

<<跨文化交际>>

图书基本信息

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内容概要

本教程是北京外国语大学应用英语学院同英国文化委员会（British Council）合作，经过7年编写、3年试用而推出的一套高级英语自学教程。

“高级英语自学系列教程”是为具有中级英语水平的英语爱好者专门设计的，对已经学过两年英语或已经取得大学英语4级证书的读者尤为适用。

本教程以语言、文化和情景为主线，融听、说、读、写、译5项技能于一体，通过各种学习任务使学习者获得用英语进行实际交流的能力。

本教程的特点是适用于自学，每项学习任务都有反馈和参考答案。

其中的3本《成功指南》则是为学习者提高自身的素质，如自主学习能力、良好的学习习惯和技巧等而专门设计的。

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作者简介

顾曰国，英国兰开斯特大学语言学系优等硕士，博士，师从Geoffrey Leech院士，现任中国社会科学院语言研究所研究员，当代语言学研究室主任，博士生导师，北京外国语大学校长助理兼应用英语学院院长。

主要研究兴趣包括语用学，话语分析，修辞学和语言哲学。
在国际学术刊物上已

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章节摘录

插图：Can you make sense of this picture ?

This is one of the oldest picture writings in the world. The pictures were scratched or painted on birch bark or animal skins, and could be used for communication between people who spoke different languages. The picture was a notice left on a tree by scouts of the Micmac tribe, which was at War with the Passamaquoddy tribe. It is a warning. It means that ten Passamaquoddy Indians have been seen in canoes on the lake, going towards its outlet. The ten marks to the left of the canoe indicate the number of enemy seen. The fact that they are enemy is shown by the fish which the canoe is following; this is meant to be a pollock, which is the tribal emblem of the Passamaquoddy. The rest of the picture is a map, with an arrow on the lake showing the direction in which the ten Passamaquoddy have been seen moving. Tribesmen, like the Micmac tribe, sought various means by which to record thoughts. They drew and painted on cave walls to convey messages; they used signs and symbols to designate tribe or ownership. Do you know how our Chinese ancestors recorded their language in the old days? In Dawenkou culture (大汶口文化, about 4494 BC-2690 BC), the unearthed pottery had a variety of symbols on it. This is considered as the earliest form of writing in Chinese civilisation. It is however not the origin of the characters (方块字) we use today. I assume that you know something or have heard about oracle bone inscriptions (甲骨文). Table 1 on the next page shows you the evolution of Chinese writing from oracle bone inscriptions to present-day characters.

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编辑推荐

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本教程的另一个特点是模块学分制。

共分两个模块：一、语言交际模块《成功指南1-向》《成功指南2-习技巧》《高级日常英语》《高级英语写作》《高级休闲英语》《跨文化交际》《高级职业英语》《变化中的英语》《高级时事英语》《文学阅读与欣赏》《文学自通》《高级英汉翻译》二、职业培训模块《成功指南3-业性》《英语教学法》（下）《语言与语言学：实用手册》《论文项目设计》《英语教学法》（上）《高级英语写作》经过3年试用后通过教育部专家审定，作为现代远程英语本科教育推荐教材，凡注册完成规完学分并通过适当考试者可获得经教育批准由北京外国大学和中央电视大学联合颁发的英语教育专业本科学历证书。

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