

<<跨文化交际实用教程>>

图书基本信息

书名：<<跨文化交际实用教程>>

13位ISBN编号：9787560049724

10位ISBN编号：7560049729

出版时间：2006-6

出版时间：外语教研

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页数：239

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## <<跨文化交际实用教程>>

### 内容概要

《跨文化交际实用教程》(语言文化类)突破常规编写格局,以能力培养为核心,注重案例分析和交际的实践层面:在单元开始安排导入性案例;精心设计课堂活动与练习,将交际知识转化为交际技能。

另外还提供配套的网上教学资源,包括相关阅读材料、教学课件、视频材料以及学生优秀作品等。全书共九个单元,适合一个学期使用。

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书籍目录

Unit 1 An Introduction Warm-up Cases Culture Communication Intercultural Communication Exercises Unit 2  
Daily Verbal Communication (I) Warm-up Cases Form of Address Greeting Initiating Conversation and  
Conversation Topic Visiting Parting Exercises Unit 3 Daily Verbal Communication (II) Warm-up  
Cases Compliments and Compliment Responses Social Functions of Compliments Differences Between Chinese  
and English Compliments Common Response Formulas of English and Chinese Compliments Cultural  
Assumption Expressions of Gratitude and Apology in English and Chinese Exercises Unit 4 Verbal  
Communication Warm-up Cases Culturally Loaded Words Cultural Reflections on Proverbs Taboos Differences in  
Cultural Thought Patterns Exercises Unit 5 Nonverbal Communication Warm-up Cases Nonverbal  
Communication, Its Underestimated Status Nonverbal Communication, Its Study Areas Cultural Differences in  
Nonverbal Communication Time Language Space Language Body Language Paralanguage Exercises Unit 6  
Cross-gender Communication Warm-up Cases Sex and Gender Feminine and Masculine Communication  
Cultures Understanding Cross-gender Communication Six Principles for Effective Cross-gender  
Communication Exercises Unit 7 Cultural Variations in Negotiation Styles Warm-up Cases Cultural Variations in  
Conducting Business Cultural Variations in Selecting Negotiators Cultural Variations in  
Decision-making Conclusion Exercises Unit 8 Humor Interpretation in Intercultural Encounters Warm-up  
Cases Humor as a Pathway to Intercultural Communication Competence Converting Enthymeme into  
Syllogism Locating Analogous Cultural Contexts The Metastep Summary Exercises Unit 9 Intercultural Personhood:  
An Integration of Eastern and Western Perspectives Warm-up Cases Eastern and Western World Views A  
Synthesis Complementarity Toward Intercultural Personhood Exercises Bibliography Appendices Appendix I: A  
Social-cultural Test Appendix II: Teaching Syllabus for Intercultural Communication Appendix III: Key for  
Reference

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章节摘录

插图：

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编辑推荐

《跨文化交际实用教程》(语言文化类)吸收国内外跨文化交际理论研究成果,结合中国英语学习者的特点,总结中西文化差异与跨文化交际中的常见问题,提高学生的跨文化交际意识和交际能力。

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