

<<跨文化交际>>

图书基本信息

书名：<<跨文化交际>>

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内容概要

本书是在内容依托教学理念指导下，依托国家哲学社会科学项目“英语专业基础阶段内容依托式教学改革研究”推出的系列英语内容依托教材之一。

本书针对的学生群体是具有中学英语基础的大学生，既适用于英语专业一、二年级学生，也适用于具有中学英语基础的非英语专业学生和英语爱好者学习。

本书具备以下主要特色：

*遵循了全新的教学理念

依托学生密切关注的跨文化交际的内容，结合跨文化交际知识组织学生进行语言交际活动。

*涉及了系统的跨文化交际内容

涵盖跨文化交际学的基本知识和文化认知、文化冲突等内容，讨论了不同语境下的跨文化交际。

*引进了真实的教学材料

真实、地道的语言材料，穿插了大量的插图、照片等真实的视觉材料，表现手段活泼，效果生动直观。

*设计了新颖的教材板块

多样的板块设计促使学生积极思考、提问、探索、发现、批判，培养自主获得知识，发现问题和解决问题的能力。

*提供了多样的训练活动

打破了传统教材单调的训练程式，帮助教师设置真实的语言运用情境，培养学生语言综合运用能力。

*推荐了经典的学习材料

在每个章节的最后部分向学生推荐经典的书目、影视作品、名诗欣赏以及英文歌曲等学习资料，使教材具有了弹性和开放性，方便不同院校不同水平学生的使用。

<<跨文化交际>>

书籍目录

- unit 1 an introduction to intercultural communication
 - text a intercultural communication
 - text b the importance of training intercultural communication
- awareness
 - text c the era of intercultural communication
 - text d stereotypes: an intercultural no-no
 - text e chinese and american understandings on
- friendship
- unit 2 understanding communication
 - text a components of communication
 - text b features of communication
 - text c how long does it take to say i'm getting married
- (i)
- unit 3 verbal communication (i)
 - text a cultural differences on lexical level
 - text b translation and cultures
 - text c how to improve verbal communication
- unit 4 verbal communication (ii)
 - text a compliments in chinese and american english (1)
 - text b compliments in chinese and american english (2)
 - text c how to address people.?'
 - text d conversation and culture
- unit 5 nonverbal communication (i)
 - text a nonverbal communication
 - text b making a gesture
 - text c every body' s talking
 - text d top 10 nonverbal communication tips
- unit 6 nonverbal communication (ii)
 - text a how big is your space bubble
 - text b time sense: polychronicity and monochronicity
 - text c eye contact
- unit 7 cross-gender communication
 - text a gender differences in communication
 - text b six principles for effective cross-gender
- communication
 - text c gender issues
- unit 8 understanding culture
 - text a what is culture?
 - text b features of culture
 - text c how long does it take to say i' m getting married
- (ii)
- unit 9 cultural diversity
 - text a the basic unit of society: the individual or the
- collective?
 - text b family structure

<<跨文化交际>>

- text c friendship of american style
- unit 10 cultural influence on perception
 - text a shakespeare in the bush
 - text b generalizations and stereotypes
 - text c american stereotypes of china
- unit 11 culture shock
 - text a culture shock
 - text b how to survive culture shock
 - text c can you survive reverse culture shock?
- unit 12 cultural differences in education
 - text a classroom expectations
 - text b 15 important cultural differences in the classroom
 - text c classroom culture
- unit 13 cultural differences in etiquette and protocol
 - text a international gift-giving etiquette
 - text b business card etiquette
 - text c how tipping works
- unit 14 cultural differences in business negotiation
 - text a cross-cultural negotiation
 - text b how to steer clear of pitfalls in cross-cultural negotiation
 - text c the top ten ways culture affects negotiating style
- unit 15 developing intercultural competence
 - text a a four-step approach to intercultural communication training
 - text b developing intercultural communication competence
 - text c cultural awareness

参考答案

主要参考文献

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