The Impact of Feng Shui on Chinese Communication

Guo-Ming Chen, University of Rhode Island

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Abstract
Feng shui, the art of space arrangement, has made a great impact on Chinese society. It reflects and shapes most of the traditional Chinese cultural values. Because feng shui continues to play an important role in the contemporary Chinese world, it is important for scholars in different disciplines to systematically study feng shui in order to better understand the Chinese way of thinking and behavior. The goal of this article is threefold: (1) to delineate the meaning of feng shui, (2) to examine the philosophical and cultural bases of feng shui, and (3) to analyze its impact on the Chinese social interaction. It is concluded that, as a collection of Chinese ancient wisdom, feng shui not only contains much mysterious knowledge, but also possesses many ideas that can be explained and studied by using the contemporary research methodology, including empirical and interpretive investigations. [China Media Research. 2007; 3(4): 102-109]

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