

<<新编旅游英语>>

图书基本信息

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内容概要

本书参考《大学英语教学大纲》对专业英语教授学时和阅读总量的要求，以语言教学中的功能意念教学法为指导思想，结合旅游六大要素“吃、住、行、游、购、娱”，将内容分为相应的六个模块。

整篇内容以模块为纲，以旅游活动为线，创设情景对话，精选相关文章。

对话强调功能性、真实性和实用性，文章则突出知识性、趣味性和可读性。

书末还根据行业从业人员的实际需求，以附录的形式介绍了“导游过程中的突发事件及其应急方法”，力求向学生提供其未来工作岗位所需要的专业英语知识和技能，培养专业英语交际能力，体现出专业英语学习和教学特征。

本书由六大模块、二十个单元组成，每单元包括“听与说”，“阅读与翻译”和“模拟写作”三部分。

第一部分为“听与说”，其目的是培养学生以英语进行专业内容口语交际以及跨文化交际的能力；第二部分为“阅读与翻译”，其目的是培养学生阅读和专业英语翻译的能力；第三部分为“模拟写作”，其目的是培养学生参照范例用英语拟写和翻译商业信函、摘要、广告或图表说明等应用文的能力。

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Such assumptions stem from potentially devastating ignorance and can lead to much frustration for members of both cultures. Entering a culture with this type of ethnocentrism, the assumption your own culture is correct, is another byproduct of ignorance and cultural misunderstanding. Main types of misunderstanding are

Language Even when two people think they can speak each other's language, the chance of error is high. Usages and contextual inferences may be completely different between cultures. So even though one speaker may have learned the vocabulary of the other's language, selecting the most appropriate words, with the correct intonation, spoken with appropriate eye contact while standing a proper distance from the other are all critical even before one considers the propriety of the topic to be discussed.

Rights, values, and needs Some cultural characteristics will be easy to identify, e.g. whether people are conscious of status or make displays of material wealth. But many rights are assumed, values are implied, and needs are unspoken, (e.g. for safety, security, love, a sense of belonging to a group, self-esteem, and the ability to attain one's goals). For example, issues of personal security, dignity, and control will be very different as between an able and a disabled person. Similarly, there may be problems of respect when a person from a rigidly class-based culture meets a meritocrat², or where there is racism, sexism or religious intolerance in play. In such situations, identity is fundamental when disputing the proper role or "place" of the other, about who is in control of their lives, and how they present themselves to the outside world. But the reality is more deeply rooted in power relationships: about who is on top of the social, economic, and/or political hierarchy. Family members or long term rivals may be obsessed with their mutual competition. The relationships between racial or ethnic groups may be affected by economic jealousy. Nations may assert that their political systems are superior. Such conflicts are difficult to resolve because no-one wants to be the loser, and few are willing to share the winnings. Stereotyping³ can aggravate these problems and prevent people from realizing that there is another way to interpret a situation, or that other groups may define their rights in a different way. Hence, what may appear just or fair to one group can often seem unjust to an opposing group.

Assumptions People may misinterpret each other's motives. For example, one group may assume that they are simply exchanging information about what they believe, but the other believes that they are negotiating a change in behavior. This is most likely to arise when the parties are not completely honest with each other from the outset.

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