

<<外教社学术阅读文库>>

图书基本信息

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内容概要

《外教社学术阅读文库·文化民族和跨文化传播交际：跨学科论文选读》一书以文化传播交际研究的主要理论成分和科研领域为中心分成四个部分：第一部分探讨文化作为一个统称概念和文化作为一个民族文化称谓的具体概念之间的差异，第二部分搜集了不同学科学者对几个具体文化间相似性和相异性、性的调查分析研究结果，第三部分主要关注对跨文化传播交际概念的界定和讨论，第四部分包括了不同传播语境中跨文化交际沟通的多个实证研究。编者希望通过本书展现跨文化传播交际的跨学科研究特点和研究方法。

书籍目录

前言

致/Acknowledgements

论文化和具体文化：跨学科的多面观点

On Culture and Cultures: Views across Disciplines

导读

The Analysis of Culture, Raymond Williams

Thick Description: Toward an Interpretative Theory of Culture,

Clifford Geertz

A Conception of Culture for a Communication Theory of Mind, Michael

Cole

New Ethnicities, Stuart Hall

Cultural and Social-Structural Explanation of Cross-National

Psychological

Differences Carrel Schooler

Cultural Peasants, Kristine L Fitch

Cultural Variability in Communication: An Introductory, William B

Gudykunst

不同文化间的比较：不同学科的多方面研究

Comparison across Cultures: Studies across Disciplines

导语

The Impact of Confucianism on Interpersonal Relationships and

Communication Patterns in East Asia, June Ock Yum

Revisiting Shame and Guilt Cultures: A Forty-Year Pilgrimage,

Millie R Creighton

Intercultural Aspects of the Speech Act of Promising: Western and

African

Practices, Inge Egner

Communicative Styles in English and German, Juliane House

Stories of Intercultural Communication Conflict Lived and Told by

Sojourner in

Korea, Hyook Chong

The Concept of Trustworthiness: A Cross-Cultural Comparison between

Japanese

and US Business People, Masami Nishishiba, L David Ritchie

Cultural Variability in Personal Space, Jacob Lombrano

与其他文化的相遇：不同学科对跨文化传播交际的概念界定建构

On Intercultural Encounters: Conceptualization across Disciplines

Georg Simmel's Concept of the Stranger and Intercultural

Communication

Research, Everett M Rogers

导语

Inquiry in Intercultural and Development Communication, Young Yun

Kim

Adumbration as a Feature of Intercultural Communication, Edward T

Hall

Thinking Dialectically about Culture and Communication, Judith N
Martin,
Thomas Ko Nakayama
Communication Accommodation in Intercultural Encounte, Howard
Giles,
Kimberly A Noels
Facework Competence in Intercultural Conflict: An Updated
Face-Negotiation
Theory, Stella Ting-Toomey, Atsuko Kurogi
Rorty's Approach to Cultural Difference: The Conflict between
Solidarity and
Procedural Liberalism, Seyed Mohammad Ali Tgghavi
语境中的跨文化传播交际：跨学科研究
Intercultural Communication in Context: Studies across Disciplines
导语
China Encounte Darwinism: A Case of Intercultural Rhetoric, Xiaosui
Xiao
Cultural Communication Competence and Psychological Adjustment: A
Study
of Chinese immigrant Children's Cross-Cultural Adaptation in
Canada, Betty
Kaman Lee, Ling Chen
Language Choice in Bilingual, Cross-Cultural Interpeonal
Communication,
Ingrid Piller
Coumer Nationalism and Corporate Reputation Management in the
Global Era, Jay Wang
Global Culture -- Myth or Reality? Perceptio of "National Cultures"
in a Global Corporation, Ha] Ladegaard
Bridging Cultures: Undetanding the Cotruction of Relational
Identity
in Intercultural Friendship, Pei-Wen Lee

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