TABLE OF CONTENTS

ABSTRAK i
ABSTRACT ii
ACKNOWLEDGEMENT iii
TABLE OF CONTENTS iv
LIST OF TABLES ix

CHAPTER ONE: INTRODUCTION
1.0 Overview of the Study 1
1.1 Background of the Study 2
1.2 Statement of the Problem 3
1.3 Purpose of the Study 5
1.4 Significance of the Study 7
1.5 Limitations of the Study 8
1.6 Summary 9

CHAPTER TWO: LITERATURE REVIEW
2.0 Introduction 11
2.1 Sapir-Whorf Hypothesis 11
   2.1.2 Linguistic Relativity 14
      2.1.2.1 Lexicon of a Language 15
      2.1.2.2 Grammar of a Language 18
   2.1.3 Linguistic Universality 19
      2.1.3.1 Current View of Research Studies 21

on Sapir-Whorfian Hypothesis
2.2 Terms and Concepts
2.2.1 Culture 24
2.2.2 Thought 25
2.2.3 Language, Culture and Thought 27
2.2.4 Relationship between Language, Culture and Thought 29
2.3 Linguistic and Cultural Relativity 30
2.3.1 Word Meanings and Semantic Components 31
2.3.2 Prototypes 32
2.3.3 Basic Level Concepts 32
2.4 Language and the Rest of Culture 35
2.4.1 Linguistic Determinism 35
2.5. Representing Background Knowledge 39
2.5.1 Schemata, Frames and Scripts 40
2.5.1.1 Frames 45
2.6 Models for the Analysis of Culture 47
2.6.1 Murdock's Seven Facets of Culture 47
2.6.2 Hall's Ten Primary Message System 48
2.6.3 Taylor and Sorenson's Model 49
2.6.4 Nostrand's Emergent Model 50
2.7 Communicative Competence and Culture 52
2.8 Summary 58

CHAPTER THREE: AN OVERVIEW OF CHINESE LITERATURE
3.0 Introduction 59
3.1 Chinese Cultural Development and Practises

3.2 Selected Themes in Chinese Culture
   3.2.1 Love and Marriage
   3.2.2 Food
   3.2.3 Family
      3.2.3.1 The Family Unit
      3.2.3.2 Filial Piety
      3.2.3.3 Posterity
      3.2.3.4 Reverence for Elders
   3.2.4 Education and Knowledge
   3.2.5 Chinese Etiquette
      3.2.5.1 Face
      3.2.5.2 Humility
      3.2.5.3 Politeness

3.3 Summary

CHAPTER FOUR: METHODOLOGY

4.0 Introduction

4.1 Aim of the Study

4.2 Subjects
   4.2.1 Sampling Procedure
   4.2.2 Data Collection Procedure

4.3 Pilot Study
4.4 Framework

4.4.1 Stimulus for Interview

4.5 Data transcription

4.5.1 Transcription Conventions used in the study

4.6 Summary

CHAPTER FIVE: DATA ANALYSIS AND DISCUSSION

5.0 Introduction

5.1 Analysis of Data

5.2 Theme 1: Love and marriage

5.2.1 Parental Authority over Choice of Marriage Partner

5.2.2 Keeping Secrets from Parents

5.3 Theme 2: Food

5.3.1 Acceptability of Song's Content

5.3.2 Cultural Views Pertaining to Food

5.3.3 Importance of Food

5.4 Theme 3: Family

5.4.1 Homelife

5.4.2 Public Upbraiding

5.4.3 Spinsterhood

5.4.4 The Family Unit

5.4.5 The Role of Husband

5.5 Theme 4: Chinese Etiquette

5.5.1 Humility
5.5.2 Politeness 160
5.5.3 Respect 163
5.5.4 Humility and Face 167
5.6 Theme 5: Education and Knowledge 173
5.7 Summary 178

CHAPTER SIX: CONCLUSION

6.0 Introduction 189
6.1 Summary of Findings 189
6.2 General Implications for Cross-Cultural Communication 193
6.3 Classroom Implications 195
6.4 Implications for Future Study 197
6.5 Concluding Remarks 199

Bibliography 200
Appendix 1 214
Appendix 2 217
Appendix 3 218
Appendix 4 219
Appendix 5 225
<table>
<thead>
<tr>
<th>LIST OF TABLES</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1: Text used as stimulus during interview</td>
<td>96</td>
</tr>
<tr>
<td>Table 2: Pictorial texts used during the interviews</td>
<td>97</td>
</tr>
<tr>
<td>Table 3: Textual stimuli for selected themes in Chinese culture</td>
<td>104</td>
</tr>
<tr>
<td>Table 4: Pictorial stimuli for selected themes in Chinese culture</td>
<td>105</td>
</tr>
<tr>
<td>Table 5: Issues raised by Group 1 and Group 2 subjects in response to Text 1-7</td>
<td>187</td>
</tr>
<tr>
<td>Table 6: Issues raised by Group 1 and Group 2 subjects in response to Pictorial stimuli 1 and 2</td>
<td>188</td>
</tr>
</tbody>
</table>