

<<跨文化交际>>

图书基本信息

书名：<<跨文化交际>>

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内容概要

本教材在内容上,针对高职高专教育人才培养目标、知识结构和能力要求,充分体现理论知识够用为度,着重培养学生跨文化交际技能的目的。

第一章以基本知识和理论为主,介绍文化、交际、跨文化交际的定义、概念,阐述交际与文化的关系、文化价值观对跨文化交际的影响。

第二、第三、第四、第五、第六章通过对跨文化交际案例的分析,向学生展示文化差异在跨文化交际中的种种表现,以及在特定的国际商务语境中的文化差异。

在体例和编写手法上,教材各个单元的构成形式多样,不求整齐划一,以适合不同需求与兴趣的学生,并给教师留有一定的选择余地,可以结合具体情况更加生动活泼地组织教学。

每个章节都配有思考题,给学生留有思考、探讨的空间。

同时制作了电子课件。

附录中提供了部分讨论题及课堂任务的参考答案。

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版权页：插图： 2.3.2 Different Countries Have Different Visiting Courtesy Before visiting, the Westerners prefer to arrange the time in advance. Making an appointment in advance is basic politeness rules in Western countries. Generally, the Westerners are accustomed to do one thing at a time and may be uncomfortable when an activity is interrupted. They are used to organizing and arranging their time. Visitors who "drop by" without prior notice may interrupt their host's personal time. Casual visiting is usually regarded as impolite. Thus, making an appointment before visiting him or her is generally preferred to a "dropping by". So to accommodate other people's schedules, the Westerners make business and social engagements several days or weeks in advance. The language used to make a request of visiting should also be paid attention to. The following are some suitable expressions: Mr. White and I would like to come and visit you. Would it be convenient for us to come on next Friday evening ?

There's something I'd like to talk over with you. I wonder if it would be convenient to meet you this Friday afternoon. Shall we discuss the matter at 10 tomorrow morning ?

If not, please ring me to make another time--any thanks. Could we see each other for about an hour on Friday afternoon at three o'clock ?

I'm in town for a few days and would very much like to come and visit you at your house. Would it be convenient if I call on you this evening ?

I haven't seen you for a long time. I was wondering whether I could come round to visit you sometime. After receiving an invitation, unequivocal reply should be given. For the Western custom is much stricter than Chinese custom in the matter of replying to invitations. When you receive an invitation you should answer it immediately, saying definitely whether you are able to accept it or not. If the invitation is given by word of mouth, in conversation or at a chance meeting, you should answer at once whether you can come or not. If you cannot give an answer at that time, you may say, "May I let you know this evening ?

" or some such words. Reply, like "I'll try to come." will cause to be perplexed or confounded.

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