

V I D E O A N A L Y S I S

作业视频分析与展播

视频主题：**教育与使命：**

英译汉The Mission of Universities

国学：大学

小组制作：

电影：Crash 撞车



2022

Ethnocentrism and Stereotypes

Intercultural communication

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Case study案例分析

Movie : crash 撞车

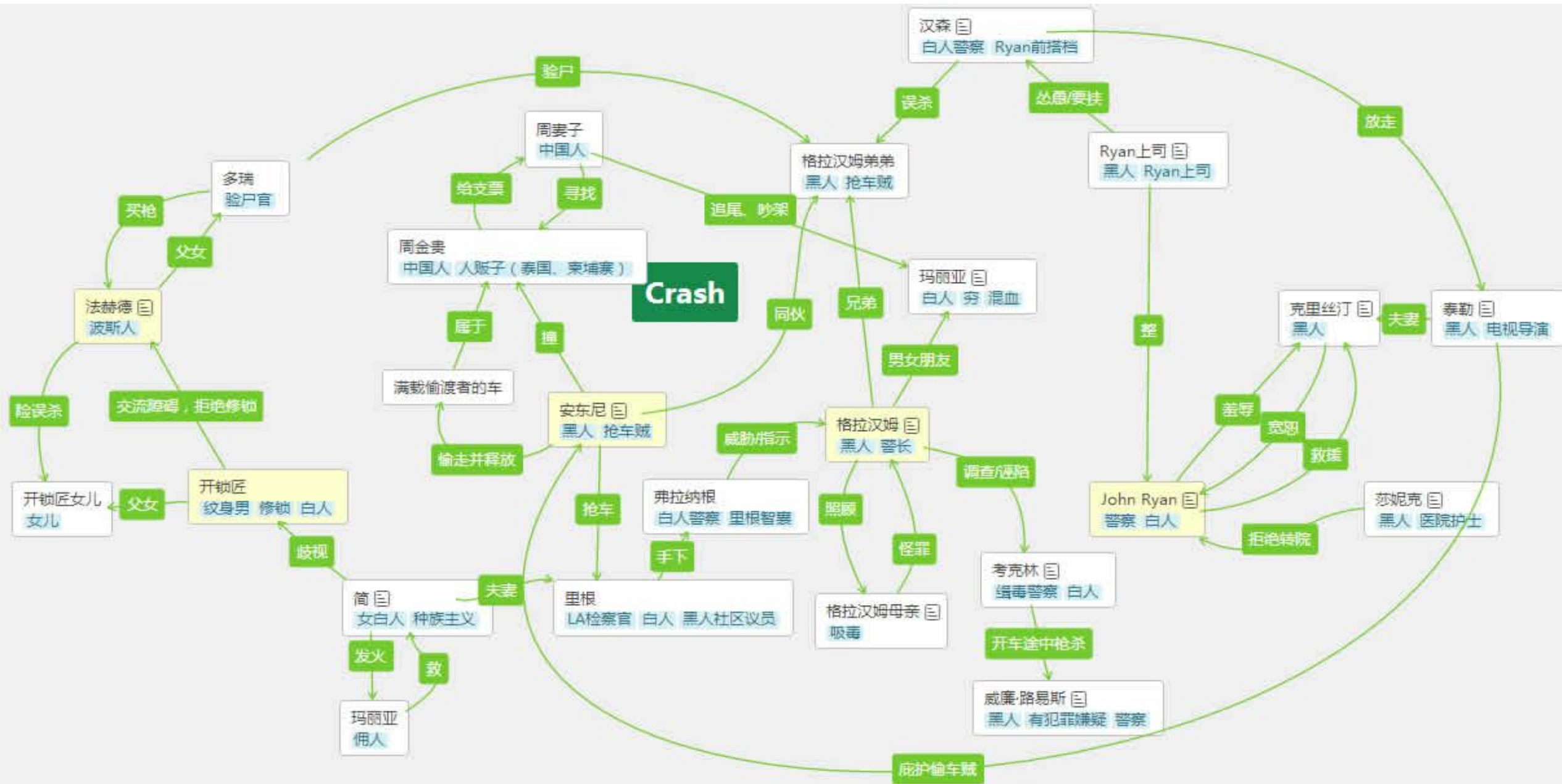


Case study 案例分析

Movie CRASH

Crash is a 1996 British–Canadian psychological thriller film written and directed by David Cronenberg based on J. G. Ballard's 1973 novel of the same name. It tells the story of a group of people who take sexual pleasure from car crashes, a notable form of paraphilia.







暴风影音



暴风影音

你还要多久？ 这是最后一个

暴风影音





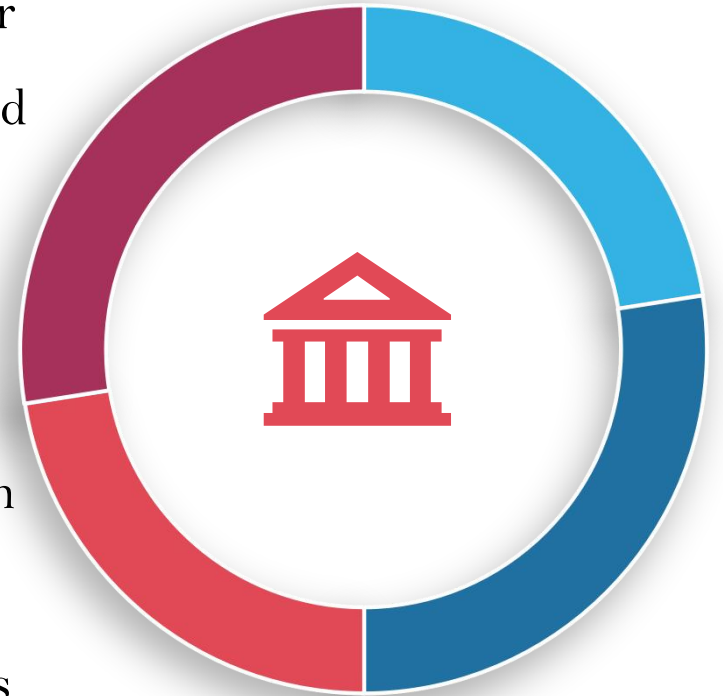
Ethnocentrism

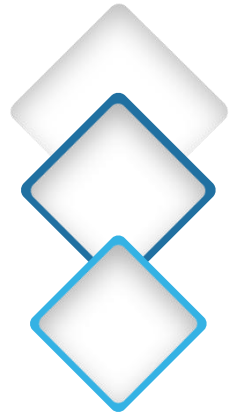
种族中心主义



2.1 Ethnocentrism

Culture is not only the basis of our thought of reality but also the guide for us to tell right from wrong. People of all communities are inclined to regard themselves as the center of humanity or as the chosen one. So it is understandable that **people would regard their own ways of doing things correct, and other people's incorrect based on that view.** Usually people think their behaviors and ways of thinking are the only right ones. So when they meet someone who does not think in his way or behave in other patterns, they certainly would react with surprise even hate, and those ways of doing things for them, are uncivilized or inferior. This kind of attitude is what we call ethnocentrism.





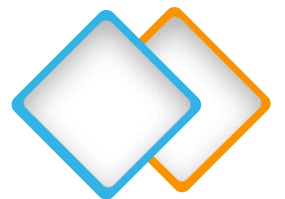
Ethnocentrism

The concept of ethnocentrism was first introduced by the American academic professor **William G Sumner**, who defined it as the view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it. Ethnocentrism is **the belief that one's own culture is the best and all other cultures are inferior**. So ethnocentrism actually refers to the attitudes of cultural superiority, one of the major barriers to intercultural communication.



2.1.1 How does ethnocentrism impede intercultural communication

- It is normal and natural for each of us to be proud of our own culture's achievements, values and characteristics, however, sometimes we go so far that we allow our pride to turn into an attitude that implies others are not as good as we are. In fact, many scholars believe that because we learn ethnocentrism so early in life, and primarily unconsciously, it might be the major barrier to intercultural communication.





2.1.2 Negative impact of ethnocentrism1

- Steward and Bennett describe the negative side:
- First, ethnocentric beliefs about one's own culture may lead to a narrow and defensive identity. Chinese parents take care of their children so carefully that they interfere with every decision that their children are supposed to make. While Americans generally disapprove of this method of child-rearing, Chinese people regard it as the best way to demonstrate love for their children. This example illustrates that people tend to think their culture is “the only true culture”, which is in fact not true.





2.1.2 Negative impact of ethnocentrism2

- Second, when people form ethnocentric beliefs, they normally perceive members of other cultures in terms of stereotypes. Americans usually look upon the custom of arranged marriage prevailing in the East as something strange or offensive to human rights. This contributes, in part, to the view that Americans have of countries such as India or China.



2.1.2 Negative impact of ethnocentrism³

- Third, since ethnocentric beliefs assume that one's own culture is normal and natural, ethnocentric judgments usually involve unfair comparisons that ennoble one's culture while degrading those of others.





2.1.3 How can ethnocentrism be overcome?

- First of all, we should be fully aware that, while one culture is different from another, that is not evidence it is better than any other culture. Consider, for example, the cultures of China and the United States. Chinese people use chopsticks while Americans use a knife and fork when eating. Is one more correct than the other? Chinese people never open gifts in the presence of guests while Americans usually open the gift and share their pleasure together with their guests. Can we say Chinese people are civilized than Americans? Or that American rules of politeness are better than those of the Chinese? Obviously neither of the two statements are true. Thus, we need to remember there exist differences between two cultures rather than superiority or inferiority between them.



How can ethnocentrism be overcome?

- Second, we should try to **know more about ourselves** in order to overcome the difficulties caused by deeply-rooted ethnocentrism. Identifying the attitudes, prejudices, and opinions that we all carry around can prevent many conflicts caused by ethnocentrism. Understanding our own communication styles may contribute much to successful intercultural communication. However, it is not easy to view ourselves objectively. If we perceive ourselves in one way, while those with whom we interact perceive us in another way, serious problems can arise. This requires us to be sensitive to feedback we receive, be more aware of our own communication style, and make appropriate adjustments in time.



How can ethnocentrism be overcome?

- Finally, **developing empathy** is a very effective way to overcome ethnocentrism. Empathy refers to the ability to be able to see things from the point of view of others in order to better understand other cultures. Empathy can be cultivated only if we become sensitive to the values and customs of the culture with which we are interacting. To resist ethnocentric attitudes, we should learn to suspend, or at least keep in check, the cultural perspective that is unique to our own experiences. In a word, developing and increasing empathy may help to reduce the difficulties we encounter in intercultural communication.



American racial discrimination



Racial discrimination

Racial discrimination, in law, is any act that treats people of other races in a different manner. Many countries have specific laws forbidding this practice, although others have few laws addressing this issue. Definitions may vary, and may not just define race by specific lineage, but they could use the term, *color*, so that treatment based on skin color is grouped under race discrimination, too. Many countries set up protected classes, like race, color, national origin, gender, religion, or sexual orientation, and it may be illegal to treat someone differently based on which class the person belongs to.



Laws in USA

- In the US, many laws forbid racial discrimination, and a number of these are directly derived from Title VII in the Civil Rights Act of 1964 and the Civil Rights Act of 1991. The first of these acts states that employers cannot refuse to hire qualified employees based on race or skin color, and they can't do other things like harass them, refuse promotions, or pay them at lower rates because of their race. The 1991 Civil Rights Act defines some ways that people who have experienced this discrimination can sue.



Racial discrimination

- Actually, racial discrimination does not just exist in America, but American racial segregation is the most typical discrimination all around the world.



Angel and devil



Are you sure that
the white girl is
an angel and the
black one is a
devil?



Politics *Martin Luther King*





Martin Luther King

- Martin Luther King dreamt that all inhabitants of the United States would be judged by their personal qualities and not by the color of their skin. In April 1968 he was murdered by a white racist. Four years earlier, he had received the Peace Prize for his nonviolent campaign against racism. King adhered to Gandhi's philosophy of nonviolence. In 1955 he began his struggle to persuade the US Government to declare the policy of racial discrimination in the southern states unlawful. The racists responded with violence to the black people's nonviolent initiatives.

In 1963, 250,000 demonstrators marched to the Lincoln Memorial in Washington, where King gave his famous "**I have a dream**" speech. The following year, President Johnson got a law passed prohibiting all racial discrimination.



Why was Martin Luther King, Jr. awarded the 1964 Nobel Peace Prize?

- **Answer:** As Gunnar Jahn, Chairman of the Nobel Committee, said in his **presentation speech**: He is **the first** person in the Western world to have shown us that a struggle can be waged without violence. He is the first to make the message of brotherly love a reality in the course of his struggle, and he has brought this message to all men, to all nations and races.



When did Martin Luther King, Jr. deliver his famous speech "I have a dream ..."?

- **Answer:** On 28 August 1963 Martin Luther King, Jr. organized a now historic march to Washington to show the importance of solving the nation's racial problems. About 250,000 people gathered and listened to Martin Luther King, Jr.'s speech when he uttered the immortal words: "I have a dream that my four children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character".



- Although there are many outstanding black people in America, racial discrimination is still existing.



Brief introduction of American' s racial discrimination

- Racial discrimination in America can date back to **European slave trade period**. It is a **deep social problem** in the United States because blacks and other minor ethnic groups are living in the **bottom of the American society**.





History

- It can date back to European slave trade period. A great number of black people were shipped to American continent to do the toughest jobs. They were living in the bottom of American society. They were the underprivileged group in the society, but have made great contribution to the infrastructure construction of America. In my opinion, they were the most respectable people in the world because of their industry, frugality and even their faithfulness. However, the fact is that they were called as Negro by those whom they were loyal to. How unfair it was!



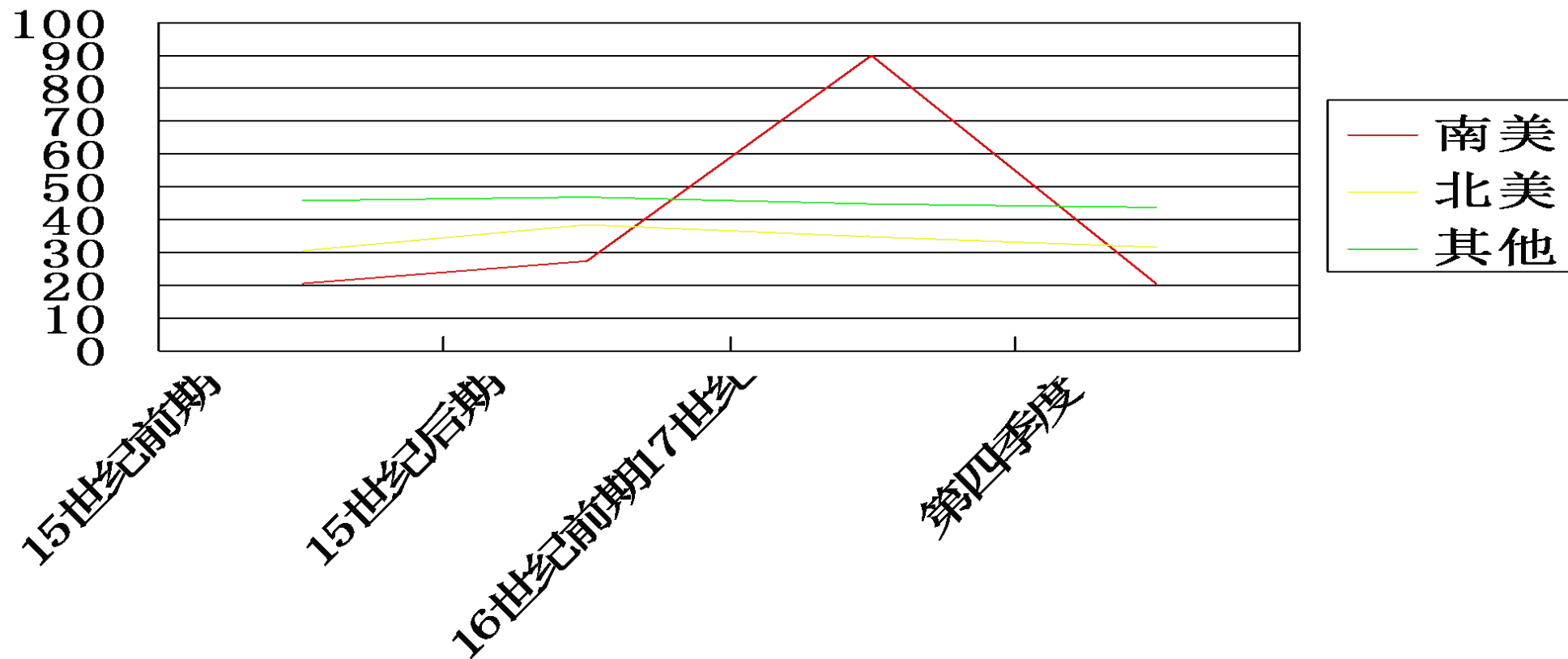
罪恶的贸易——美国黑奴的悲惨命运



1501年，即哥伦布发现新大陆后不到10年，伊斯帕尼奥拉岛就从葡萄牙运进了第一批黑奴。这是向美洲贩卖奴隶的滥觞，也是美洲实行黑人奴隶制的开端。1518年，第一艘来自非洲的贩奴船到达西印度，开始了非洲与美洲之间直接的黑奴贸易。到1540年，西班牙美洲殖民地每年运进的黑奴可能已达1万人。



南北美洲黑人贩卖情况

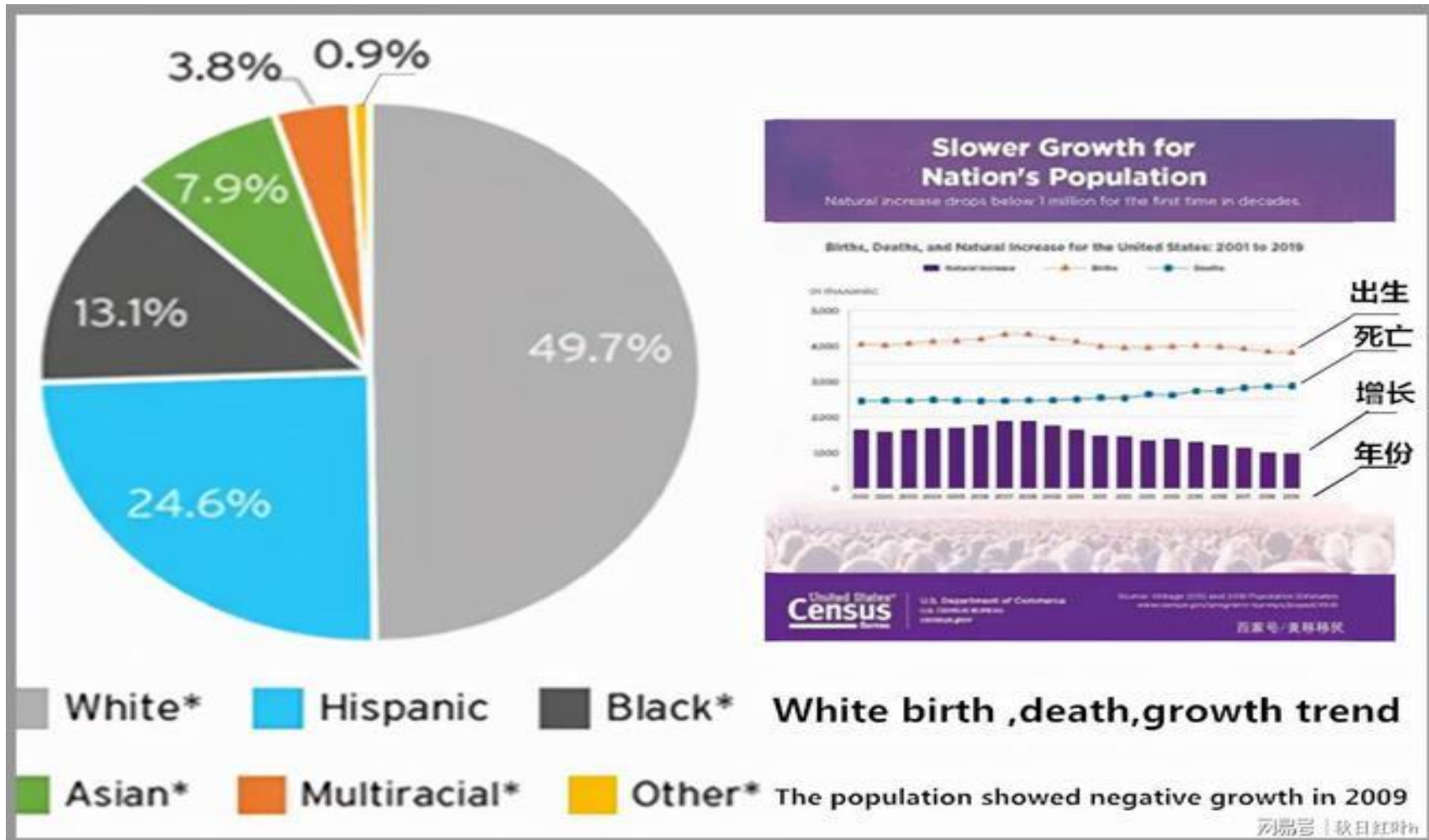




social problem

- Racial discrimination is a very serious social problem in American and **still exists nowadays**. There are many reasons cause human historical racial discrimination. **Economic, political ,cultural and historical factors** are the sources of American black racial discrimination.
- However, the blacks have as **the same rights** as the whites. There are many people in America always busy with **fighting against** racial discrimination

美国一家权威民调机构“皮尤研究中心（Pew Research Center）”发布了最新2019年“美国各人种比例图表”和“美国白人增长走势图”。

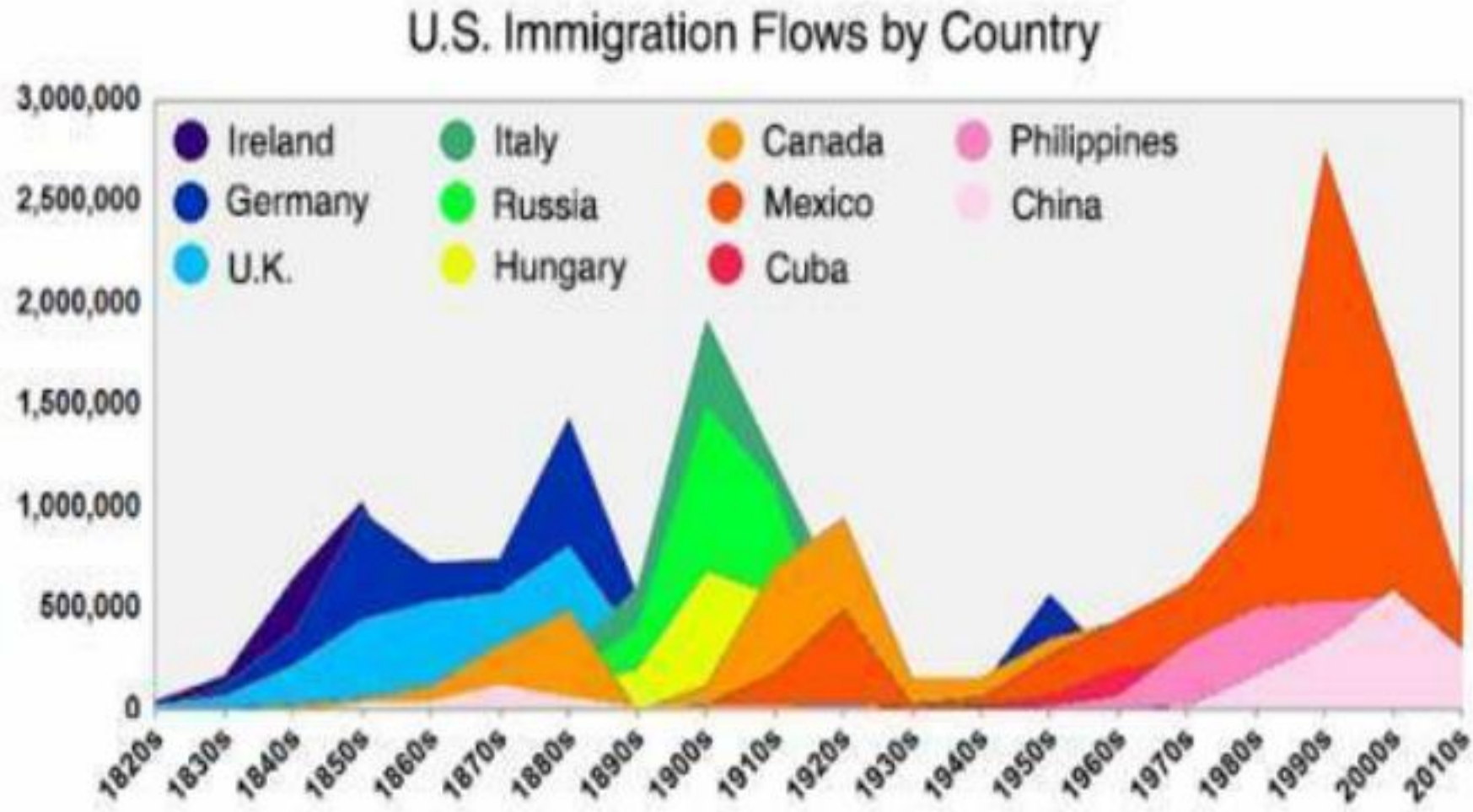


最新的普查结果显示，2022年美国人口总数为3.314亿，比2010年只增加了7.4%，人口增长速度缓慢。

美国有78%的18岁以上成年人，18岁以下人口只占据了22%，成年人的的人口分布呈逐步上升趋势，超过65岁的老龄人口占据总人口的16.5%，相当于5400多万人。



American Population

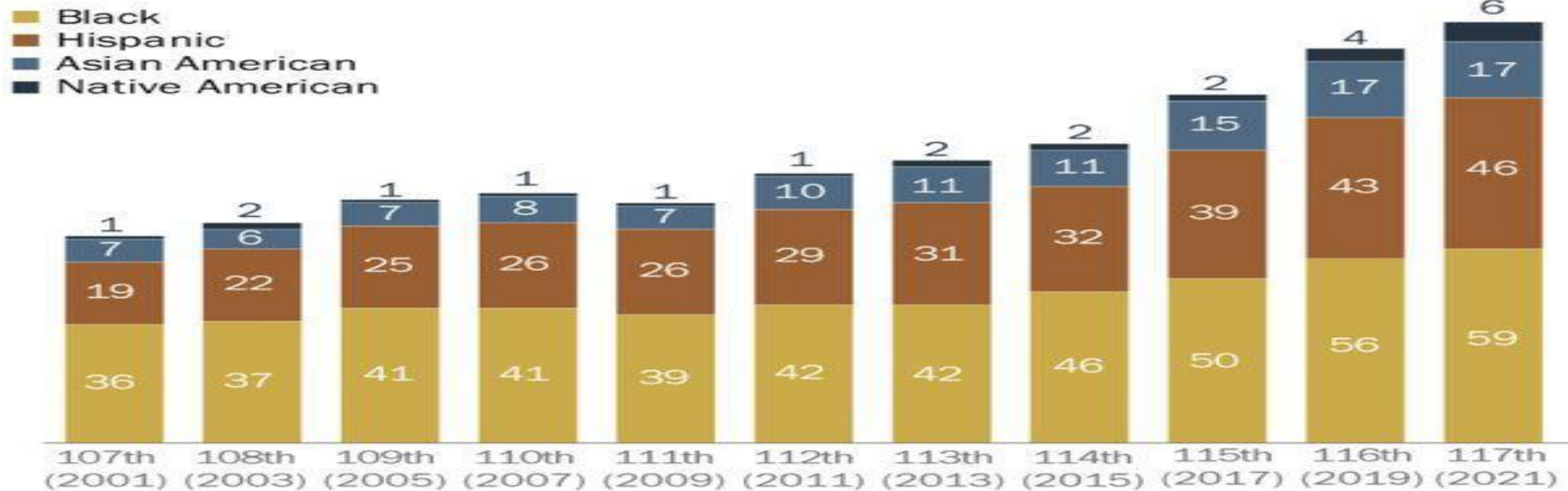




美国议员种族分布

Growing racial and ethnic diversity in Congress

Number of non-White House and Senate members by race/ethnicity



Note: Nonvoting delegates and commissioners are excluded. Figures for the 117th Congress are as of Jan. 26, 2021. Asian Americans include Pacific Islanders, and Hispanics are of any race. Members who have more than one racial or ethnic identity for the above groups are counted in each applicable group.

Source: Congressional Research Service, CQ Roll Call, Brookings Institution.

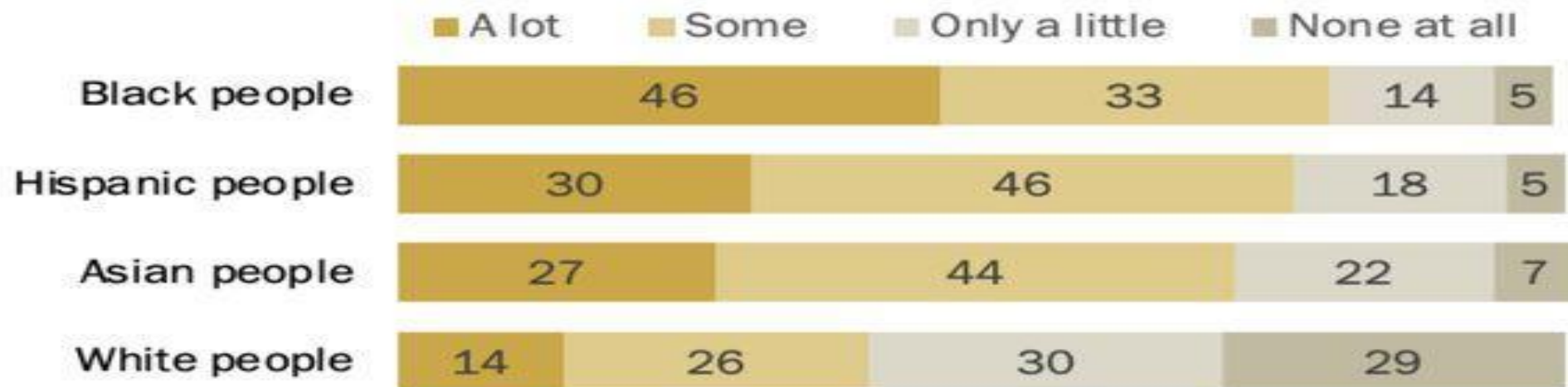
PEW RESEARCH CENTER



Black people face "a lot of" discrimination

Nearly half of Americans say Black people face 'a lot' of discrimination in society today

% who say there is ____ of discrimination against each group in our society



Note: No answer responses not shown.

Source: Survey of U.S. adults conducted March 1-7, 2021.

PEW RESEARCH CENTER



- In America, the racial discrimination is **everywhere**, the **racial conflict** often happen, the black people are treated as slaves by white people, they often have the **lowest salary, insurance and many unfair treatment.**



- Nowadays, the racial discrimination **isn't just** between the white and the black, **many other races in American are discriminated** by the local people and they don't have right to protect themselves.



Discussion

- Discussion 1 : why American racial discrimination is so serious?
- Discussion 2 : how to eliminate racial discrimination





why American racial discrimination is so serious?

- The mind of the racial discrimination exist in many **white people's minds**. They always **treat** the black people **as slaves** or think them as **criminals**.
- Some of the **black people** in America become **lazy and crazy**, they don't work and do harmful things to the society, such as **robbing, stealing and killing people**.



why American racial discrimination is so serious?

- The **government don't pay more attention** on the racial discrimination, sometimes they maybe deprive the black people's rights to maintain the white people's rights.
- The **conflict of history** which the black people try to get fair treatment is too short, many person don't realize their rights deprived.
- **A widening gap between rich and poor** is a reason cause the racial discrimination.
- The **essence** of the problem is that the competition between the race and other race, it likes the regional protectionism(地方保护主义).

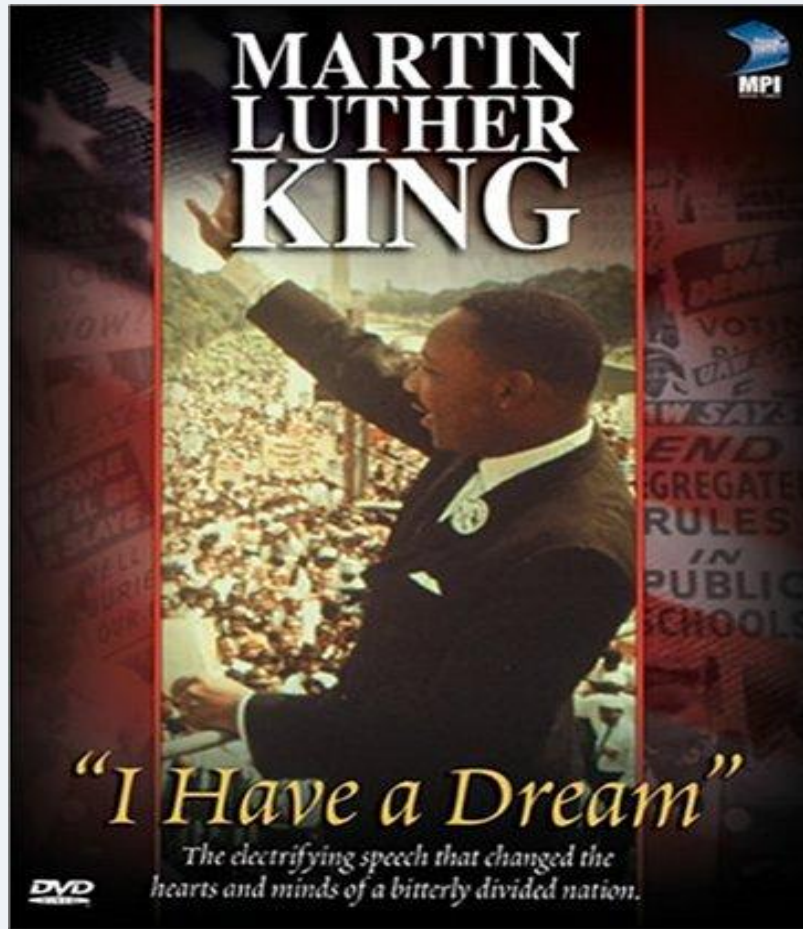


How to Eliminate Racial Discrimination

1. A great leader
2. A responsible government
3. A justice international organization
4. A high quality people and an equal mind



A great leader



- Dr. Martin Luther King, Jr. was an American political activist, the most famous leader of the American civil rights movement. Considered a peacemaker throughout the world for his promotion of **nonviolence and equal treatment for different races**, he received the **Nobel Peace Prize** in 1968. His most influential and well-known speech is the "**I Have A Dream**" speech.



A responsible government

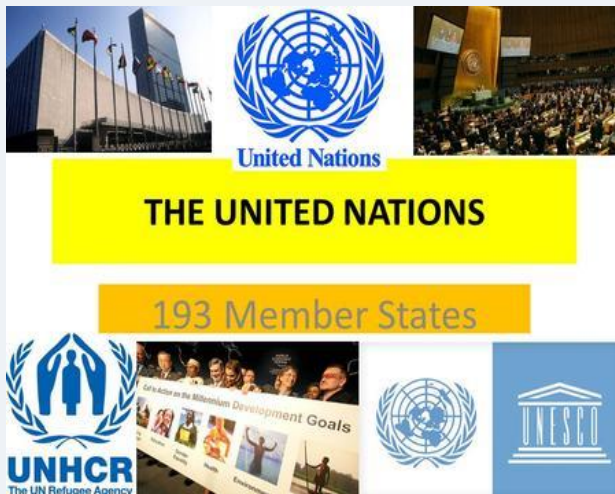
- **Ensure black rights**, especially employment, medical treatment, insurance and social welfare
- To strengthen **national equality and harmony** of the propaganda and education, stop the spread of racism





A justice international organization

- The United Nations must take responsibility to control the racial discrimination, help to **eliminate poverty** in developing countries, **narrow the gap** between rich and poor, and strongly **advocate ethnic equality**, harmonious and the dialogue between different civilizations





A high quality people and an equal mind

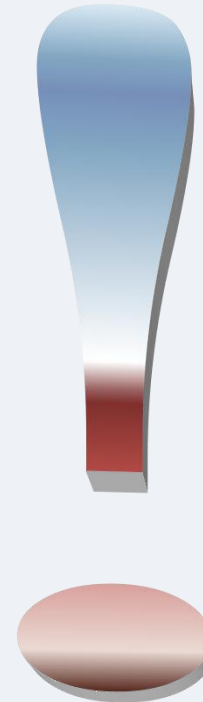
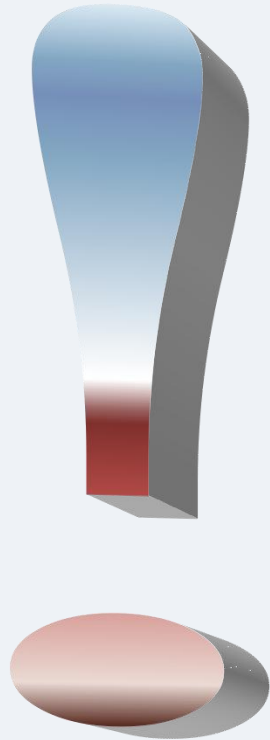
- Give every races an equal education and job chances, keep the equal mind to treat everyone, improve human rights consciousness.
- The black people should improve their quality to win respect of the white people.
- The white people should correct their attitude towards the black, and give hands to the black people who need help.





How about China?

Chinese racial discrimination attitude is very clear







Loosely speaking



- “Chinese” can also be defined on the basis of **race and blood**. If we talk a little loosely, all of the descendants of Yan and Yellow Emperors, all of the heirs of the dragon are Chinese. Just like the song goes, **“always an heir of the dragon”**.



Common view

- Their **ancestors** were Chinese.
- Chinese were **born** in China or have **lived** in China.
- They look like a typical Chinese, whose **skin is yellow and who has black hair.**

harmonious, not aggressive, friendly and peace-loving

- **Confucian culture** influence
- China hold that **no country should interfere in the internal affairs** of other countries
- Always **seek for compromise** and avoid taking sides





conservative and modest

- we began following the policy of **reform and opening since 1978**,
but some western ideas and morals still can't be accepted
- we Chinese believe that '**Be modest, otherwise you will lag
behind**'



National spirit

- patriotism. 爱国主义
- Educate the public to respect their ancestors.



Traditional Virtue

(1) Respect authority

- It is of vital importance to upholding the centralized power of the Party and unity of the state



(2) Respect teacher and value education

- There is an old saying that **to be a scholar is to be the top of society**, which show the important position of education in the mind of people.
- In the temple of Confucius in Beijing, many emperors in the Qing Dynasty had written inscriptions to **show their appreciation to Master Confucius**.
- In China, the honor shown to teachers is displayed in every aspect of social life. **The teacher is always called sir or mentor**. Nowadays, September the tenth is designed to be **the Teachers' Day**.



(3) Three Friends in Cold Weather

- **Pine, bamboo, and plum** have always been regarded by Chinese people as the most beloved plants because **they all thrive through the cold winter days**, just like friends who cherish the same ideas welcoming the advent of the spring together.
- 岁寒三友
- **symbolizing the noble characters esteemed and pursued by Chinese people.**



(3) Filial Virtue

- Respecting and taking care of the aged parents is regarded as an obligatory duty in China.
- **Filial Piety**
- Chinese people believe that only those who are concerned with and practice filial devotion to their parents would be honest, faithful, and be grateful to others and seek ways to return their kindness.

Why 'Made in China' is a mark of shame

- They say that the first step on the road to recovery is **to admit you have a problem**. Only now, as the public becomes aware that the "**Made in China**" label is tainted with a huge number of **shoddy and dangerous** products, are companies beginning to understand there is a serious problem. The next step is to ask: **why do Chinese manufacturers behave so badly?**



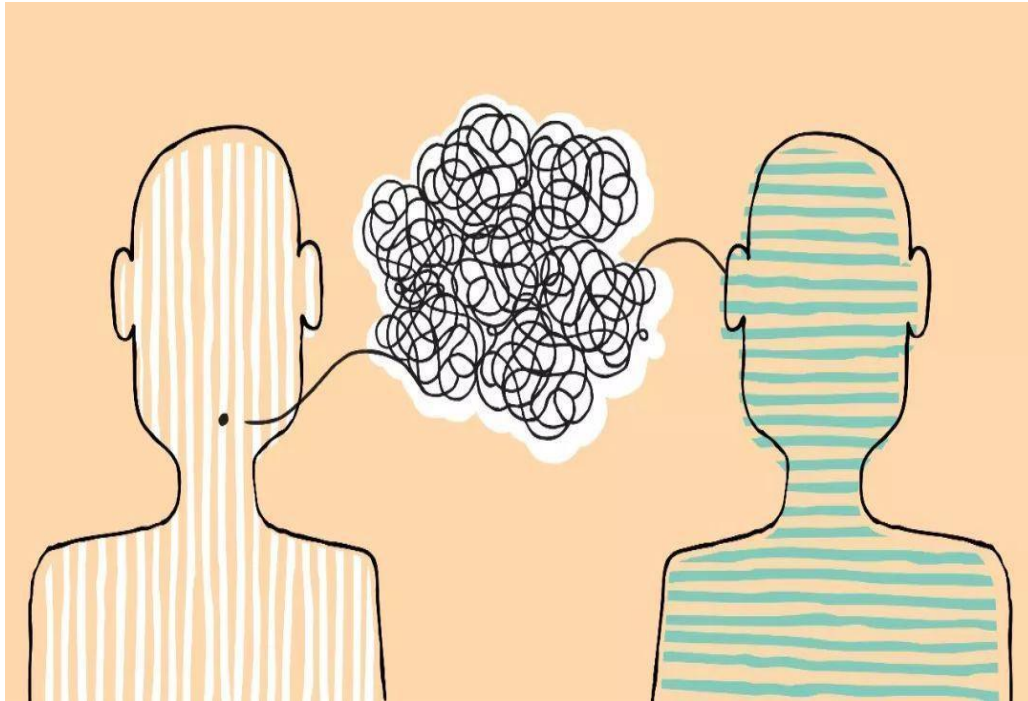
STEREOTYPES

Stereotype, a perception process, is a form of generalization about some group of people.



THE DEFINITION OF STEREOTYPES

STEREOTYPES



Stereotype, a perception process, is a form of generalization about some group of people. When people have little information about a group of people, they are likely to think of them in a very general way.

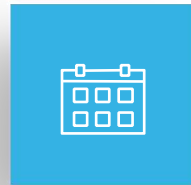
If they interact with other people who also lack information about the same process of overgeneralizing based on limited or inaccurate information.



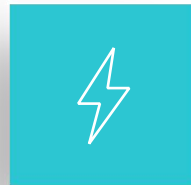
Why are stereotypes pervasive?



The reason for the pervasive stereotype is that human beings have cognitive and psychological needs to categorize and classify.



In our daily life there are numerous occasions when we need to generalize simply in order to make sense of our experiences. Since the world is so large and no one can respond to every situation as if it were entirely new and unique, we depend a lot on our generalization to deal with the many kinds of people and situations we encounter.



In spite of their conveniences, the generalizations we adopt are sometimes too broad or are based on inadequate or outdated information. Such inappropriate generalizations are dangerous and may cause difficulties in our intercultural encounters.



Stereotypes are not innate to human beings.

Stereotypes are learned in a variety of ways.

- First, children acquire stereotypes from their parents, relatives and friends.
- Second, stereotypes develop through limited personal contact. Many may have resulted from direct experience with only one or two people from a particular cultural group.
- Finally, many stereotypes are provided by the mass media. Television has been guilty of providing distorted images of many ethnic group.





定时思维、刻板印象

• 关于被外国人问过的关于中国的奇葩问题

1、中国人为什么都很喜欢拍照，吃饭前要拍，在公园游玩也要拍，天空也要拍，太阳下山也要拍。

2、你们是不是还未成年？

相比于西方人，同龄人我们确实比他们要显得年轻一些，欧美人在十几岁的时候就发育地很成熟，而我们那个年纪看起来还像个小孩子，所以二十几岁的我们被他看起来像未成年人。

3、你会功夫吗？会不会飞，能不能给我展示一下你们中国的功夫。

外国人真的很喜欢中国的功夫片，武侠片，甚至有一些人还爱上了功夫，来中国学习武术，可我们真的不会飞，不会轻功，武术也是少部分人学习而已。

4、你们中国人是不是都吃狗肉，狗狗这么可爱怎么可以吃它呢？

外国人认为中国人都吃狗肉，我想说吃狗肉只是一些地区的人吃而已，大部分人都不能吃这个，很多人都养狗的。

5、你们中国人什么都吃吗？好多食物都好恐怖啊 6、你是不是数学很好？ 7、你们可以和非华裔的人谈恋爱吗？ 8、你们为什么要吃爪子类的东西，还吃动物内脏？ 9、你们吃饭用筷子，那怎么喝汤呀？

10、在中国是不是人人都穿中山装，蓝绿衣服，走路踢正步？ 11、你们中国人是不是上下班都骑自行车？老外认为我们中国还很落后，能够有一辆自行车已经是很富裕的家庭才能拥有的。

12、中国人是不是个个都会打乒乓球？ 13、中国的女人平时都是穿旗袍吗？ 14、中国人是不是个个都是瘦子？ 15、中国人是不是都戴着眼镜？

16、中国人真的眼睛这么小吗？ 17、你们中国人喜欢趴在桌子上睡觉？ 18、中国是不是环境很差，处处是臭水沟？ 19、中国有电视，电脑，网络，电梯等等？ 20、中国人是不是和韩国人，日本人很像？



ASSIGNMENT



录制主题视频

流散与包容

英译汉 On the tourist Trail of China's Jews

阅读 国学：上海为何向犹太人敞开大门

小组制作视频

The Terminal 幸福终点站

Intercultural communication THANKS

范京晶 要文静

