

<<跨文化交际选读>>

图书基本信息

书名：<<跨文化交际选读>>

13位ISBN编号：9787560540320

10位ISBN编号：7560540325

出版时间：2011-9

出版时间：西安交通大学出版社

作者：李本现

页数：382

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<跨文化交际选读>>

内容概要

《21世纪英语专业系列教材·西安外国语大学“十一五”规划教材：跨文化交际选读》精选了十六篇文章，每单元包含两篇文章，共八个单元。

内容涵盖言语交际，非言语交际，语言与文化，中西思维方式对比，文化与管理，文化与健康，文化与冲突，文化与旅游等话题。

每篇选读之前均有一个日常插曲式的小案例供读者研磨、分析，旨在增强跨文化意识。

文章前的导读提纲挈领，略读一遍便对文章所述观点及背景有所了解。

文章后的问题皆为开放式思考题，可作书面练习，也可供小组讨论之用。

生词和短语及难点注释供本科低年级学生阅读时参考。

<<跨文化交际选读>>

书籍目录

- Unit One Concepts and Principles Related to Intercultural Communication
 - Mini Case Talk to Let Othe Know You Want to
 - Reading One Basic Principles of Intercultural Communication
 - Mini Case The Chinese Student Has No Idea about Peonal View
 - Reading Two Undetanding Intercultural Communication
- Unit Two Variatio of Culture and Language and Their Subtle Implicatio
 - Mini Case The Korean Morn Was Mad about Her Son's Decision
 - Reading One Levels of Culture
 - Mini Case "I Have Really Had Enough" Is Not Enough
 - Reading Two Language and Intercultural Communication
- Unit Three Language and Culture
 - Mini Case Please Be Punctual
 - Reading One Verbal Code
 - Mini Case How Can You Invite Us to Sit Naked
 - Reading Two Culture, Language and Online Dispute Resolution
- Unit Four Culture and Nonverbal Codes
 - Mini Case What's Wrong with My Friendly Pat on His Back
 - Reading One Pepective on Nonverbal Intercultural Communication
 - Mini Case Zhiang Walked Off toward the Cafeteria Alone
 - Reading Two Communicative Codes: Nonverbal Aspect
- Unit Five Cultural Influences on Context
 - Mini Case A Packed Lunch
 - Reading One Culture and Foreign Language Teaching
 - Mini Case Robert Was Not a Guy to Make Friends with
 - Reading Two Culture and Its Implicatio to Management
- Unit Six Culture and Its Shaping Power
 - Mini Case The Spinal Tap Mustn't Be Done Before My Husband Comes
 - Reading One The Role of Culture in Health Communication
 - Mini Case How Can Honey Lubricate My Lungs
 - Reading Two Intercultural and Cross-Cultural Health Communication
- Unit Seven Intercultural Communication Issues
 - Mini Case Why They Treat Me Like This
 - Reading One Culture, Communication, and Conflict
 - Mini Case What a Poor Service
 - Reading Two A Comparison of Thinking and Writing Patter in Korea and the United States
- Unit Eight Some Concer in Cross-Cultural Communication Studies
 - Mini Case Montreal to London
 - Reading One Thinking Dialectically about Culture and Communication
 - Mini Case Suzanne Was Left Puzzled by Her Taiwanese Boyfriend
 - Reading Two From "Context" to "Contexts" in Intercultural

<<跨文化交际选读>>

Communication Research

Glossary

Bibliography

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>