

<<跨文化交际英语技巧>>

图书基本信息

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内容概要

外教社全面贯彻教育部关于《大学英语课程教学要求》的精神，策划推邮适合各高校师生选用的大学英语提高阶段实用型选修课系列教材，包括语言技能类、应用类、语言文化类和专业英语类等课程。

由斯诺编著的《跨文化交际技巧——如何跟西方人打交道》是讲授如何进行跨文化交际的一本教科书；以东西方文化差异产生碰撞案例为轴线，通过阅读与课堂讨论，让学生掌握东西文化沟通的一些必备知识。

本教材可以：帮助学生提高英语表达能力。

通过阅读与讨论，学会如何更细腻地表述自己人的思想。

学会如何在讨论中有效地传递自己的思想。

帮助学生培养良好的跨文化交际习惯和技能。

帮助学生了解西方文化的一些基本特征及跨文化交际的基本概念。

帮助教师增进对跨文化交际、对其学生的文化，以及对自身文化教育的理解。

《跨文化交际技巧——如何跟西方人打交道》因着生课堂讨论，不仅适用于跨文化交际课程，也适用于口语训练课程。

<<跨文化交际英语技巧>>

书籍目录

Acknowledgements

To the Teacher: Teaching Encounters with Westerners

Unit 1

LANGUAGE TOOLS: Suggesting Possibilities

ENCOUNTER: The Taxi

INTERCULTURAL COMMUNICATION READING: Intercultural Communication and Understanding Westerners

LETTER TO FRAN: Not Eating

FRAN'S RESPONSE: Not Eating

CULTURE DIFFERENCE READING: Individualist and Collectivist Cultures

Unit 2

LANGUAGE TOOLS: Different Degrees of Probability

ENCOUNTER: The Gift

INTERCULTURAL COMMUNICATION READING: Interpreting What Foreigners Mean

LETTER TO FRAN: A Helping Hand

FRAN'S RESPONSE: A Helping Hand

CULTURE DIFFERENCE READING: Public and Private Behavior

Unit 3

LANGUAGE TOOLS: Making and Qualifying Generalizations

ENCOUNTER: Mistakes

INTERCULTURAL COMMUNICATION READING: Generalizations and Stereotypes

LETTER TO FRAN: Who Pays?

FRAN'S RESPONSE: Who Pays?

CULTURE DIFFERENCE READING: Difference in Rank and Power

Unit 4

LANGUAGE TOOLS: Feelings and Parts of Speech

ENCOUNTER: The Invitation

INTERCULTURAL COMMUNICATION READING: Stress in Intercultural Encounters

LETTER TO FRAN: The Shopper

FRAN'S RESPONSE: The Shopper

CULTURE DIFFERENCE READING: Western Communication Styles

Unit 5

LANGUAGE TOOLS: Asking Personal Questions

ENCOUNTER: Living Together

INTERCULTURAL COMMUNICATION READING: Projected Cultural Similarity

LETTER TO FRAN: The Goodnight Kiss

FRAN'S RESPONSE: The Goodnight Kiss

CULTURE DIFFERENCE READING: Conformity in Western Cultures

Unit 6

LANGUAGE TOOLS: Challenging Assumptions

ENCOUNTER: Grandma

INTERCULTURAL COMMUNICATION READING: Ethnocentrism

<<跨文化交际英语技巧>>

LETTER TO FRAN: Cars

FRAN'S RESPONSE: Cars

CULTURE DIFFERENCE READING: Family Relationships in the US
Unit 7

LANGUAGE TOOLS: Acknowledging Other Points of View

ENCOUNTER: The English Club

INTERCULTURAL COMMUNICATION READING: In-Groups and Out-Groups

LETTER TO FRAN: Critics

FRAN'S RESPONSE: Critics

CULTURE DIFFERENCE READING: In/Out-Groups in Collectivist and
Individualist Cultures

Unit 8

LANGUAGE TOOLS: Conceding a Point

ENCOUNTER: Borrowing

INTERCULTURAL COMMUNICATION READING: War Stories

LETTER TO FRAN: Exceptions

FRAN'S RESPONSE: Exceptions

CULTURE DIFFERENCE READING: Dealing with Conflict
Unit 9

LANGUAGE TOOLS: Checking and Clarifying

ENCOUNTER: Left Out of the Conversation

INTERCULTURAL COMMUNICATION READING: Being an Effective
Intercultural Communicator

LETTER TO FRAN: An American Friend

FRAN'S RESPONSE: An American Friend

CULTURE DIFFERENCE READING: Friendship Patterns
Unit 10

LANGUAGE TOOLS: Clarifying Your Point

ENCOUNTER: Grades

INTERCULTURAL COMMUNICATION READING: Giving the Benefit of the
Doubt

LETTER TO FRAN: Out of the Nest

FRAN'S RESPONSE: Out of the Nest

CULTURE DIFFERENCE READING: Advice for Communicating with
Westerners

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