

<<任务型商务英语教学研究>>

图书基本信息

书名：<<任务型商务英语教学研究>>

13位ISBN编号：9787118076998

10位ISBN编号：7118076996

出版时间：2011-10

出版时间：国防工业出版社

作者：田卉

页数：147

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<任务型商务英语教学研究>>

内容概要

本书从商务英语的特点、商务英语教学在我国的起步和发展谈起，评介在外语教学领域广为使用的任务型教学法，并对通过实施任务型教学法提升商务英语教学的尝试进行分析和研究。书中结合商务英语教学中网络和多媒体技术的运用，探讨商务英语教学发展的新趋势，并就商务英语教学中学生学习的自主性、课堂教学活动的设计以及培养学生跨文化交流意识等几个问题提出了一些看法，以期促进商务英语教学的发展和不断创新。

本书可供商务英语研究和教学人士及有志提高商务英语水平之士阅读参考。

<<任务型商务英语教学研究>>

书籍目录

- 《任务型商务英语教学研究》
- part one background of business english
 - 1.1 prevalence of english
 - 1.2 origin of business english
 - 1.3 popularity of business english in china
 - part two characteristics of business english
 - 2.1 lexical aspect
 - 2.2 syntactical aspect
 - 2.3 stylistic aspect
 - 2.4 social aspect
 - part three some basic facts of business english teaching
 - 3.1 a brief history of business english teaching
 - 3.1.1 reading-centered phase
 - 3.1.2 video phase
 - 3.1.3 functional language phase
 - 3.1.4 business-skills-combined phase
 - 3.2 business english teaching in china and status uo
 - 3.3 some major teaching theories
 - 3.3.1 case study teaching
 - 3.3.2 situational simulation teaching
 - part four task-based approach
 - 4.1 literature review
 - 4.1.1 the definition of task
 - 4.1.2 components of task
 - 4.1.3 models o~ task-based approach
 - 4.1.4 two hypotheses concerning task
 - 4.2 a critical perspective
 - part five process of business english teaching
 - 5.1 decision-making phase
 - 5.2 implementing phase
 - 5.2.1 objectives
 - 5.2.2 syllabus
 - 5.2.3 teaching materials
 - 5.2.4 methodology
 - 5.2.5 teaching aids
 - 5.2.6 teachers
 - 5.2.7 students
 - 5.2.8 extra-curriculum activities
 - 5.3 evaluation phase
 - 5.3.1 categories of tests
 - 5.3.2 significance of testing
 - part six web and multi-media teaching
 - 6.1 a general survey of multi-media teaching
 - 6.2 a critical perspective of multi-media teaching
 - part seven suggested teaching plans

<<任务型商务英语教学研究>>

- 7.1 using web materials to extend business knowledge
- 7.2 using web materials to develop problem-solving skills
- 7.3 using web materials to improve comprehension skills
- 7.4 using web materials to develop analyzing skills
 - 7.4.1 example one
 - 7.4.2 example two

part eight some issues concerning business english teaching

- 8.1 teacher's authority vs students' autonomy
- 8.2 inadequacy of business knowledge
- 8.3 cultural awareness
 - 8.3.1 significance of cultural awareness
 - 8.3.2 attitudes towards culture

part nine some suggestive classroom activities

- 9.1 forum
- 9.2 business negotiation
- 9.3 commodity fair
- 9.4 press conference

part ten conclusion

bibliography

<<任务型商务英语教学研究>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>