

<<跨文化交际读本>>

图书基本信息

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内容概要

经济全球化使跨文化交际问题日益凸显，并成为21世纪人文科学研究的热门课题之一。

近年来，各国学者对此已经进行了广泛深入的研究，并有所建树。

由萨莫瓦和波特汇编的《跨文化交际读本》（第十版）即集中体现了该领域研究的最新成果。

本书共收集40余篇文章，对各国文化特点进行了精辟的分析，并以各自独特的视角阐述了交际与文化、语言与文化之间的关系，文化对非语言交际的影响，以及跨文化交际的伦理道德等问题，提出了不少颇具挑战性的问题。

《跨文化交际读本》（第十版）为我们勾画了跨文化交际研究的清晰轮廓。

它可以：帮助研究人员拓宽视野，提供可资借鉴的资料，以便作更进一步的思考和研究；帮助广大读者深刻理解跨文化交际问题，学习与不同文化背景人士交际的技巧。

无论你是谁，都将从中获益匪浅。

书籍目录

Preface
Part 1 Intercultural Interaction: An Introduction
1 Approaches to Understanding Intercultural Communication
Understanding Intercultural Communication: An Introduction and Overview
Culture and Conflict
Our Locus in the Universe: Worldview and Intercultural Communication
Five Paradigms of Ethnic Relations
Part 2 Sociocultural Backgrounds: What We Bring to Intercultural Communication
2 International Cultures: Understanding Diversity
The Chinese Conceptualizations of Face: Emotions, Communication, and Personhood
Communication in Korea: Playing Things by Eye
India: The Dance of Shiva
Africa: Communication and Cultural Patterns
Contrasts in Discussion Behaviors of German and American Managers
3 Co-Cultures: Living in Two Cultures
Unum and Pluribus: Ideological Underpinnings of Interethnic Communication in the United States
Defining Black Masculinity as Cultural Property: Toward an Identity Negotiation Paradigm
Does the Worm Live in the Ground? Reflections on Native American Spirituality
Gay Culture
Gendered Speech Communities
Communication Dynamics of the Elderly
“ Which is My Good Leg? ” : Cultural Communication of Persons with Disabilities
Part 3 Intercultural Interaction: Taking Part in Intercultural Communication
4 Verbal Processes: Speaking Across Cultures
5 Nonverbal Interaction: Action, Sound, and Silence
6 Cultural Contexts: The Influence of the Setting
Part 4 Intercultural Communication: Seeking Improvement
7 Communicating Interculturally: Becoming Competent
8 Ethical Considerations: Prospects for the Future
Index

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