

<<跨文化交际技巧>>

图书基本信息

书名：<<跨文化交际技巧>>

13位ISBN编号：9787810951586

10位ISBN编号：7810951580

出版时间：2004-7

出版时间：上海外语教育

作者：斯诺

页数：107

字数：185000

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>

<<跨文化交际技巧>>

内容概要

外教社全面贯彻教育部关于《大学英语课程教学要求》的精神，策划推邮适合各高校师生选用的大学英语提高阶段实用型选修课系列教材，包括语言技能类、应用类、语言文化类和专业英语类等课程。

本书是讲授如何进行跨文化交际的一本教科书；以东西方文化差异产生碰撞案例为轴线，通过阅读与课堂讨论，让学生掌握东西文化沟通的一些必备知识。

本教材可以： 帮助学生提高英语表达能力。

通过阅读与讨论， 学会如何更细腻地表述自己人的思想。

学会如何在讨论中有效地传递自己的思想。

帮助学生培养良好的跨文化交际习惯和技能。

帮助学生了解西方文化的一些基本特征及跨文化交际的基本概念。

帮助教师增进对跨文化交际、对其学生的文化，以及对自身文化教育的理解。

本教材因着生课堂讨论，不仅适用于跨文化交际课程，也适用于口语训练课程。

<<跨文化交际技巧>>

书籍目录

Acknowledgements To the Teacher: Teaching Encounters with Westerners Unit 1 LANGUAGE TOOLS: Suggesting Possibilities ENCOUNTER: The Taxi INTERCULTURAL COMMUNICATION READING: Intercultural Communication and Understanding Westerners LETTER TO FRAN: Not Eating FRAN'S RESPONSE: Not Eating CULTURE DIFFERENCE READING: Individualist and Collectivist Cultures Unit 2 LANGUAGE TOOLS: Different Degrees of Probability ENCOUNTER: The Gift INTERCULTURAL COMMUNICATION READING: Interpreting What Foreigners Mean LETTER TO FRAN: A Helping Hand FRAN'S RESPONSE: A Helping Hand CULTURE DIFFERENCE READING: Public and Private Behavior Unit 3 LANGUAGE TOOLS: Making and Qualifying Generalizations ENCOUNTER: Mistakes INTERCULTURAL COMMUNICATION READING: Generalizations and Stereotypes LETTER TO FRAN: Who Pays? FRAN'S RESPONSE: Who Pays? CULTURE DIFFERENCE READING: Difference in Rank and Power Unit 4 LANGUAGE TOOLS: Feelings and Parts of Speech ENCOUNTER: The Invitation INTERCULTURAL COMMUNICATION READING: Stress in Intercultural Encounters LETTER TO FRAN: The Shopper FRAN'S RESPONSE: The Shopper CULTURE DIFFERENCE READING: Western Communication Styles Unit 5 LANGUAGE TOOLS: Asking Personal Questions ENCOUNTER: Living Together INTERCULTURAL COMMUNICATION READING: Projected Cultural Similarity LETTER TO FRAN: The Goodnight Kiss FRAN'S RESPONSE: The Goodnight Kiss CULTURE DIFFERENCE READING: Conformity in Western Cultures Unit 6 LANGUAGE TOOLS: Challenging Assumptions ENCOUNTER: Grandma INTERCULTURAL COMMUNICATION READING: Ethnocentrism LETTER TO FRAN: Cars FRAN'S RESPONSE: Cars CULTURE DIFFERENCE READING: Family Relationships in the US Unit 7 LANGUAGE TOOLS: Acknowledging Other Points of View ENCOUNTER: The English Club INTERCULTURAL COMMUNICATION READING: In-Groups and Out-Groups LETTER TO FRAN: Critics FRAN'S RESPONSE: Critics CULTURE DIFFERENCE READING: In/Out-Groups in Collectivist and Individualist Cultures Unit 8 LANGUAGE TOOLS: Conceding a Point ENCOUNTER: Borrowing INTERCULTURAL COMMUNICATION READING: War Stories LETTER TO FRAN: Exceptions FRAN'S RESPONSE: Exceptions CULTURE DIFFERENCE READING: Dealing with Conflict Unit 9 LANGUAGE TOOLS: Checking and Clarifying ENCOUNTER: Left Out of the Conversation INTERCULTURAL COMMUNICATION READING: Being an Effective Intercultural Communicator LETTER TO FRAN: An American Friend FRAN'S RESPONSE: An American Friend CULTURE DIFFERENCE READING: Friendship Patterns Unit 10 LANGUAGE TOOLS: Clarifying Your Point ENCOUNTER: Grades INTERCULTURAL COMMUNICATION READING: Giving the Benefit of the Doubt LETTER TO FRAN: Out of the Nest FRAN'S RESPONSE: Out of the Nest CULTURE DIFFERENCE READING: Advice for Communicating with Westerners

<<跨文化交际技巧>>

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>