

<<跨文化交际技巧>>

图书基本信息

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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。

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