

Comparison Study of Eastern and Western Cultural Values

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Abstract: The differences between the East and West cultural values are the most disparate in the following four main aspects: one is the difference in power distribution; the second is individualization and collectivization; the third is the harmony and opposition between man and nature; the fourth is the analysis and synthesis of the way of thinking.

1. Introduction

In the same cultural exchanges, the two sides of the exchange have unified values, and exchanges play a role in maintaining and strengthening such values. The normative value system is the core of the cultural awareness of a cultural group and an important factor in condensing a cultural group. In interpersonal communication with the same culture, most members use the normative value criteria to measure each other's words and deeds, and to maintain the normative value standards of the cultural group. However, in cross-cultural communication, different cultures have their own normative values and do not have the role of maintaining or strengthening the values of unity. All social groups and cultural groups have their own unique values. They all have the right to decide their own way of life, retain their own cultural traditions, and maintain their own cultural characteristics. In cross-cultural communication, both individuals and countries should understand each other and respect each other. In the primary and secondary education stage of Chinese college students before entering the university, they mainly learn the mother tongue and accept more oriental culture, especially Chinese culture. In the rules of behavior, the way of thinking, the criterion of cognition, the philosophy of life, the interpretation the mode of reasoning, the standardization of things, and the standards of morality have formed a certain set of certainty. After entering the university, a lot of information from the open society and the deepening of second language learning outside the mother tongue, especially the ideas, concepts, lifestyles and behaviors brought by Western culture, the oriental culture formed in the past The impact and shock of the concept of set-up will inevitably lead to conflicts in cross-cultural communication in the minds of college students, and even lead to the transformation of the values of college students.

2. Formation of values

The emergence, formation and development of values in cultural communities are mainly due to the two forces that influence culture: environmental adaptations and historical factors. Environmental adaptation refers to the behavior of a social community to adapt to the constraints of the outside world in order to survive, such as: the constraints of severe weather, the constraints on the availability and unacceptability of certain foods, certain raw materials, life expectancy, birth rate The constraints of biological powers like this. These external constraints directly affect the viability of this social community. Historical factors refer to the historical events that affect the formation of values such as wars, traditional habits, economic development, past experiences, bills, and the distribution of power to individuals in a social community. These historical events constitute the psychological activities of this group. portion. To illustrate the impact of these two forces on the formation of values, Singer (1987) describes the formation of certain social values in Ireland and India at the end of the 19th century, including population, religion, natural resources, and life expectancy. influences. At that time, the Irish population was over-supplied relative to the food available. The food shortage was severe and there was an urgent need to control population growth.

However, most Irish people are Catholics and cannot accept artificial birth control methods. Given the negative effects of values on birth control, and the many problems of overpopulation and lack of food, a new cultural value has quietly emerged: women should not marry before the age of 30. Late marriage and late childbearing have reduced the population growth rate. At about the same time, India faced a tough economic situation, but the average life expectancy at that time was only 28 years old, and almost half of the children died before the age of five. Based on this reality, a new cultural value has gradually emerged: Indian women get better when they are twelve or three years old. As a result, the possibility of the Indian nation surviving has increased. Singer believes that these radical cultural adaptations are unconscious. When these societies face the need to adapt themselves to the environment, if they are unsuccessful, they will be extinct.

In addition, the formation of values is also deeply influenced by the sages and philosophers of various nationalities and their writings, as well as the early religious activities. For example, the values of Western society are deeply influenced by the Bible. Both the old Testament and the New Testament preach that love for God is above all else, even family, and this worship of God produces a value that has so far had a great influence on Western society: the concept of "the duty". Some of the values that are popular in the West, such as knowledge for knowledge, beauty for beauty, and Changlong and Changlong, all evolved from the concept of "Buddhism". The thoughts of ancient Chinese sages such as Confucius, Mencius, Xunzi and Zhuangzi, as well as Confucianism, Taoism, and Yijing philosophy, have an important influence on the formation of values in contemporary China and the entire Eastern world. Once the basic values of a social community are formed, they will be firmly rooted in people's hearts, rock-solid, lingering, and passed down from generation to generation.

3. Harmony and opposing values

Chinese culture sees the relationship between man and nature or the outside world as harmonious and integrated. During the pre-Qin period, Confucius proposed "Heaven and Words," and separated the heavens from God. He regarded the heavens as nature, and alluded to the unity of heaven and man. This concept was developed and improved in various dynasties in the future. The combination of man and nature refers to people's obedience to the laws of nature and the worship of nature. People align the day and night in nature and the change of seasons with the cycle of people's life and activities. Everything is in constant circulation, and Natural harmony and unity. This theory of harmony between man and nature is most typical in the Taoist thinking of China. Taoism regards man and nature as the foundation of everything. Only when people return to nature and integrate into nature, their lives are meaningful. In fact, for thousands of years in the past, people have been striving to be united with nature in all areas of life and to achieve a natural state. --- This is true in politics, thought, emotion, reason and practice. People do things in pursuit of time, place, and people. Under the guidance of the natural concept, life is timid and the society is willing to be a good person. In contrast, Western philosophers have been thinking since ancient times that everything in the world is opposite. In the relationship between man and nature, Western culture tends to divide the universe into two distinct worlds. Heaven and man are divided and the two are opposite. Therefore, it is emphasized that people must constantly cope with the challenges of nature and must challenge nature. This is the only way to show the value and strength of human beings. In life, if a person does not get what he wants or status, it is not a destiny, but because of his laziness and lack of struggle. Under the control of this concept, there is a space exploration that consumes a lot of money and even human life. Only when there are adventure activities such as horse racing, traveling around the earth, and downhill skiing, have the ecological environment been ignored. Natural resources are over-developed.

4. Values of stability and change

Since ancient times, under the influence of Confucianism, the Chinese people's life has been shrouded in the spirit of "everything remains unchanged" or "everything changes" and "the law of

the ancestors is immutable." The changes in the imperial courts of China have changed indefinitely, but they are only a cycle of "one rule, one chaos" and rarely new. "Unification and stability" is the top priority of every dynasty and a guarantee for social development. This of course includes the stability of the social status, geography and social relations of the family, the family, the society, the state and even the individual. People are accustomed to "staying in peace" in a peaceful scene, and "satisfying Change." People have accepted this concept of "stability" and are accustomed to it. Once there is a turmoil, "there is no one worrying about the sky." If stability is affected, people will feel at a loss, as if the disaster is coming. Thousands of years of farming thoughts have confined people's values to the land. "Residing" can "learn the profession", "a cow in 30 acres, a wife and a child are hot-headed", once they have to leave their homeland, they are called "Deviated from home." The essence of Western culture lies in seeking change. The core idea is that "nothing remains unchanged," and change never stops. Especially an immigrant country like the United States. In the minds of Americans, change reflects the spirit of constantly breaking the rules and constantly innovating. People will never satisfy the achievements they have made, and they will not be obsessed with the traditional order, and will not be constrained by family, economy, education, and even personal ability. condition. The values that Americans seek to change are also manifested in their different forms of activity, including the flow of occupation, social status, and geography. Every chapter in American history is full of legends about how someone migrates from one place to another, how someone moves from the lowest level of society or the most despicable occupation to a career with a higher social status. story. This kind of "moving" in the social sense has brought more opportunities, money, and more leisure to more people, and brought more luck. These values of change are of course also reflected in family crisis, family breakdown, and marriage dissolution. It is this national temperament that seeks change, which makes Americans dare to break the conventional path and always be in an atmosphere of innovation. In Chinese society, Confucianism has always dominated, and traditional ideological rules and methods have continued to this day, and have been recognized by everyone, becoming collective subconscious, regulating and influencing people's behavior. This means that in time, China is a society dominated by the past. What people do, first of all, must consider whether this has been done in the past, what are the successful experiences or the lessons of failure, how the predecessors did. And how people do today, often with the past as the reference standard, people do not dare to step beyond the pool, so compliance has become a social norm. Linked to this is people worshiping their ancestors, respecting the old and respecting the teacher, emphasizing experience, age, qualifications, and seniors. Because these aspects are related to the "past". This past orientation, how everything looks in the past, has always affected people's behavior and ways of thinking.

5. Conclusion

A comparative analysis of the differences in values helps to enhance the awareness and sensitivity of differences in intercultural communication, and helps us to predict each other's communicative behavior, thereby improving communication efficiency. One thing that must be added is that the difference is not absolute. We must also prevent the simplification or exaggeration of differences while noting the differences, and prevent the extreme practice of "either one or the other" and "black and white". Culture is regarded as a static bias, because with the acceleration of "globalization", the exchanges between ethnic groups are becoming increasingly close, and the values of people of different nationalities are also interacting and infiltrating, and there is a blend of different cultures. Many Orientals, especially young people, have been able to change their perspectives to communicate. For example, when you are praised, say "thank you", "OK". In the 1950s, China began to transform nature in the slogan of "Man is determined to win the day". In recent years, Westerners have also begun to seek "return to nature". The Orientals have been able to distinguish between individualism and individualism with modifiers rugged/ rampant, while Westerners have begun to study the Eastern "teamwork" and have applied it to corporate management and collective sports. Of course, as mentioned earlier, once the basic values of a society are formed, they will firmly take root and will not change easily. In short, while we

understand the differences in values, we cannot look at the problem with a static perspective.

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