

The Analysis of the Pragmatic Failures in Body Language Based upon Geert Hofstede's Cultural Dimensions

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Abstract--- Pragmatic Failures in Non-verbal takes majority as for the sources of failures in cross-cultural communication, mainly including the pragmatic failures in body language, paralanguage, object Language as well as the environmental language. Body Language is a kind of non-verbal Lingua Franca which is most frequently used, widest various and deepest linked to non-verbal communications. Therefore, based upon Geert Hofstede's Cultural Dimensions, this article was SPSS to analyze the collected data and conduct typical case analysis towards the Pragmatic Failures in body language in cross-cultural communication, aiming at enhancing the consensus of the majority of foreign language learners as for cross-cultural awareness, thereby to significantly reduce the frequencies of the failure in cross-cultural communication. The various connotation for all kinds of typical Body Language in different cultural background, and then to reduce the Pragmatic Failures in cross-cultural communication farthest, so that all kinds of cross-cultural communications or activities can be carried-out smoothly.

Keywords--- Cultural Dimensions; Pragmatic Failures; Pragmatic Failures in Non-verbal communication; Pragmatic Failures in Body Language

I. INTRODUCTION

Recently, with the increasingly frequent cross-cultural communication activities, linguistic scholars both in home and aboard have already paid high attention to the phenomena of the pragmatic failures in cross-cultural communication, as

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for the direct activities of communication, 30% information transmitted by language, and the rest 70% relied on non-verbal means, whereas, 90% information carried-out by non-verbal means, [1] promoted by other scholars. These statistics are sufficient to illustrate the importance of non-verbal communication; therefore, the researches upon the Pragmatic Failures in non-verbal communication have been moved to the front burner accordingly. Non-verbal communication refers to all other communications or behaviors outside linguistic performance, to be specific, which means the process of the interactive transitional information through body, gesture, facial expressions, Eye Contact, the distance when talking, Pronunciation & intonation, dressing, environment and so on, both silent and Non-semantic language unit. Therefore, broadly defined, non-verbal communication which is certain kinds of information-transferring means outside language that will cause misunderstandings between communicating parties because of misemployment in the process of cross-cultural communication, mainly including the pragmatic failures in body language, in paralanguage, in object Language and in environmental language. Body language is a kind of non-verbal Lingua Franca which are most frequently-used, widest various as well as deepest linked to Non-verbal communications. Based upon Geert Hofstede's cultural dimensions, this thesis will conduct the analysis & research upon the pragmatic failures in body language in cross-cultural communication and translation [5].

II. THE DEFINITION OF BODY LANGUAGE

Speaking of "Body Language" in a broad sense, there are in English such expressions as body language, body movement, gesture, body behavior, etc. Body language refers to facial expression and body actions used for carrying communicative information. Body language is defined by Foss, (2001) [8]. as a reflex or non-reflex action by a part or the whole of the human body applied for exchanging emotions with the external world. Kinesics is a word created by R. Birdwhistell after 1952, referring to the study of body language [10]. Since then, a series of research working on body language have been developed in succession." New Webster College Dictionary "defines" kinesics" as a discipline systematically studying nonverbal body gestures (such as blush, eye contacts etc.) and interpersonal relationship as well. Samovar (1981) said, "Kinesics is the systematic study of body actions by which these actions or behaviors are formalized and coded."

A. The Characteristics of Body Language

Demond Morris (1981) [7], after the analysis of gestures, summed up the characteristics of gesture language, which can be widely used in the characteristics of body language. The following 6 aspects could be summarized according to

his analysis:

(1) A great number of the body behaviors are of multi-meaning. Taking gestures for example, most gestures have more than one meaning in different cultures.

(2) Most of the body behaviors are cross cultures, cross countries, and cross regions. It may have one meaning in this culture, while have the other meanings in another culture.

(3) Only few if the body language is belonging to only one culture, one country, or one region.

(4) Somebody behaviors may have different meanings in the same culture. Taking tapping the temple for example, it not only means cleverness, but also means an idiot.

(5) The geographical distribution of body language is of a regular way. There are a number of language regions, each of which has its own characteristics.

(6) Some of the body language, which is of special use, will be given wide popularity by the radio or TV. After that, these signs will be used by the people all over the world, such as the “V” sign [16, 17, 18].

B. The Pragmatic Failures in Body Language

Regarded as one of cultural carriers, Body Language is the same as the semantic or verbal language unit, including all parts of actions conducted by human body showing communicative information, such as handshake, stamp, hug, smile, stare, nod and so on. During the process of communication, if one communicator’s actions of one or some parts are regarded by the other as inappropriate or ill-timed, or even being deep misunderstood, here comes the pragmatic failures in body language [14]. For example, as for male from middle class in North America, “handshake” usually means “friendly”, furthermore, to grab the other communicator’s right arm with left hand when handshaking refers to “extremely friendly”. Once, one businessman from North America went to visit Middle East, who tried to express the extreme friendship to his Saudi Arabia partner by his own way, however, the latter was unhappy or even angry, cause he thought his American friend was impolite or even rude [2]. In real time communications, these kinds of cultural diversity examples are countless as for the pragmatic failures in body language, for example, in China, “stamp” means angry or worry, while in US, which refers to impatient, whereas in Deutschland, that is compliment; in China, when finishing speech, the Speaker will always clap together with audience, which means appreciate and friendship, whereas American usually regard this behavior as less modest; in China, accepting & sending gifts with two hands means respect, whereas,

American will usually ignore it [15]

III. LITERATURE REVIEW: THE GEERT HOFSTEDÉ'S THEORY

A. *Geert Hofstede's Cultural Dimensions*

Geert Hofstede's Cultural Dimensions is a kind of effective framework measuring the cultural diversity or value orientation of different countries [9, 4, 6].

① Individualism vs. Collectivism, the former prefers to loose social structure, whose followers usually care about only oneself and closest family members, who encourage adventures and worship individuality, whose communicative value orientations are as "equality, independence, autonomy, not force your ideas to others". Whereas, the latter places emphasis on tight social structure, whose followers always look forward to benefits from their absolute loyalty to their internal groups, therefore they will always be modest & generous, care for each other, rely on each other during the process of communications.

② Power Distance, is the level of acceptance by a society of the unequal distribution of power in institutions. If it is powerful enough, its members will accept the hierarchical order without question, whereas, if it is on the contrary, people will try their best to strive for equality of rights, and there must be proper reasons for the unequal distribution of power.

③ Uncertainty Avoidance, refers to people in a society feel threatened by ambiguous situations or uncertainty. For different nations, countries or districts, there existing urgency degrees upon preventing uncertainty. Compared with US, the degrees of Uncertainty Avoidance in Chinese Culture is higher than that of American Culture, therefore, China's organizations or agencies prefer to establish more work regulations, procedures or standards to cope with uncertainty.

④ Masculinity vs. Femininity, in Masculinity society, "male" values takes majority, such as achievements, heroism, aggressiveness, material success and so on; whereas, in Femininity society, "female" values takes majority, such as relation equality, quality of life, modest & humility, caring for the weak, etc.

Well, actually speaking, the theory expanded to another three aspects, including time orientation and long-term orientation and etc. However, these three aspects are remains to be the subjects of controversy to most of the people and they are not testified enough through the time, therefore, only the above four aspects are chosen for the discussion in the thesis.

B. The Application of Hofstede's Cultural Dimensions in Body Language

five kinds of body language—facial expression, posture, gesture, eye contact and touching will be elaborated from the Sino-US cultural view.

Facial Expression

On most occasions, facial expression can show one's joy, fear, boredom, anger and some other emotions. According to Birdwhistell's research, middle class American displays about 33 communicative behaviors are in the face area.

Although some facial expression suggests differently across the culture, many of them have the same indication in different cultures. Smiling is for praise, encouragement, or friendliness; while frowning is for anger, pain, or dissatisfaction, etc. are the same meaning both in Chinese and American culture.

However, when the Chinese are in America, what the Chinese really need to take care of is the same facial expression may convey quite different indications, for example, as for making apologies; the Chinese often use a smile as a display of embarrassment. However, Americans do not accept apologies with a smile and expect to have far different facial reaction. To Americans, making apologies with a smile conveys less apologetic intention, which is we should bear in mind to avoid misunderstanding of our facial expressions.

Posture

Posture, as the term itself suggest, is the way in which a person holds himself as he stands, walks or sits. As well as facial expression, of course American posture has its own particular style.

Talking about posture, there is one thing the Chinese should pay great attention to when we communicate with Americans, which is American people prefer standing to sitting [7]. They stand to chat, to meet, and to have a meal, etc, because they think this will make it more comfortable. Therefore, the Chinese who do not like this kind of culture should take care of it. For example, in the National Party of America, there will be all kinds of people, from low class to high class; from young to old; in politics or in business, but you cannot find even one chair in the yard. So does in social party or family party. It's Chinese traditional custom that sitting to a big party or some celebrations, so for the Chinese people, this may be considered impolite; while for Americans, this is not impolite because it's convenient for people to chat with each other. In a word, when we are in USA, we must respect standing to communication and get used to this kind of posture culture.

Gesture

Gestures refer to the movement of hands, or arms to reinforce a verbal message. Leger Brosnahan states that gesture is actually the core of body language [2]. Gestures are able to communicate a great deal of meanings. Some gestures may indicate general emotional arousal, which produces diffuse bodily activity, while others appear to be expressions of particular emotional states.

When gestures interpreted by Americans and the Chinese are the same, there is not likely to be a problem. For example, both Americans and the Chinese nod for “yes”, and shake for “no”; applaud to show approval of a performance; move hands from side to side to signal goodbye. However, when gestures interpreted by Americans and the Chinese differ, misunderstandings may arise.

Just as what has been discussed before, body language is culturally bound, gestures can be different across cultures. Here is a story which should draw full attention of Chinese people who want to live in America around Americans:

Nikita Khrushchev, the irrepressible leader of the U.S.S.R. in the late 1950s and early 1960s. During his visit to the U.S.A., he aroused some controversy by some of his behavior. One of his controversial gestures was raising his clasped hands in a sort of handshake over his head. He apparently meant to express greeting and show his friendship to people of the U.S.A. However, his gesture was not appreciated by those who saw him in person or over TV; because in the U.S.A. the gesture indicates the sign of victory after a boxer has defeated his opponent. Furthermore, he had made earlier remarks about the burial of American capitalism, and many Americans regarded his gesture as a boastful gesture signifying he had already won Xi, (2017) [13].

The story tells us that ignorance of gestures from the target language culture will lead to misunderstanding and even serious consequences. It's that we should learn more about gestures of American style during the communication between our Chinese and Americans.

Eye Contact

Eyes are the windows of the soul. In spite of the facial expression, eye contact is also an important means for communication. In some exiguous emotions, eye contact plays an important role, which cannot be substituted by verbal language and other nonverbal language [3].

Man's face is more vivid with the eyes blinking. Generally speaking, people do not gaze at other's eyes for a long

time in order not to offend other's privilege, which complies with our Chinese eye contact custom; people do not stare at each other in order to show their modesty and respect. Gazing at others will be considered to impolite and provocative.

However, because of the existing of the cultural differences, it is really complicated to use the eyes, especially for Americans. In America, people are required to gaze at others' eyes, for this is a mark of honest. If one dares not to look at others' eyes, he will be considered to be dishonest, timid, indifferent, and so on. What's more, while communicating, Americans usually make eye-to-eye contact with their listeners for about a second, and then glance away for a while. After that, they reestablish their eyes to contact with their listeners to make sure if their listeners are still attentive, and then glance away once more. The listeners, meanwhile, keep their eyes on the face of the speaker, allowing them to glance away for a short time. This kind of eye movement conveys the information that they are equal to each other. That means we should do the same action of eye contact when we communicate with Americans.

Touching

Touching is an effective way to communicate with others. Touch or body contact provide rich and powerful tools for communication. Touch can show 12 meanings including affection, announcing a response, appreciation, attention getting, and compliance, departures, greeting inclusion, playful affection, playful aggression, sexual interest or intent. The way we touch and amount we touch are almost totally different in Chinese culture and American culture [11].

In China, touching a child's head is a way to show care when meeting, and also their parents take it willingly. It can be said that it's our traditional necessary to do that during Spring Festival; while we need to know that physical contact is generally avoided in conversation among ordinary friends or acquaintances. Touching a child, especially a female child, is not allowed. It is considered as obscene if a male adult touches or embraces a female child. It is noticed that Western mothers often complain that Chinese friends fondle their babies and very small children. Such behaviors—whether touching, patting, hugging or kissing can be quite embarrassing and awkward for the mothers. Besides, they know that no harm is meant, and that such behaviors are merely signs of friendliness or affection, therefore they can not openly show their displeasure. In a word, we should bear in mind that such actions in their own culture would be considered intrusive and offensive and could arouse a strong dislike and repugnance [12].

Generally speaking, the five aspects of American body language are easy to master, which of course will promote communication in Sino-US process. Moreover, people from different countries should understand and forgive one

another.

IV. HYPOTHESES DEVELOPMENT

Although such kind of research has been done by many experts, including Bi Jiwan and Jia Yuxin who are mentioned in the above discussion in the thesis, the author is still attached to this research area, exploring the relations between Hofstede's cultural dimensions and pragmatic failures in body language. Thereupon, the author makes some hypothesis ahead of this research work, and then proves it by analyzing the questionnaire.

A. Hypothesis One

With the development of the society, people now realize that the cross-cultural communication and translation play an indelible role in the daily life, no matter for the academic circles or entertainments.

B. Hypothesis Two

Five cultural dimensions in Hofstede's theory play an equal part in affecting the body language and causing the pragmatic failures in body language.

C. Hypothesis Three

Since women are more sensitive to the culture and language, therefore, women attach more importance to the cross-cultural communication. Hence, women do better in body language.

V. ANALYSIS OF THE QUESTIONNAIRE ON PRAGMATIC FAILURES IN BODY LANGUAGE BASED UPON GEERT HOFSTEDÉ'S CULTURAL DIMENSIONS

A. The Design of the Questionnaire

The questionnaire is designed to test five cultural dimensions based upon the Hofstede's theory, including the basic information and the main body of the questionnaire. Main body of the questionnaire constitutes of thirteen questions, every three questions standing for one cultural dimension, two of which are abstract ones, the last one of which is the concrete manifestation of the theory.

The last one is about the general conscious of the cross-cultural communication in the daily life to check whether the people nowadays have realized the importance of it. However, limited by the time and space, the questionnaire can just test some of the pragmatic failures in body language based upon Geert Hofstede's cultural dimensions, hoping this can

give the author some instructions and examples in conducting this thesis.

B. Research Method

In order to conduct a more scientific research work, the author is about to use SPSS to analyze the collected data. SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. The original SPSS manual has been described as one of "sociology's most influential books" for allowing ordinary researchers to do their own statistical analysis. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary was stored in the datafile) are features of the base software.

Statistics included in the base software:

- ① Descriptive statistics: Cross tabulation, Frequencies, Descriptives, Explore, Descriptive Ratio Statistics
- ② Bivariate statistics: Means, t-test, ANOVA, Correlation (bivariate, partial, distances), nonparametric tests
- ③ Prediction for numerical outcomes: Linear regression
- ④ Prediction for identifying groups: Factor analysis, cluster analysis (two-step, K-means, hierarchical),

Discriminant.

Additionally, the questionnaire can not include everything in the cultural dimensions. Therefore, the author is also bound to offer some interviews on the real cases of the author's classmates and try to analyze the cases based upon the Hofstede's Cultural Dimensions.

C. The Analysis of the Questionnaire

First of all, the author has collected one hundred questionnaires, including 76 Chinese students and 24 International students. The specific information is as follows:

Table 1: Basic Information of the Questionnaire

External variables	Mean/frequency	SD/percentage
Gender(male/female)	32/68	32%/68%
Age	22.64 years	3.8 years
Education		
1=technical vocational	11	11%
2=bachelor	35	35%
3=Master/MTI	54	54%
Students or Not		
1=Yes	95	95%
2=No	5	5%
Cross-cultural Communication Experience		
1=Yes		
2=No	98	98%
	2	2%
Frequently Use Body Language in Daily Life		
1=Yes	43	43%
2=No	57	57%

In the first data table, the author has selected candidates who are Chinese and International students. Thereafter, the author has deleted candidates with >5% missing data. That is because the author runs this analysis by a statistical program known as SPSS. A concrete and specific data collection is needed to prove the author's hypothesis. Therefore,

the author has selected 100 valid questionnaires as our final analysis sample. What's more, the author wants to say that our candidates mainly come from China Three Gorges University, studying in the Foreign Language College as well the International Communications College.

Table1 presents the basic information of the 100 candidates who majored in English, French, Engineering and etc. More female candidates answered the author's questionnaire; the proportion rate is 17:8, meaning 68% female VS. 32% male candidates. Candidates have an average age of 22.64 years. Their education levels are almost the same. From the table1, we can clearly see that most of the candidates own master degrees, 54% candidates have the master degree, 35% candidates have bachelor degree, and only 11% people just have the degree of technical vocational. Most candidates have the cross-cultural communications experiences. The proportion rate can run to 98%VS.2%. But to the author's surprise, most of the candidates still have many problems in communicating with foreign people through body language.

Table 2: Factor loadings analysis

Items of the constructs in the questionnaire	Standardized regression Weights/factor loading	Construct reliability
Individualism VS Collectivism		0.51
IC1	0.62	
IC2	0.55	
IC3	0.57	
		0.59
Power Distance		
PD4	0.58	
PD5	0.63	
PD6	0.64	0.61

Uncertainty Avoidance			
UA7	0.64		
UA8	0.67		
UA9	0.61	0.65	
Masculinity VS Femininity			
MF10	0.50		
MF11	0.49		
MF12	0.47	0.48	

Basic information could be known from the Table 1. The next step is to make a sound and specific analysis of the data collection. The author has made full use of the SPSS to work out a more scientific result. Here are some results in Table 2. According to the direction, the satisfaction scale should be around 0.78. All items have factor loadings should be larger than 0.5, therefore all the data demonstrated could be regarded as valid ones. By scientific research, the result is 0.51 (together with the five dimensions). Therefore, this data analysis is reliable. But, the last one, the question on the masculinity VS femininity is under 0.5 due to the limitation of the data collection. Thus, the analysis of the fifth dimension in this thesis is not that reliable. The author is very sorry for this limitation.

To check the author's hypothesis, we operate CFA ways to make factor analysis, showing good measurement fit($\chi^2/df=101$, comparative fit index=0.51, the root mean square error of approximation=0.0384. After all of these steps, we have compared the data.

Table 3: Overview of the Correlations Between the Items.

	IC	PD	UA	MF
Individualism VS Collectivism(IC)	0.68			
Power Distance(PD)	0.32	0.69		
Uncertainty Avoidance(UA)	0.562	0.55	0.66	
Masculinity VS Femininity(MF)	0.48	0.46	0.62	0.59

The author has posed three hypotheses in order to explain the relations between Hofstede's theory and body language. Thus four main factors have been selected from the questionnaires to demonstrate the inter-relations with each other. From the above data, we can conclude that power distance creates obstacles in cross-cultural communication, for example, the eye contact and the body touching. Except for the last factor, the others all demonstrate a positive correlation within each other.

In order to check the validity of the data, the author has examined the factors loadings of the Language and culture dimensions in Table 3. High data present in the data drew our attentions to the factors influencing the results of cross-cultural communications.

Suppose we make use of the PD dimensions separately, the author has found a significant effect of the PD on the dependent variables. Therefore, the power distance may create the different obstacles in communications.

Data could bring you the direct and pique impression of the questionnaire, but as to the detailed information, it is weakened by such a diagram. Hereafter, the author decides to demonstrate more specific information about the questionnaire in the following parts.

D. Test of hypothesis

Hypothesis 1 indicated that with the development of the society, people now realize that the cross-cultural communication plays an indelible role in the daily life, no matter for the academic circles or entertainments. Table 2 predicted that concepts have played an important role in affecting people's body language. Thus, Hypothesis 1 is favored. As what the author has expected, people now realize the importance of the cross-cultural communications.

Hypothesis 2 indicated that five cultural dimensions in Hofstede's theory play an equal part in affecting the body language and causing the pragmatic failures in body language. Table 2 predicted that the influence of cross-cultural communication is various. Thus, Hypothesis 2 is not favored. Actually, they play different roles in affecting people.

Hypothesis 3 indicated since women are more sensitive to the culture and language, therefore, women attach more importance to the cross-cultural communication. Hence, women do better in body language. ($p=0.48$). Thus, Hypothesis 3 is not favored. Therefore, actually speaking, women are not much better than male in cross-cultural communication through body language. Sometimes, men are more sensitive to the fifth cultural dimensions of Hofstede's theory.

Through the research, the author can get a brief understanding of the cross-cultural communication based on the Hofstede's theory. To be frank, most of the people have realized the importance of the cross-cultural communications, but they don't know what factors affect their body language in communication and what kind of results will such ignorance lead to.

In order to find out the pragmatic failures in body language, the author has also interviewed some students to tell the true stories happened in their life. Thereafter, the author can use the Hofstede's cultural dimensions to analyze their situations and make some suggestions for other people in the future.

VI. CASE STUDY ANALYSIS FOR PRAGMATIC FAILURES IN BODY LANGUAGE

The analysis of the questionnaire has shown the factors affecting people's cross-cultural communications. But due to the data collection of the questionnaire, there are still many areas the author has not covered. Therefore, the author has also interviewed some students to give examples of their own showing the cross-cultural communication obstacles in their daily life. And then, the author will use the Hofstede's cultural dimensions to analyze how the misunderstandings occur and what should we do in the future.

Interview 1. One year ago, walking on the street with an American friend in China, when seeing a lot of Chinese girls (as well as some boys) were hand in hand, arm by arm on the street, he felt so surprised and could not help shouting: "So many gays!", I had to explain to him in a hurry: in China, which means nothing except for intimacy or friendship. Collectivism is regarded as the foundation to Chinese value systems, whose first-class priority relies on group interests which emphasizes on group cooperation and individual devotion. As to Chinese culture, "hand in hand, arm by arm" whose implication varies following to different interpersonal relationship: for male to female, refers to lovers; for male to male or female to female, means intimacy or friendship; for children to parents, which emphasizes on family affection or children's caring, help and respect to their parents, in a word, the above is paying special attention to interpersonal dependency and affection amongst internal group members featured with Collectivism, whereas, in English spoken countries featured with Individualism value systems, this sort of gesture only belongs to couples or lovers connected with ego.

Interview 2. In a American high school, a group of girls who had been caught smoking in the restroom were suspended by the principal, though he was troubled about one Puerto Rican girl who had never been in trouble. "She

said she wasn't involved, " the principal told her teacher. "I would have believed her except that the whole time she talked to me she didn't meet my eyes. She must have been lying."

American society belongs to a society with little Power distance, therefore American people are almost equal among the whole society, so that people there regard the direct eye contact as one of symbols for honesty, and only liars will be in avoidance of the direct eye contact, therefore, in the above example, the American principal thought the one Puerto Rican girl must have been lying the whole time she talked to me she didn't meet his eyes. As for Puerto Rican culture, people there pay special attention to hierarchical differences & respect for authority when communicating; causing Puerto Rican society belongs to a society with more Power distance compared with US. When inquiry from authority came, the virtuous Puerto Rican girl always avoided direct eye contact to show respect and obedience. If it is not the Puerto Rican teacher that re-explained to the US principal, the Puerto Rican girl must have been wrongly suspended to drop-out.

Interview 3. On the street, a Chinese student met with American international student A once he used to know, he stepped forward with "Hello" warmly, and then naturally clapped A on his shoulder with friendly smile, however, A did not response warmly, just a bit of awkward and uncomfortable. The misuse of "clap on sb's shoulder" Body Language caused the failure to this action of communication. When Chinese meet with "long time no see" acquaintances, "clap on sb's shoulder" means intimacy and miss, however, American worship Individualism, individuality and egoism, which limits just "Hello" or smile between acquaintances, but no body contact.

Interview 4. A Chinese student (S) was late for his class. He knocked at the door and asked his American teacher (T):

S: May I come in?

T: Oh, yes (confused and uneasy) .

The student looked back at his teacher as he went to his seat.

Obviously, the above action of communication failed. According to the analysis of Geert Hofstede's Cultural Dimensions, there existing higher Uncertainty Avoidance in Chinese culture compared with American culture, therefore, as to China's all kinds of institutions, more rules, more regulations, and then more restraints for Institution personnel. Here comes one example, China's universities or college have so much rules and regulations which are also detailed to

all aspects, such as Chinese students are forbidden to be late or miss a class, wearing topless or backless, weird hair-style, zone-out in class time, whereas for Chinese teacher, elegant, stand and deliver, lecturing according to procedures and so on. As for this example, American felt uneasy about this Chinese students' "knocking" and "looking back", cause there existing lower Uncertainty Avoidance in American society, so that there are so many rules or regulations in American universities or colleges, which are actually disturbing to others. By the way, as for American, time is real without tolerance to be wasted, if this situation happened to an American student, the late one will step into the classroom quietly and quickly found a seat to sit down as for serving everyone's time. The dimension of Power distance could be adapted here as well. Since Chinese society belongs to a society with higher Power distance, so that Chinese people pay special attention to authority and status when communicating, the late Chinese student's action of "knocking" reflected Sinicism courteous conventions of "honor the teacher and respect his teaching" in a proper way.

VII. RESEARCH LIMITATIONS

Actually, the data collection is not quite enough for the SPSS analysis, therefore the results may not cover every aspect. What's more, as the samples mainly come from Foreign Language College, their understanding to the cross-cultural communication may be better than others, so the results in this paper are prominently for the person who can speak and use English Language.

Thus, there is still a long way for the author to explore on this topic.

VIII. CONCLUSIONS

The Pragmatic Failures in Non-verbal, especially the Pragmatic Failures in Body Language takes majority as for the sources of failures in cross-cultural communication. Therefore, we need to gradually strengthen cultivating cross-cultural awareness during the process of foreign language learning and cross-cultural communication, to be more specific, based upon Geert Hofstede's Cultural Dimensions, to conduct the analysis and study of cultural contrast among different countries in a deepening way, and then to figure out the various connotation for all kinds of typical Body Language in different cultural background, and then to reduce the Pragmatic Failures in cross-cultural communication farthest, so that all kinds of cross-cultural communications or activities can be carried-out smoothly.

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