

摘要

题目：基于《中外文化差异案例库平台》的中泰跨文化交际文化差异研究

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本论文的研究目的是针对中国和泰国跨文化交际中的文化差异案例，使用语料分析法对比中国和泰国的文化差异并解释其原因，为中国和泰国的工作者以及学习者提供应对文化差异的策略。

通过对《中外文化差异案例库平台》中搜集到的关于中泰文化差异的 65 个案例进行分类，分析结果显示，中国和泰国在跨文化交际中的文化差异占比最多的为心态文化类，最少的为物态文化；

通过对中国和泰国跨文化交际中文化差异的探究，笔者解释了文化差异产生的原因，分别是地理环境原因、文化因素原因以及社会历史原因。针对文化差异产生的原因，笔者给出了对待物态文化类的解决对策、对待制度文化类的解决对策、对待行为文化类的解决对策、对待心态文化类的解决对策。

关键词：跨文化交际，文化差异，中外文化差异案例库平台

Abstract

Title : A Study on Cultural Differences in Intercultural Communication between China and Thailand Based on the “Case Database of China-Foreign Cultural Difference”

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The purpose of this study was to analyze cultural differences in intercultural communication between China and Thailand, using a corpus analysis method to compare and explain these differences, and to provide strategies for Chinese and Thai workers and learners to cope with cultural differences.

By classifying 65 cases of cultural differences between China and Thailand collected from the "Case Database of China-Foreign Cultural Differences," the results from the analysis showed that the most prevalent type of cultural difference in intercultural communication between China and Thailand is related to idea-thinking, while the artifact was the least type of cultural difference.

Through investigating the cultural differences in intercultural communication between China and Thailand, the author explains the causes of these differences, which are attributed to geographical factors, cultural factors, and social-historical factors. Based on the causes of cultural differences, the author proposes solutions for dealing with differences in artifacts, institutional culture, behavioral culture, and mentality culture.

Keywords: Intercultural Communication, Cultural Differences, Case Database of China-Foreign Cultural Difference