

<<跨文化交际学>>

图书基本信息

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内容概要

本书共分十章。

第一章“跨文化交际学概述”论述跨文化交际的重要性和必要性，介绍跨文化交际学的起源、概念、相关理论、具有影响的著作，学术活动以及相关学科等；第二章“文化”主要介绍文化的定义、类型、特点以及功能等；第三章“交际”介绍交际的概念、特点、交际模式、交际功能；第四章“语言与文化”主要谈语言的特点及语言与文化的关系；第五章“宗教文化”主要介绍基督教、佛教、伊斯兰教、印度教等宗教文化以及所涉及的世界观、价值观、宗教特点等；第六章“建筑文化”（显性文化的典型代表）主要介绍中西建筑文化的特点、功能等；第七章“非语言交际”主要谈非语言的概念、类型、特点以及空间文化等；第八章“跨文化交际障碍”主要谈影响跨文化交际的种种因素；第九章“跨文化交际能力”主要谈怎样克服跨文化障碍、培养跨文化交际策略等；第十章“全球语境下的多元文化”谈全球语境下文化融合的意义、趋势和必然性等。

书籍目录

Preface

Chapter 1 An Overview of Intercultural Communication 1.1 Terminologies and Definitions about IC
1.2 The Birth of Intercultural Communication as a Field of Study 1.3 Intercultural Communication as a
Multi-disciplinary Field of Study 1.4 What Is Studied in Intercultural Communication? 1.5 The Theories of
Intercultural Communications 1.6 Intercultural Communication Study in China 1.7 Pervasiveness of
Intercultural Communication Further Reading Importance of Intercultural Communication Questions for
Thought References and Related Websites

Chapter 2 Culture 2.1 Definitions of Culture 2.2 The Dominant
Culture 2.3 Co-Culture 2.4 Elements of Culture 2.5 Characteristics of Culture 2.6 The Basic Functions of
Culture 2.7 Diverse Cultural Patterns Further Reading What Cultures Teach Questions for Thought
References and Related Websites

Chapter 3 Communication 3.1 Defining Communication 3.2
Characteristics of Communication 3.3 Different Types of Communication 3.4 Different Models of
Communication 3.5 Elements of Communication 3.6 Functions of Communication Further Reading
Communication for Those Who Work at It Questions for Thought References and Related Websites

Chapter 4 Language and Culture 4.1 Language and Cross-cultural Communication 4.2 Language and Culture 4.3
Language , Representation , Power and Inequality Concept 4.4 Conclusion : Language , Culture and Thought
Further Reading Language and Culture Questions for Thought References and Related Websites

Chapter 5 Religion 5.1 Understanding Religion 5.2 Six Major Religious Traditions Further Reading Freedom of
Religious Belief in China Questions for Thought References and Related Websites

Chapter 6 Cultural Influences on Architecture 6.1 Architecture in Western Countries 6.2 Architecture in China Further Reading
The Basic Concepts of Feng Shui Questions for Thought References and Related Websites

Chapter 7 Nonverbal Communication 7.1 Definitions of Nonverbal Communication 7.2 Functions of Nonverbal
Communication 7.3 Characteristics of Nonverbal Communication 7.4 Classifications of Nonverbal
Communication Further Reading Defining Nonverbal Communication Questions for Thought References
and Related Websites

Chapter 8 Blockings in Intercultural Communication 8.1 Potential Problems in
Intercultural Communication 8.2 Culture Shock Further Reading Global Village Questions for Thought
References and Related Websites

Chapter 9 Competence of Intercultural Communication 9.1 Defining
Intercultural Communication Competence 9.2 Components of Intercultural Communication Competence 9.3
Dimensions of Intercultural Communication Competence 9.4 Approaches to the Study of Intercultural
Communication Competence 9.5 The BASICS of Intercultural Communication Competence 9.6 Improving
Intercultural Communication 9.7 The Future of International Communication Further Reading Is China Stuck
in “ Cultural Isolation ” ? Questions for Thought References and Related Websites

Chapter 10 Multiculturalism in the Context of Globalization 10.1 Introduction to Globalization 10.2 The Impact of
Globalization on Culture 10.3 Multiculturalism in the Context of Globalization Further Reading Origin of
“ Multicultural ” Questions for Thought References and Related Websites

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