

<<跨文化交际>>

图书基本信息

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前言

世界上不同文化之间的交流很早以前就已经有了，但由于交通和通讯手段的限制，跨文化交际在过去很长时间里基本上只是涉及少数人的活动。

从上个世纪开始，尤其是近几十年来，情况有了根本性的变化。

科学技术突飞猛进的发展带来了交通和通讯手段的迅速改善，跨文化的交际在广度、密度和深度上都达到了空前的地步。

人们发现，地球变小了，成了名符其实的“地球村”，身居其中而老死不相往来的情况一去不复返了。

不管你愿意不愿意，大家都成了痛痒相关、休戚相系的“邻居”。

进入21世纪，“全球化”浪潮更是汹涌澎湃，欲将世界各地不同文化的人群统统卷入其中。

跨文化交际更是成为越来越普遍的日常现实，我们不可避免地要和许多有着不同文化背景和取向的人们进行交往。

而近年来国际社会所发生的一系列事件与变化，更是将跨文化交际推到了至关重要的地位。

不同文化群体的人们能否在“地球村”这个人类拥有的唯一家园中共处共存，共同努力来解决关系人类命运的一系列重大问题，很大程度上取决于我们能否有效地进行交往并逐步达到相互理解。

因此，培养跨文化意识，发展跨文化交际能力，学会与来自不同文化背景的人进行交往，对于生活在21世纪、肩负着人类未来希望的青年学子来说，就显得尤为重要。

无论你所学专业是什么，将来从事何种职业，具备超越文化局限的眼光和意识，拥有跨文化交际的知识和技能，都是十分必要的，其意义对于社会进步和个人发展来说怎么强调都不过分。

我们在多年从事跨文化交际研究和教学的基础上，编写了这本教材，主要供研究生公共英语教学使用，同时也适合一切具有中级及以上英语水平、对跨文化交流感兴趣的学习者和其他人士阅读、学习。

我们希望，通过使用本教材，不仅能使学习者进一步掌握运用英语获取知识信息、表述意见观点、分析问题和解决问题的技能，全面提高英语水平，更有助于学习者认识跨文化交际对当代世界所具有的重要意义和作用，了解文化对人类生活各个方面、尤其是交际活动的制约和影响，理解并把握交际活动的重要性、丰富性、复杂性，熟悉跨文化交际的基本构成以及所涉及的各种因素，培养跨文化意识，形成和发展对文化差异的敏感和宽容以及处理文化差异问题的灵活性，为最终获得与不同文化背景人们进行深入交流的实际能力奠定坚实基础。

本教材由八个单元共十六课构成，每个单元围绕与跨文化交际有关的一个方面或范畴展开，其中的两课既相互关联又各有侧重、相对独立。

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内容概要

“新编研究生英语系列教材”是外教社组织国内10余所重点高校的专家、教授，在广泛的市场调研和对当前研究生英语教学实际情况进行详细分析的基础上，倾力打造而成，以满足新时期人才培养的需要，和多样化、个性化的学习需求。

遵循分类指导和因材施教的原则：《基础综合英语》和《学术综合英语》分别针对起点不同的学习者设计，以帮助学生打好扎实的语言基本功，并顺利过渡到学术英语的学习中；多样化的“选修课”可让学生根据自己的专业特点、兴趣爱好和时间安排，自由选择相关课程，全面培养研究生的英语应用能力；促进语言能力和文化素质的同步提升：强调以学习者为主体，注重对学生自主学习能力的培养，教材体系在帮助学习者提高语言能力的同时，亦可全面提高其人文素养和跨文化交际能力；立体化的教材编写模式：综合教程配套助学光盘和电子教案，可以为学习者提供自主学习的帮助，为教师提供立体化教学的支撑，更能适应现今研究生英语教学的需要。

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