, in which you can see many cultures of America. Especially the topic of hero movie, it presents the American spirit—American heroism which is known by increasing people in the world. At the same time, it also represents peculiar American cultural connotation. There is no doubt that the typical manifestation of hero images is Superman. The film tells a story that a man who has superpower is sent to the earth by his birth parents, and uses his extraordinary power to help people and finally saving the whole country. In this paper, the writer would like to expound the evolution of the American Heroism and its characteristics at the beginning. Then analyse this film in detail and find the manifestation of American heroism in it. Finally is the film's influence on the young generation. The author hopes this thesis can help people to know the hero culture in American history. At the same time try to use an objective way, especially the young generation, to judge hero movies mingled positive and negative aspects. Furthermore, as a cultural carrier, movie plays a crucial role in cultural exchange. In order to promote the friendship and learn essence from America, it's necessary to learn American hero movies and the American spirits in it.

### 2. The Evolution of American Heroism and its Characteristics

#### 1) The Evolution of American Heroism

In the book *A Concise History of America and Its People* made by James Kirby Martin, the first settlers of America are largely Puritans from Europe. The characters of the founder fathers as well as other first settlers are much more independent and gallant than other Europeans, and they want to be free from the monarchy system. Their spirits are accepted and appreciated by the people in the North American and then passed on from generations to generations in this country. This is the first period of American heroism.

The second period is the time of independence. The Declaration of Independence clearly affirms the idea of heroism, stating that: "We hold these truths to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain unalienable Rights, among these are Life, Liberty and the Pursuit of Happiness". This offers a possibility for the development of American heroism.

Cowboy, the first typical image of hero in America appeared during Westward Movement in the late 19th century. The group of people is all brave, decent and uncontrolled by the old world and thought. The image of the cowboy in movie is the direct reflection of that culture. In western novels such as Owen Wister's *The Virginian* (1902), the character is a semi-educated man whose natural decency, courage, and compassion make him a powerful symbol of the supposed virtues of the frontier. The enormous popularity of traveling Wild West shows spread the cult of the cowboy.

## 2) The Characteristics of American Heroism

From the above, it's not difficult for us to sum up the feature of the hero—bravery, personal independence and self-confidence.

There are three kinds of heroes respectively are the person who is omnipotent like Superman; the man who saving world in a great danger like James in *The Hurt Locker*; and the civilian hero like Sam in *Transformers*. Whether which kind of heroes belong to, these numerous splendid people have the same quality—bravery.

Except the bravery, the other two characteristics of heroes cannot be neglected they are personal independence and self-confidence. Without exception, every hero movie has one super hero, no matter how many people in the group there always have a leader which can lead others to go to success or takes them out of danger. Such as *Independence Day*, *I Am Legend* and newly-released *Big Hero 6*. All of these films reflect that personal independence and self-confidence are the essential character for heroes.

## 3. The American Heroism Reflected in Superman

America is a "new world". Although it is not endowed with a long history, it has its own unique cultural characteristics, which directly influence the Americans and even their movies. In the first place, Superman has extremely individualism that actually relates to American's sense of independence. According to The Declaration of Independence we can find that from the very beginning, people have already emphasized the importance of the equality, freedom and individual independence. This is the reason of the American's particular character. From the materially point, in the Superman film, there is no slave, exploitation and oppression, everyone is independent. Spiritually, everybody is free, and they have their own rights to do things and declare themselves with freedom. From the Superman perspective, he is much freer than any other ordinary people physically. For instance, he can run faster than the train even the bullet and also can fly in the sky. Certainly, these are also requisite power for him to do rescues. From another point of view,

he is independent to do whatever he wants to help others. It also shows his ability by the way.

Secondly, Americans have a strongly sense of time. In their minds, people cannot live without attention of time. We can notice the efficiency of Superman's accomplishment of tasks, and he can do several things during a short time. He captures the jewel thief, the robber and helps a girl save a cat in the tree and all of these happen in a few minutes. On one hand, it shows the capability of Superman. On the other hand, it represents Americans' attention of time.

In addition, America gradually becomes a powerful country after World War and the "Cold War". However, in the subconscious of the Americans, they still have a sense of insecurity, and crisis awareness is deeply rooted. Just like the sword hanging above the emperor, the crisis awareness is a kind of caution to tell them to be a light sleeper. There are a large amount of calamities in the film. Just like the plunder, airplane crash and earthquake. Every of them remind people to be level-headed.

It's obvious that Superman is a self-confident person. During America economic depression, a kind of power that can defeat every evil and give faith to every citizen of America is needed urgently. As a superhero he is considered to be an omnipotent man. He performs every rescue activity confidently by himself. On one hand, his superpower gives him the self-confidence. On the other hand, the spirit in his mind guides him to accomplish the missions just like his stepfather tells him before he dies "you are here for a reason". Now we know his existence is healing the world.

#### 4. The Impact of American Heroism on Young Generation

Young generation is the hope of country, at the same time they can also be affected by outside influence. So they should be paid close attention. As we all know, youth are more curious than adults, and they learn new things faster than adults. Movie as a burgeoning form of entertainment is popular among young people. In the movie there are many things that can be learned both positive and negative. Even the affirmative one will have the passive part. When children watch the movie they learn from it no matter it is right or wrong. If parents pay less attention on their children, the youth may do the bad things just like the actor does in the film. It's good for young generation to get the active affection, for example, be self-confident people. While we must realize that every coin has two sides, the negative effects do exist. For instance, the young people who learns from the bad guy in the film and do illegal things. Only when we pay more attention on the young people, can they get less inactive affection.

#### 5. Conclusion

Movie, as a quickly developed form of mass media, reflects the life of people. At the same time, our lives are surrounded by the influence of movies on the dress, the language,

and of course the spirit. From the above analysis we know the evolution and the characteristics of the American heroism. Superman is a good emblem of American heroism, because he has the personalities that an American hero should have. However, as time goes by, the social environment and people's thinking are not like before and we should see things in the light of the development. Different cultures have different values, it's better for people to absorb the essence and develop their own culture.

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## DIFFERENCES OF CHINESE AND AMERICAN COLLEGE CAMPUS CULTURAL LIFE

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**Abstract:** The purpose of this study is to help college students from both countries to get a better grasp of each other's campus cultural life. "Differences of Chinese and American Campus Cultural Life", however, is a big topic. Here it has been narrowed down to a few significant respects, personally, in material culture and spiritual culture. Also, this research highlights the differences but not discussion on which one is "good or bad". Hence, through the introduction on the differences of, for instance, architecture style and pedagogical approach, it is more likely for students to walk close to real campus life of each other and at the same time embrace the beauty of contrast.

**Keywords:** Chinese and American, campus culture, differences

### 1. Introduction

#### 1) Purpose of Study

In order to fulfill the potential of what Maxine Green (1988) describes as "a world lived in common with others," our campuses must provide each of us with chances to be touched by the lives of those different from us. Racism, class, social justice, international development, or someone sitting next to us cannot be truly understood without silently listening to the stories of those who experience the world in different ways. (Bennett & Salonen, 2007)

The paper aims at helping undergraduate students from China and the United States gain a deeper understanding of each other and facilitate mutual learning and common progress. Cultural exchange, as an inevitable tendency in the contemporary society, has played an increasingly indispensable role in promoting the development in various aspects among different countries such as education and technology. College students usually are considered as cultural ambassadors when traveling and studying abroad.

#### 2) Objectives of the Study

- a) Enhancing mutual understanding of cultural life on campus in both China and America, is an integral part of social culture. Therefore, it is vital to understand various aspects of campus life such as material culture and spiritual culture.
- b) Making common progress. China is an ancient civilization with thousands of years of history, while the U.S. is one of the most advanced nations around the world. Both countries shoulder huge responsibilities for education. It is conducive to improving education system by knowing more about campus cultural life in both countries.
- c) Promoting the development of pluralistic culture. As we know, China is the fastest

growing economy and the U.S is the most renowned cultural melting pot. Hence, development of pluralistic culture gradually exerts the influence on the whole country especially on campus where young people from different countries are interacting with each other.

### 3) Significance of the Study

For one thing, university is a paradise not only to acquire technical knowledge, but to help students deepen their understanding of social and cultural issues around the world. For another, education is the basis for a country's development especially higher education, and the campus culture is an intimate part of the system. To make common progress, cultural exchanges among college students cannot be neglected. Therefore, studying the campus cultural life in both China and the United States plays an important role in helping young people understand each other's culture and system.

## 2. Differences in Material Culture

### 1) Definition of Material Culture

"Material culture is the history and philosophy of objects and the myriad relationships between people and things. (Herman, 2000)" As the tangible evidence of a culture, it subsumes all the objects, whether the splendid Eiffel Tower or a small screw nail, that human beings make or have made. On campus, what most college students basically concerned about are learning environment, living conditions and means of transportation, which are all of great significance on material culture.

### Differences in Campus Architecture

"Campus", which derives from the Latin phrase "stretches of fields". Not until the 18th century did campus refer in particular to an area of land that contains the main buildings of a university or college. Campus buildings not only offer college students an indispensable physical environment to acquire knowledge and build their own social circles but plays a role in the "hidden curriculum"(Martin & Jane, 1983) which inadvertently exerts impact on shaping their values especially in a moral, emotionally and spiritual sense.

One of the most obvious differences in the campus architecture between China and the U.S. is whether universities are surrounded by bounding walls or not. University, in China, has been acknowledged as the ivory tower where students do not have to get too much involved in the complexities and inclemency of the society. The bounding walls, to some extent, serve as an embodiment of protection. In contrast, universities enclosed by stretches of high walls are rare in America. Taking Harvard University, located in a bucolic town, as an example, the campus has harmoniously integrated into surroundings, which symbolizes an open atmosphere.

Besides, whichever Chinese university you visit, undoubtedly grand gates, which signify the dignity and magnificence of institutions of higher education, will catch your eyes immediately. Through antique carved plaque hung at the south gate of Beijing University,



vicissitudes of her in the long river of history can be seen distinctly. However, compared with Chinese universities, American universities seem like hermits in cities. Without the shield-shaped school badges nailed on the wall, it is unimaginable that on a skyscraper-strewn street hides a large university such as the University of Pittsburgh.

## 2) Differences in Dormitories

In Chinese universities, living in dormitories is compulsory for at least undergraduates, whereas in the U.S., students are able to choose to live in dorms or select off campus housing.

Six to eight students living in a long room with three to four bunk beds in it, for college students in the United States, is inconceivable; but for Chinese college students, it is daily life. This, which in American university students' eyes may be considered as "miserable living condition", is cozy for Chinese students. Assume that one might be afraid of thunder and lightening, with another five roomies humming a lively tune or breaking a jest, fears and anxieties will vanish bit by bit. Assume that one may have failed in an important job interview, with the encouragements of five buddies saying, "We have your back, dude!", during regular dorm room lights-out chit-chat, one's emotional battery will be fully recharged. In an en-suite or a single room, while privacy is better protected and students have ampler room, less remarkable memories could be relished when lying in a rocking chair one day as students are occupied in their own stuff in separate room.

## Differences in Means of Transportation

According to the survey of U.S. News on 1800 universities and colleges in 2012, more than 70% college-age students own or have access to cars, and even in Mississippi State University, it was estimated to reach 95%. Therefore, college students driving to campus or workplaces is quite common in America.

On the contrary, driving on or off campus is rarely seen among Chinese colleges as all the dormitories, which can accommodate all students, are located around or not far away from school buildings. Hence, car owning of college students has always been acknowledged as "second generation of the rich" who enjoy flaunting their wealth by driving within the campus. At some point, for convenience sake, in those such as Tsinghua universities whose campus covers an area of over 1000 acres, bicycles and school buses will be students' first choices.

## 3. Differences in Spiritual Culture

### 1) Definition of Spiritual Culture

Thoughts and ideas that make up a culture are called the spiritual culture (Gerber & Linda, 2011). In other words, any intangible products created and shared between the members of a culture over time are aspects of their culture. Values, ideas, beliefs and norms are just some examples. All of them are crucial guides for members of a culture to use to identify other different cultures. The class atmosphere, college students' civic responsibility

and leisure activities will be included in this part to further illustrate the differences between two countries campus culture.

#### Differences in Pedagogical Approach

Distinguishing two useful pedagogical approaches, the teacher-centered approach and learner-centered approach, has been acknowledged as a useful way to understand the culture of class. (Smithee & Greenblatt & Eland, 2001)

Basically, teacher-centered approach is quite common in Chinese universities. Dating back to the Spring and Autumn Period, there has been a fine tradition of respect for teachers in Chinese culture. Professors on the podium always signify the authority. Hence, the top-down learning mode (Aizenstein, 2000), a role of implicit learning in skill acquisition is prevalent in Chinese classrooms. During lecture, students invariably preoccupy themselves with taking notes while professors impart knowledge to them but neglect the digestion of it. Besides, without permission, students normally are not allowed to interrupt professors with their own ideas freely, which is considered as a courtesy of honoring teachers.

In contrast, the protagonists of in American universities classes are students. Professors are obliged to encourage students to challenge the authority and guide them to find answers on their own. During the lecture, students has the privilege to raise questions in any time without even putting up their hands. In sixty-minute classes, the real teaching-hours, may only account for a quarter and the rest are for debating among students. For instance, in sociology classes, whether there is “right and wrong” answer the topic on values, students and teachers can be lead to heated debate. Drowned in tons of materials to back themselves, students are more likely to develop their own ideas and have the ability to think creatively and independently. Consequently, the learner-centered approach is more dominant and highly-favored among U.S. Universities.

#### Differences in College Students’ Civic Responsibility

According to Oxford Dictionary (2005), civic responsibility refers to “the responsibility of citizen”. It mainly revolves around the actions and attitudes of people towards democratic governance on economic, political and environmental issues and social participation in advocacy for justice, equality and memberships of voluntary associations (Self, 2001).

“In fact, the goals of higher education is not only to prepare students for productive careers, but also to enable them to live lives of dignity and purpose; not only to generate new knowledge, but to channel that knowledge to humane ends; not merely to study government, but to help shape a citizenry that can promote the public good” (Boyer 1987).

Scores on the tests obviously means a lot to Chinese students, which might play an indispensable role in their pursuit of a master degree or employment. When being asked about political issues, probably the majority will respond, “I do not care much about politics.” Who is coming into power seems less important than how much tuition fee they

have to pay next year. Nevertheless, Chinese students are ardent in public welfare. 91.2% of them had the experience of doing volunteer work on a short-term basis such as aid education in remote and deprived areas (Ma, 2014).

In the U.S., college students are regarded as a powerful political force. Organizing demonstration among them to strive for the interests of terrorists who have been abused in prison or those countries monitored by CIA happen from time to time. However, related, “college students are less likely to be active currently in a presidential campaign than they were at this time in 2008 (7% compared with 16%)”(Hart Research Associates, 2012), which shows a tendency of students being more apolitical. In contrast with Chinese college students, long-term and international volunteer programs are more popular. Associations like Peace Corps regularly offer students with opportunities of teaching English abroad and at the same time relishing various cultures.

#### Differences in Leisure activities

Four years of college are beautiful, filled with remarkable and unforgettable memories. One day when one gets older, and are surrounded by grandchildren, they can proudly show off, starting with thousands of “In my day...” For students, life in college includes not only class attendance but recreational and activities pursuits. (Cheng, 1995) indicated that leisure time activities meet all functions of leisure physically, mentally and socially.

Shots of patron, lively atmosphere at a nearby bar and several close friends, for American college students, definitely define a fantastic Friday night. Pressure of a whole tough week can be released in a casual style of dance at a party. Instead of at a bar, Chinese students get used to drinking while hanging out with friends for dinner. Besides, dancing in the middle of the floor, for a majority of Chinese students, is still embarrassing. Even with upbeat music, dance moves are just a few bodies’ shaking and swaying unnaturally. Paradoxically, in Karaoke, Chinese students tend to be more likely to throw away natural inhibitions whether they could sing in tune or sing in the right key.

When it comes to recreational sports, ping-pong and badminton are more common in Chinese universities, so even in teaching building, you are able to find table tennis tables. Many just enjoy lofting the ball back and forth idly without fierce competition. While through Americans enthusiasm for “the Superbowl”, it can be easy to tell how fanatical students are about American football. Annually inter-collegiate games attracts numerous die-hard spectators as well.

#### 4. Conclusion

In respect to culture, there is essentially no good or bad, just different. Those differences actually stimulate the cultural diversity in ample measure. Seeking common ground while preserving differences is what college students in both countries are obliged to do in the promotion of cross-cultural communication.

Cultural globalization, as an inevitable tendency, has played an increasingly vital role

in frequent intercultural communication. Campus culture, as microcosm of social culture, is a reflection of social culture on campus as well. The influence of campus culture, be it positive or negative, is unconscious much like that which drives our actions and shape our personalities in the environment we are raised. Therefore, analysis of the differences between both countries campus culture in both countries not only deepen the mutual understanding but the self-realization.

Pages of papers can hardly conduct a deep analysis on the differences. Likewise, there is a long way to go to get a comprehensive understanding of cultural differences or intrinsic values of both countries. Hence, it is essential for Chinese and American college students to overcome weak points by learning from the strong points through constant communication.

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## A COMPARATIVE STUDY OF AMERICAN AND CHINESE HOLIDAYS

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**Abstract:** Holidays are important components of traditional culture, which are unique in different countries. As American and Chinese holidays belong to two cultural systems, there are some disparities where may confuse people of different countries. This paper mainly illustrates the similarities as well as the differences of the holidays of the two countries, which aims to make a comparison on the holidays to help reader understand the holidays deeply. It will give a general and clear description for readers of those two countries who are interested in foreign holidays. The author further introduces the culture inside the holidays and concludes that it is a good way for developing the Chinese and American holidays in the world. This paper also arouses people's attention on traditional cultures both in the USA and China and promotes cultural exchange in those two countries.

**Keywords:** holidays; similarity, difference, U.S., China

### 1. Introduction

Holiday is a kind of cultural phenomenon which is the activity of people and it is an important component of the culture. In this paper, it mainly studies the connotation and meaning of the two countries' holidays in three ways: comparison, induction and illustration.

The aim of this paper is to demonstrate more information about the holidays, which help readers know the historical experience and traditional values that holidays contain. By comparing similarities and differences of the holidays in two countries, readers can recognize these two features objectively and systematically. Furthermore, knowing the advantages and disadvantages of the holidays can help people discuss how to keep holidays become unique in globalization world and develop them to a higher stage. This plays an important role in inheriting the splendid holiday culture.

This paper mainly discusses the similarity and difference of American and Chinese holidays. In the similarity aspect, it concludes the purpose of the holidays, such as the best wishes, virtue inheritance, while in the difference part, it discusses the cultural connotation of these two countries, including the background, the content, the values and so on.

The significance of this paper lies that readers can get more knowledge about the connotation and values of the two cultures, which may draw people's attention on traditional culture. On the other hand, this is a good way to spread different culture to the world as well as that it makes contribution to the culture inheritance.

### 2. Similarities in American and Chinese holidays

All the holidays have their own meanings, purposes and wishes, which is the center of culture. Therefore, the holidays exist now all have great values. Holidays are the unique things that a nation owns and they are a kind of culture that created and shared by the whole country. This kind of culture reflects the history of a nation. Holidays of the USA and China belong to two cultural styles, which have some similarities to some extent. The following paragraph is going to introduce some similarities between the two countries.

Firstly, holidays represent the pursuit and wishes for the good life. For Chinese people, the traditional holidays mean happiness and pleasure. Spring festival, for example, whose theme is to celebrate the harvest of the whole year and to wish family safe and happy. At this day, families get together and have a feast. After dinner, people set off the firecracker to hope to have booming days next year and express their delights. In the USA, there are also some holidays that share the same purposes as the Chinese holidays. Christmas, similar to Chinese spring festival, is a day that families reunion. People sit under the Christmas tree singing Christmas songs and pray for good days. People celebrate holidays to pursue a better life in which two countries own the same purpose.

Secondly, holidays are the heritage of traditional culture, which leave the idea to respect the old and cherish the young. In Chinese culture, the idea of respecting the old and loving the young can be trace as early as Qin dynasty which has been existing for over thousands of years. Today, Chinese people offer sacrifices to the ancestors in holidays and give children New Year money, these all the symbol of traditional culture. Traditional Chinese holiday--Double Ninth Festival is a distinctive holiday that people respect and cherish the old. The same holiday also exist in the USA, for instance, Father's Day. Father's Day is celebrated on the third Sunday in June which is suggested by American woman in order to show regards to fathers. This has the same goal of celebrating holidays.

Thirdly, holidays stand for the crave for the love. Love is the theme in the long history which never disappear and continue to be favored by different kinds of people without noticing their nationalities. This kind of belief reflects on the holidays as well. In China, the Double Seventh Day is such a holiday that comes from a moving love tale. It is said that a fairy named Zhinv who is a woman weaver in heaven fell love with an ordinary man called Cowman. They loved each other and had two children. However, Zhinv was caught back to heaven when she was found missing and they were separated by the goddess in heaven. At last after a series of difficult experiences they had only one day to get reunion and this day is on the seventh day in lunar July. This is the one of the origins of double seventh day. Therefore this day is a day for Chinese woman to make a wish for a good marriage and for having a romantic love. Now a popular holiday has been celebrated in China which is rooted the western countries called the Saint Valentine's day. This day is to commemorate a friar named Valentine who helped many couples to get together. This holiday is on February 14, which is the best moment for people love each other to express their loves. These holidays both present the crave for love.

### 3. Differences in American and Chinese holidays

Holidays are a kind of complicated cultural phenomenon, including the national history and many inherited features, beliefs, thinking modes, moral sentiments and aesthetic tastes as well as the values of many national cultural connotation in deeper structure which is the result of the specific society that influence for a long time. This is the most prominent display of a nation's survival forms. American holidays and Chinese holidays both own profound meanings.

In the first place, the origin and development of each country have great difference as different country shares different national conditions. China, which is an agricultural country whose main traditional holidays are related to seasons, has great farming culture. The values and thinking modes of traditional agriculture society determines the forms of Chinese traditional holidays mostly depends on the agricultural seasons. For example, the spring begins which is one of the twenty-four solar terms that just after the spring festival. On this day, people will predicate whether it is a harvest year or not and farmers begin to do farming. There are some other holidays that can show the great effect of agriculture customs for traditional holidays. The Double Seventh Day, for instance, is one of the most obvious holidays that could reflect the characteristic of Chinese traditional culture. The content of this holiday is about a husband, a wife and a cow, which is a traditional man plow the fields and women weave cloth period. This holiday can illustrate the closely connection between holiday culture and agriculture social lives. These holidays can be regarded as a way of releasing people themselves from a dull and monotonous farming life. Therefore, holidays are passed on generation by generation. Chinese traditional holidays reflect production, lives and farmers' physical need of agricultural society which is the epitome of agricultural civilization.

While in the USA, its traditional holidays are mostly derived from the Christianity, which means it is full of religion tones. After the Christian civilization was accepted by the western countries, nearly all of the big traditional holidays are influenced by it. The representative holidays in the USA are Easter and Christmas. Easter is a holiday that memorizes the day of Jesus' s sufferings. This holiday is the most important and meaningful memorial day in Christianity for people think the resurrection of Jesus is more meaningful. Easter eggs symbolize the beginning of new life in spring and it is a celebration for Jesus' s resurrection. Hence, on this day, Easter eggs can be seen everywhere. Another holiday is Christmas which is the birthday of Jesus and it is very popular in many other countries. On this day people will celebrate in their own way, such as making mass, sending gifts, singing Christmas songs. From the introduction that demonstrates above, it can be seen that the American holidays are a kind of Christian culture.

Next, the content of celebrating traditional holiday that between those two countries is different to some extent. Each holiday has its unique celebrating activities. Chinese holidays

are mainly discussed about food and American holidays are celebrated with the theme of entertainment. In China, catering culture is an important component of holiday culture. Any traditional holiday that is celebrated by different food customer. Spring festival, for instance, is the most ceremonious and popular holidays in China. On this day, people eat dumplings that is widely known at home and broad. Chinese meaning of Dumplings lie in best wishes for the new year. Another famous holiday in China is the Dragon Boat Festival which is to memorize the patriotic poet Qu Yuan. The Dragon Boat Festival is on the May 5th in lunar calendar and on this day people eat Zongzi which is the iconic food for Chinese people. The origin of Zongzi comes from the story of memorizing Qu Yuan. It is said that when Qu Yuan saw his country invaded by hostile country, he was so sad that he decided to survive with his country. Then as his country was totally defeated, he jumped the Miluo river where he last stayed. The local people were moved by his patriotic action, and they threw some rice that was encased in bamboo leaves to draw fish's attention in order to save Qu Yuan's remains. There is another reason is that zongzi is the sacrificial offering for god who controls the water and rain. Eggs are also an important food on the Dragon Boat Festival. On the holiday morning, adults usually provide some eggs for children as they think eggs are a food that could keep the children healthy. The most popular drink on this day is the realgar wine that is a kind of wine added by some realgar which is a Chinese medicine. Chinese people used this realgar wine to avoid poisonous insects and animals especially snakes. The last example is the Mid-autumn Festival which is on August 15th in lunar calendar. On this holiday, every family has the habit of eating moon-cakes together. Moon-cakes represent a meaning of reunion which symbolize a whole family get together.

The rich food culture is an indispensable component of Chinese traditional holidays which not only meet people's basic requirements but also render an active atmosphere and lend enchantment to the holidays. The basic reason of this is mainly caused by idea and value of people. Chinese people pursue a healthy and long life as their goal and they realize this goal by eating different kind of food. People believe that to have food naturally according to different seasons without change the environment so that they could be healthy and longevity. Therefore, food can best explain the Chinese traditional holidays.

In America, holidays also have a series of festival food, such as the Easter eggs, thanksgiving turkeys and pumpkins, however, the main theme of holidays is the entertainment. The holiday that could mostly demonstrate and reflect the cultural spirit of American holidays is April Fool's Day, which can also be called as All Fool's Day. According to traditional customs, on this day, everybody can tease others and be laughed at as well, even to do a trick is allowed. It is a good way to make people feel relax from such a holiday which can also help people to catch joys in their lives. The spirit of entertainment can be discovered in other holidays. Halloween, for example, is a day that people do some makeups to do things they do not do on usual days, which is a good chance for people to release themselves and enjoy a different life for one day.



It can be concluded that American holidays are a process of releasing emotion. To celebrate a holiday is to provide a chance to reduce their pressure as well as depression. It is said that the theme off American holidays is from the purpose pursuing in their lives is to be healthy and happy which mainly by joining a religion and entertainment activities to make this come true. This is the theme of celebrating holidays which is quite different from that of Chinese holidays.

Finally, the difference lies in values that both countries share. In Chinese holidays, collectivism is the main value that most people admit. For example, almost half of the main traditional holidays all have the meaning of family reunion, like the spring festival , tomb-sweeping day ,dragon boat festival ,mid-autumn day and so on. These Chinese traditional holidays are giving the hope of getting together which can best explain Chinese collectivism. In the USA, on the other hand, people focus on individualism which stresses on the value, right and freedom of an individual. Valentine’s Day, for instance, is a day for people who fall love with each other. Usually, it is celebrated just between two people and no one else could be present on this day as only two people are enough in love. This is the best way to express people’s emotion to another people which obviously show the individualism.

Therefore, different history, development and values of those two countries caused different culture and holidays. This is a long process for people to explore and understand.

#### 4. Conclusion

By the comparisons mentioned above, it can be concluded that two different holiday culture are caused by the following reasons--natural environment, social conditions and historical development. However, there still are some similarities lie in these holiday cultures. With the world globalization going, more and more cultures mix together. It is a good way for people to understand different culture and explore its deeper values, which can be vital for keeping national features and promoting national culture as well as learning American cultures. This is a chance for people from both countries to get to know each other which benefits for the communication between the USA and China.

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## BEASTS IN CHINA AND THE UNITED STATES

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**Abstract:** In this paper, some beasts will be introduced both in China and the US, and then compare the differences of these beasts. It includes Qilin and Xiezhi from China, Centaur and Cyclopes from the US. The shapes and characteristics of these beasts will be described in the following. Because of diverse living environments and evolution processes, beasts are endowed with different images and characteristics. Therefore the beasts from the two countries reveal their culture spirit respectively and have a deep influence on their people. By comparing the prototype of beasts from China and the United States, we can learn more profound cultural origins which contain different cultural spirits and influence on later generations. What's more, by analyzing the differences can we find distinct cultural phenomena from characteristics of beasts so that we can promote mutual understanding and communication between China and the US.

**Keywords:** beasts, appearance, characteristic, cultural differences, mutual understanding, China and the United States

In the process of development of human society, people often use animals to express affection. However, beasts are quite different from ordinary animals. There are clear boundaries between them. Generally speaking, beasts are more special, because they are mysterious animals with weird appearance, strong control force and they are offensive. Even more incredible, their self-healing ability is strong. Many countries have their own beasts. Here, I will compare the beasts between China and the United States by studying the differences of appearance and characteristics of beasts, which reflects the diverse cultures. Due to the different living environment, national consciousness, customs and other aspects of the cultural factors between China and the US, beasts from the two countries are embodied with different symbolic meanings and specific cultural connotations. Studying this topic may help both sides learn more about each other, understand the cultural differences better and have a positive effect on promoting the relationship between China and the United States.

It will be interpreted from the following aspects. First is the beasts' appearance and characteristics in China and the Chinese culture which is revealed from it. Second is those aspects of American beasts and the American culture hidden from the above. Last, make a comparison with those beasts in order to get a deeper understanding of each other.

Chinese beasts always present auspicious omen. In Chinese myths, Qilin, for example, with dragon's head, deer's body, cattle's tail, horse's feet and fish scale, is ridden by Chinese

god. It also has two big horns. Chinese almost put all the virtues of their favorite animals on Qilin. Dragon means grace, cattle is an essential animal when people have sacrifice ceremonies and it symbolizes the spirit of dedication. The horse is endowed with the meaning of diligence and bravery. Fish signifies good luck, beauty and wealth. Thus Qilin is a kind beast in China. The symbolic meaning of it is wisdom, peace, good luck and wealth. Furthermore, it can also bring good luck to women who are unable to have a baby. When you are in trouble, Qilin can bless you and bring good luck to you. As one of the most honorable beasts in China, it is benevolent and never hurt good people. It is said that Qilin lives in heaven. When it appears, it is often accompanied by gods. At the early age, it can not fly until it grows up. What's more, it can change into smaller or bigger whenever it wants. Chinese often use Qilin to dissolve "Shaqi" (which means bad luck) and to exorcise the evil things. Even though Qilin is not so famous as dragon in the US, it is a household name in China, known as a beast to protect good people while punish the bad guys, blessing us with a higher position and lots of money. It brings good luck and happiness to families and helps people to make everything go off without a hitch. It is regarded as the symbol of kindness and good luck. So nowadays people use it to decorate their clothes, houses and different kinds of daily necessities. They hope everything goes well to an advantageous circumstance.

However, in the past, only the government officers can use Qilin for decoration. They took Qilin to embroider in special uniforms that only those who were "Yipin officer" (the position equals to American secretary of state) can wore them. This signifies Chinese previous hierarchy. All in all, Chinese combine several mascots together to create a new beast which embodies the spirit of tolerance and appreciation. Qilin can be passed down for thousands of years because it represents Chinese moral codes and reflects profit-orientation. In addition, it reappears the long history of traditional culture.

Xiezhi, whose appearance looks like Qilin, with only one horn on his forehead is known as a justice, because he can distinguish the good from the evil, the right from the wrong. Once Xiezhi finds a corrupt official, it will eat him immediately. So it represents fairness and bravery.

On the contrary, the beasts in the United states are quite different from those in China. Centaur, a monster with poisonous blood whose upper part of the body is human while the lower part is horse, likes stirring up troubles and looting with greed. They are the symbol of bad interpersonal relationship and reveal the nervousness and fear of one's inner world. It is said that they are rough, cruel, violent and unreasonable beasts with bad temper. Generally they are regarded as a representative of the savage that are associated with alcohol abuse, violence and sex. The legend is derived from the first seeing of the cavalry from the steppes of Asia by the residents of Laplths, which is a terrible beginning because the Centaur always tries to kidnap and tempts the women of Laplths. So the Centaur represents wild beast. However , there is a few exceptions such as Chiron. He is very

knowledgeable and polite. He is a courageous warrior with moderate temper and good at running and often arms with bows and arrows to gallop in the mountain. At his early age, he learns versatile skills from the sun god Apollo and the moon god Artemis. When he grows up, he is proficient in all kinds of musical instruments and masters all kinds of knowledge such as medicine and astronomy. He is good at bow and sword, especially does well in equestrian, racing and boxing. For a long time he hides in a cave, regarding teaching students skills as his career. Most heroes in Greek myths are his students. Because of this, he is loved and respected by human and gods. One day, one of his students named Hercules had a fight with Centaur. In the melee, some of them ran into Chiron's cave. Unfortunately, Chiron was shot by an arrow with sea snake venom accidentally. No drug can cure him, and he didn't want to continue enduring the pains any more, he gave up the internal life and finally he died. The god Zeus had mercy on his poor experience so Zeus gave him a position in heaven, which is one of the brilliant sky constellation called Sagittarius.

All in all, Centaur is used to symbolize the image of a man who is trapped by his own lust and the original impulse of animals. What's more, Centaur's whole life shows that pain is just a part of human's life and painful experience can be used to help others. In Greek-Roman myths, the lecherous Centaur shows the part of lawlessness and native of human. That is uncivilized and shows the wild and savage characteristic. On the king's wedding of Laplths, the Centaur tried to attempt the bride, raped ladies and attacked people with trunks and stones. Last, human defeated the Centaur, which implies that knowledge and reason can conquer instinct and animal lust.

Cyclopes, a group of giants with one eye in the middle of their foreheads work as servants for god. They live in caves on Cyclopes Island with special skills and excellent technologies.

From the above, we know that Chinese beasts show the pursuit of morality and uphold justice. On behalf of the supremacy of imperial power, they master supernatural or magic skills and represent auspicious omen. What's more, Chinese people would like to make beast perfect with all kinds of virtues, which comply with social ethics. However, beasts in the US reveal their love for freedom and heroism. They show both the good and bad aspects of human nature, even the god in America is not the only man we admire. He also has intolerable defects and isn't perfect. The beasts in America are mostly evil and they are the embodiment of greed, but finally they are all killed by heroes. As a result, we can conclude that wherever the beasts are, they are all virtual products, but not all the same. Their cultural origins are different, so are the image and symbolism.

### Conclusion

Each nation has his own region and culture, with a different nationality folk characteristics. It is because of the cultural differences between China and America that the understanding and appearance of beasts vary a lot. From the different beasts' appearances,

we can find differences in both culture. The characters and manners of beasts in both countries also reveal the different national characters and values. Through observation and analysis of the beasts, we can understand the cultural background of the two ethnic groups, feel their artistic characteristics, their images and the symbolic meaning hidden in the cultural background.

Thus, what we need to do is to capture specific cultural phenomena from the symbolic meanings of beasts in China and the United States. If we are familiar with the differences between the two cultures, it will be easier to build association and strengthen the friendship between the two countries.

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