

<<跨文化交际基础>>

图书基本信息

书名：<<跨文化交际基础>>

13位ISBN编号：9787810788137

10位ISBN编号：7810788132

出版时间：2007-4

出版时间：对外经济贸易大学出版社

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页数：318

字数：444000

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## <<跨文化交际基础>>

### 内容概要

《跨文化交际基础》试图从文化和交际的基本理论及其两者之间的关系入手，以跨文化交际学的基本理论和应用为框架，通过分析中西文化在言语交际、非言语交际中的差异，以及这些差异在社会礼仪和商务谈判中的表现，用以培养学生的跨文化意识，加深对母语和目的语文化的理解，最终提高跨文化交际能力。

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Model Test II

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