

<<多元文化范式导入>>

图书基本信息

书名：<<多元文化范式导入>>

13位ISBN编号：9787561232712

10位ISBN编号：7561232713

出版时间：2011-12

出版时间：西北工业大学出版社

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页数：214

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### 内容概要

本书共分14个单元，主要介绍了多元文化的相关背景知识、多元文化的交际特征以及不同文化所具有的共有属性、文化价值与思维模式、通用语言交际与文化、非语言交际与文化、中西文化关系发展及文化融合、跨文化交际能力、中西文化冲突与文化顺应、中西不同文化下的幽默与风趣的功能和特点、特定文化中的颜色词及其文化内涵、跨文化能力培养、多元文化的谚语和习语问题、跨文化交际的礼仪特点及规范和跨文化交际的前景。

本书可作为高等院校(非)英语专业选修课教材，也可供其他英语爱好者使用。

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## 章节摘录

If you have had even limited contact with people from other cultures, you know that they differ in both obvious and subtle ways. An obvious cultural difference is in the food people eat, such as the ubiquitous hamburger, which is the US offering to the world's palate. We identify pasta with Italy, stuffed grape leaves with Greece, sushi with Japan, curry with India and so on. Another obvious difference between cultures is the clothing people wear. Walk down the streets near US Plaza in New York, you will see men wearing colorful dashikis, women in graceful and flowing Indian saris, and men from Middle Eastern cultures with long robes and headaddresses. Other cultural differences are more subtle and become apparent only after more extensive exposure. In defining culture we called the effects of these subtle differences shared perceptions. Shared perceptions lead to actions that are regarded as appropriate and effective behaviors within a culture. Cultural patterns cannot be seen, heard, tasted, or experienced because they exist only in the minds of people. Cultural patterns are made up of people's beliefs, values, and norms, and they provide a way of thinking about the world and orienting oneself to it. In other words, cultural patterns may be seen as mental programming that predisposes people to comprehend the world in a particular way. It is extremely important to understand differences in cultural patterns if you wish to develop competence in intercultural communication. Cultural patterns are the basis for interpreting the symbols used in communication. If the cultural patterns between people are sufficiently different from each other, the symbols used in communicating will be interpreted differently and may be misunderstood. ....

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