

On Values: the Comparison of Values between Chinese and American

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ABSTRACT. *Nowadays, people from different languages and cultural backgrounds are getting closer and closer. Therefore, intercultural communication covers various fields. According to Ren Zhengfei's speech at the briefing session of the Public Relations Strategy Outline, this paper takes the Sino-US values as a target and conducts comparative research from the perspective of intercultural communication in order to better understand the differences of values between Chinese and the United States. The research of different values can not only help Chinese and American people to reduce conflicts and misunderstandings during cross-cultural exchanges but promote Sino-US cooperation and exchanges in order to achieve mutual benefit and win-win results.*

KEYWORDS: *Intercultural communication; Cultural values; Comparison*

1. Introduction

With the in-depth development of China's reform and opening up, people's exchanges between different countries and different cultures has deeply increased. Especially after China's accession to the WTO, China's exchanges with Western countries are becoming more frequent, and people and things in Western society have gradually come close to us. In this case, cross-border, cross-national, cross-cultural economic and social interactions will increase day by day, which is a good thing to deepen our understanding of Western society. However, this is not simple in that we are faced with people from strange cultures and countries, whose way of thinking, living habits and behaviors are very different from ours. In the process of dealing with them, there will inevitably be cultural conflicts. For example, the Blue Room in English, if you don't understand this, refers to the white-washed room where the President of the White House in the United States meets close relatives and friends, you can't accurately translate it into the "inside living room." This misunderstanding and loss of intercultural communication caused by not knowing each other's culture is simply too numerous to mention. As representatives of Eastern and Western cultures, China and the United States have different cultural characteristics.

2. The Concept of Cultural Values in Intercultural Communication

2.1 Brief Introduction to Culture

Culture is learned and shared among social groups and passed from one generation to another to promote the survival, adaptation, growth and development of individuals in society. In general, culture means that human society has developed to a certain extent in history. It includes all forms of human life and activity, as well as the spiritual wealth created by all. Specifically, it means "the realm of human spiritual life." Culture is created by people; it also constantly creates human beings' own country, nation, personal character, psychology, behavior, way of thinking, and so on. Culture refers to knowledge, experience, beliefs, values, attitudes, meanings, ranks, religions, time concepts, roles, spatial relationships, cosmic concepts, and the cumulative existence of material objects and property acquired by a group of people. The process of generations fighting through individuals and groups.

2.2 The Concept of Intercultural Communication

Intercultural communication occurs when members of a culture produce information for consumption by other cultures. More precisely, cross-cultural communication involves interactions between people, and their cultural perceptions and symbolic systems are sufficiently obvious to change communication events. The most basic intercultural communication refers to the academic field of academics and research. It aims to understand how people from different countries and cultures to express, communicate and perceive the world around them. The definition of intercultural communication must also include areas that contribute to it, such as anthropology,

psychology, and communication. According to Wikipedia's definition, intercultural communication is a form of global communication that is used to describe the wide range of communication issues that naturally arise in organizations composed of individuals of different religions, different societies, nations, and educational backgrounds.

2.3 The Concept of Cultural Values

Each culture has its own unique system. This system tells people what behaviors are the society expects and what behaviors are opposed or cast aside by society; what people should love or hate; what is beauty and what is ugly; what is good and what is evil and so on. Scholars conclude this system as a value or value system. This set of values is ubiquitous in society, and plays a prescriptive role in human behavior. The acquisition of the values is like the acquisition of communicative competence. It is the process of socialization. The traditional values in China are a strict and irresistible value orientation, firmly rooted in people's minds. In any society or culture, values are commands that people cannot avoid. They are the standard of knowledge, the way of thinking, the analysis of the world, the model of deductive reasoning, the standard of morality of things, etc. In the process of communication, people unconsciously learned the system and unconsciously changed. It has become an evaluable system of people's beliefs, hobbies, robes, pursuits, hopes, attitudes, behaviors, etc., and has become the cornerstone of their national character. Therefore, no matter how complicated the values of one's inner heart are, they will inevitably manifest itself in his lifestyle.

3. Differences between Chinese and American Cultural Values

3.1 Chinese Values

China is a country with a history of 5,000 years of civilization, which has been cultivating a long and splendid oriental civilization for five thousand years, forming a mysterious and simple oriental culture. There is a unique cultural system deeply rooted in Confucianism. Chinese culture involves all aspects of man and nature, man and society, material and spirit. The cores of Chinese culture are the cosmology of harmony between man and nature and the different philosophical views; the self-fulfilling and enterprising view; the values of the world as the responsibility, and the ethical view of respecting the virtues. It is characterized by relatively restrained, gentle and calm.

China's traditional values believe that the value of the individual is reflected in the individual's contribution to society. Individuals are not only responsible for themselves, but also for others and society. The Chinese people emphasize collectivism and believe that collective interests are higher than personal interests. When there is a conflict between the two, personal interests should make the necessary sacrifices to preserve the collective interests. Traditional Chinese culture with Confucianism as its core has always advocated that there is a difference between being distinguished and being amiable, and that young people are in an orderly manner, especially when dealing with people. For example, when the younger generation sees the elder or the lower level sees the superior, they must take the initiative to say hello to show respect. When talking, the higher or senior position is often the dominant part of the conversation, while the other must show humility.

3.2 American Values

The American culture, a multicultural culture influenced by many cultures, is relatively short-lived. Its cultural characteristics are influenced by the Anglo-Saxon national colonial culture and by many other immigrant cultures. In early days, Puritanism dominated the culture, but over times, native American religion emerged and became an influential cultural element. American society is a relatively open society, and its citizens are eager to achieve the goal of individual struggle, so the cultural characteristics of the "American Dream" are also very significant. In addition, there are still "materialism" and "individualism" under the deep-rooted capitalist democracy in American cultural identity. Americans believe that all human beings are born equal and have the right to pursue freedom and happiness. In the United States, fathers and sons, teachers and students, and people in different positions have no distinction. The concept of equality permeates the life and ideology of Americans. Their behavior, work, entertainment, language, politics, etc. all reflect the concept of equality. In American culture, people are less cautious when interacting with others. Meet acquaintances, regardless of their status and status, and express their greetings with equal "hello".

3.3 Reasons for the Differences between Chinese and American Cultural Values

The cultural formation of any ethnic group was deeply influenced by the natural environment, such as climate and geographical location. The natural environment provided the first possible framework for cultural development. In different natural environments, people choose different ways of living. As a social phenomenon, culture breeds in the whole process of human life, and is also influenced by political, economic, regional and historical factors.

Chinese culture originated in the Yellow River Basin and is a typical continental farming culture. Its historical and cultural traditions emphasize group consciousness, attach importance to the role of the collective, and pay attention to interpersonal harmony. For thousands of years, since the establishment of the great feudal empire by Emperor Qin Shihuang, the rulers of the past have used ethical principles to teach people to be loyal to the monarchs in order to safeguard their own interests. The traditional rules of thought and methods have continued to this day, and have been recognized by everyone, becoming a collective consciousness and regulating people's behavior. The influence of Confucian culture has always dominated. The Confucian ethics underline the superiority and the order of the young and the young, which is the root cause of the strong hierarchical concept in Chinese culture.

American culture is an authentic coastal business culture. Greece and Rome are the birthplaces of this culture, located on the seashore and offshore islands. Many islands make interpersonal exchanges less convenient than plains, so they emphasize the full play of their personal roles and form today's American culture that focuses on individualism. This individualism includes the role of the individual, individual independence, self-selection, self-reliance and independence. The United States is deeply influenced by Christian culture, which has a strong self-centered concept believing in individualism, and fully enjoys individual power and freedom. From the very beginning, American culture inherited European culture (Western culture), and the concept of human rights produced by western traditions. In the 18th century, the French thinker Rousseau proposed and rationalized the "natural human rights." In 1776, the United States Declaration of Independence declared in the form of a political program: "All life is equal." American culture emphasizes human rights, and thus the concept of hierarchy is weak.

4. How to Deal with the Problems Raised from Different Cultural Values

4.1 Deepen Understanding about Western Culture

To solve the problems encountered in the West, we must first fully understand the values of the West. The main outline of public relations is to solve the problem of communication with the West. In these years, we have adopted the Chinese way of thinking to understand the world's pattern and to speculate on the West's intentions. To have a full understanding of the world, we must understand the West in the concept of the West.

We needn't to emphasize the identity now for almost all of it having been proved. Now we should solve the problem of the business environment by fully understanding Western values. To make clear that Huawei's values are consistent with the West so as to form a consensus to a certain extent. Of course, we also have our own values. We do not fully accept Western values in terms of market economy, technology, and employment. We instinctively stick to our self-confidence.

4.2 Ways of Learning Western Cultures

The history of civilization can help us find the key to solving problems. It is necessary to strengthen the study of philosophy, history, and sociology. You don't have to look at the original work. If you don't necessarily grasp the key points after reading it, you might want to watch videos such as documentary films and lectures. Although it does not represent the original work, scholars tell you his own understanding. You can also look at the representative programs, speeches, debates, etc. in the West to gain insight into the latest developments in the West, the main points of thinking, and the changes in social psychology. Furthermore, for the same incident, the direction, viewpoints, and citations of facts and data reported by Chinese and Western media may be different. Only by learning Western articles frequently can we understand this difference and narrow the distance between East and West.

4.3 Change the Talent Structure

The breakthrough in basic research is being deepened in structure. We have not yet been recognized by the industry because we have not done well enough. Our research and development must stand up, not only to

follow the tactics, but to take the lead in strategic opportunities. We must deeply understand the needs of customers. In fact, the continuous and growing customers' demands are the inevitable through the trend of human civilization development. The real problem facing customers is their demands, and the long-term future-oriented technological innovation is also customer needs which we have to make it clear.

In the past, the company's talent structure was a "pyramid". In the future, it should be an "inverted triangle." We must recruit more sophisticated talents and scientists and experts to join our company. The world thus can see that Huawei respects scientists.

4.4 Be Sensitive of Different Cultural Values

In the development of public relations, the boundaries of work responsibilities should not be too clear, but all members must participate. The words and deeds of each of us actually represent the image of the company and will have some impact. Sooner or later, the country will be led by these highly educated people. At the time of discussion, everyone should be allowed to speak, including opposition. But once a decision is made, no one will be laid off. The basic principles and boundaries of the relationship must be clear. We should not intervene in ethnic conflicts, should not intervene in class conflicts, should not intervene in religious issues, and geopolitics... Overseas borders are sometimes in China, we cannot sacrifice the national interest to exchange business interests. We must also be sensitive and not challenge the institutional confidence of other countries.

5. Conclusion

Sociologists tell us that all cultures are unique and different. Communication between people of different cultural backgrounds will inevitably have cultural differences, and cultural differences will cause communication barriers. The differences of cultural values between the East and the West cannot be changed, but they can understand each other. The formation of Chinese and Western cultures is a process in which multiple cultures struggle, integrate and develop. With the acceleration of the globalization process, to enter the western society and explore the western market, we must be familiar with western culture and understand the roots of the differences in order to know ourselves and others. Therefore, understanding the differences between Chinese and American cultures will not only help us to communicate with the United States, but also help us to interact with the world, especially the developed countries in the West. Intercultural communication research helps us to put our national culture in a global environment and conduct comprehensive and multilevel comparisons. This will not only spread our excellent cultural traditions around the world, but discover the cultural needs of our people.

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