

<<外教社学术阅读文库>>

图书基本信息

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内容概要

《外教社学术阅读文库·文化民族和跨文化传播交际：跨学科论文选读》一书以文化传播交际研究的主要理论成分和科研领域为中心分成四个部分：第一部分探讨文化作为一个统称概念和文化作为一个民族文化称谓的具体概念之间的差异，第二部分搜集了不同学科学者对几个具体文化间相似性和相异性、性的调查分析研究结果，第三部分主要关注对跨文化传播交际概念的界定和讨论，第四部分包括了不同传播语境中跨文化交际沟通的多个实证研究。编者希望通过本书展现跨文化传播交际的跨学科研究特点和研究方法。

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