

## Gastvortrag:

### The Concept of Face in Contemporary Chinese Society: Perspectives on Effective Inter-Cultural Communication Between China and the West

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The notion of face (*mianzi*, 面子; *lian*, 脸), has been long seen as an essential and pervasive element of Chinese culture. As David Yao-fai Ho argued ‘It is virtually impossible to think of a facet of [Chinese] social life to which the question of face is irrelevant.’ (Ho, 1976: 883). Even in the 21st -century Chinese society, despite its progressing socio-cultural modernisation, the question about the sources, meanings and applications of this concept remain a vital one. Especially from the perspective of (effective) inter-cultural communication, the importance of the concept of face and face-related behaviours in case of Chinese cannot be overestimated. The lecture will then focus on the presenting some of the leading theories in the field against some case studies derived from real-life situations. It will also examine the relations between the face-related behaviours and other crucial for Chinese culture phenomena such as *limao* (礼貌 courtesy, civility), *renqing* (人情 lit.: ‘human feelings,’ owing someone a favour) and *guanxi* (关系 special social relations). The aim of this lecture is to assist in the better understanding of Chinese modes of communication and the grammar of Chinese culture in general.

#### Zeit und Ort:

Di, 09. Mai, 15:15 Uhr

Fakultätssaal (Philosophicum)