

<<英语文化与交际>>

图书基本信息

书名：<<英语文化与交际>>

13位ISBN编号：9787313058638

10位ISBN编号：7313058632

出版时间：2009-9

出版时间：上海交通大学出版社

作者：马玉蕾，苗瑞琴 主编

页数：339

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>

<<英语文化与交际>>

前言

21世纪要求高校培养的人才既要有知识又要有能力,也就是说,高校毕业生不仅要具有扎实的基础知识,而且还要有宽广的知识面,文理结合,全面发展。

这一要求对高校的外语教学也提出了新的任务。

高校外语教学不能再像以前那样只重语言知识的传授,而是要帮助培养学生的各种英语能力,为他们适应现代社会做积极的准备。

新颁布的《大学英语课程教学要求》和新修订的《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》也明确地反映了这一点。

《大学英语课程教学要求》指出:大学英语课程不仅是一门语言基础课程,也是拓宽知识、了解世界文化的素质教育课程,兼有工具性和人文性。

因此,设计大学英语课程时也应当充分考虑对学生的文化素质培养和国际文化知识的传授。

《非英语专业硕士/博士学位研究生英语教学基本要求(试行)》也指出:各个院校和科研机构可以根据需要和可能,为学生开设实用性强的各类英语选修课程,如以语言、文学、哲学、文化、外国概况等为内容的素质课,以社会交往、国际礼仪等为内容的社交课,以英语国家生存常识为内容的出国预备课等。

博士研究生英语的教学目的以培养学生用英语进行工作和研究的能力为重点,通过英语教学有效地培养学生用英语进行工作沟通和学术交流的能力。

在大纲的指导下,近年来,许多综合性重点高校都在积极进行英语课程结构的改革。

除传统的基础英语课程外,许多高校都开设了各种门类的英语选修课,以帮助提高毕业生的英语综合应用能力,增强自主学习能力,培养综合文化素养,适应我国社会发展和国际交流的需要。

高校英语选修课门类现在虽然很多,但归纳起来,主要有三类,即“语言实际知识与技能类”、“语言应用类”和“语言与文化类”。

“语言实际知识与技能类”主要涉及阅读、口语、写作、听力、翻译技能的进一步培养,如中高级口译、翻译理论与实践、演讲与辩论等;“语言应用类”包括商务英语、传媒英语、科技英语、英语学术论文写作、应用文写作等;“语言与文化类”涉及英美社会与文化、西方文学选读、影视欣赏、英美报刊选读等。

针对这些选修课,有些高校也编写了相应的教材,但总体上,教材的门类不全,有些课程老师就是选不到一本对教、学双方都适用的教材,有的甚至找不到任何教材,造成某些课程都是老师自编讲义,或每个地方凑一点拿来作为课堂教学使用,因而在教学内容的系统性、延续性和规范性方面都存在较大的随意性,也不方便学生自主学习。

<<英语文化与交际>>

内容概要

本书介绍了英美两国社会文化背景和生活习俗，共分十二章，涵盖政治、经济、文化、社会生活等诸多方面，每章还有相关话题讨论、文化知识测试和名人名言，将英美文化的学习融入口语、阅读和写作练习中。

兼具实用性与知识性。

可用作研究生、本科生选修课教材，也适合读者自学使用。

书籍目录

Chapter 1 Introduction to Cross-Cultural Communication 1.1 Overview 1.2 Features of Culture 1.3 Culture and Language 1.4 Intercultural Communication 1.5 Culture Shock
 Chapter 2 One Man's Meat Is Another Man's Poison: American and British Characters and Values 2.1 American Values 2.2 British Values
 Chapter 3 Actions Speak Louder than Words: An Overview of Non-Verbal Communication 3.1 Classification of NVC 3.2 Body Language
 Chapter 4 When in Rome, Do as the Romans Do: Traditions and Customs 4.1 Manners and Etiquette 4.2 Love, Marriage, and Family 4.3 Catering Culture and Table Manners 4.4 House in America and Britain
 Chapter 5 Let Words Work Right for You: Formal and Informal English 5.1 British English and American English 5.2 Formal and Informal English 5.3 English Slang: An Informal Language
 Chapter 6 Let's Strike a Deal: Business Communication 6.1 Business Etiquette 6.2 Writing Business Letters 6.3 Writing Business E-mail
 Chapter 7 Knowledge Is Power: Education 7.1 Education in the United States 7.2 Education in the United Kingdom 7.3 Graduation Ceremony in the U.S. and the U.K.
 Chapter 8 To Get the Lion's Share: Economic Life 8.1 General Overview of American Economy 8.2 General Overview of British Economy
 Chapter 9 All Work and No Play Makes Jack a Dull Boy: Entertainment and Leisure Activities 9.1 Mass Media and Sports in the United States 9.2 Mass Media and Sports in Great Britain
 Chapter 10 Histories Make Men Wise: History and Government 10.1 History and Government of the United States 10.2 History and Government of Great Britain
 Chapter 11 See God to Believe, or Believe God to See: Religions and Beliefs 11.1 Religions in the United States 11.2 Religions in the United Kingdom 11.3 Belief in God and Church-Going in the U.S. and the U.K. 11.4 Religion and Science 11.5 Religion and Politics
 Chapter 12 Let's Paint the Town Red and Celebrate: Holidays and Festivals 12.1 Overview 12.2 Holidays and Festivals Shared by the U.S. and the U.K. 12.3 Uniquely American Holidays and Festivals 12.4 Uniquely British Holidays and Festivals
 Suggested Answers to Activities and Exercises
 Bibliography

章节摘录

插图：6. Study each numbered passage below. Be prepared to explain the meaning of each. Then consider each in relation to the statements given above in 5. Which idea, or part of the idea, does each passage support?

Explain your answers. 1) "Seeing is believing." 2) The famous folk story of Blind Men and the Elephant. The first man reached up and felt the elephant's ear and said that the elephant was like a fan. The second felt the tail and said the elephant was like a rope. The third, feeling the elephant's leg, said that the elephant was like a tree. The fourth man felt the elephant's trunk and said that the elephant was like a snake, The fifth man seized the elephant's tusk and said that the elephant was like a stick. The last man, feeling the elephant's side, said that the elephant was like a wall. And all of them were right. 3) The traditional Chinese dictionaries have no equivalents for the English words geriatrics (the study of the diseases of old age) , gerontology (the study of old age) , or senior citizen (a polite American substitute for "old man" or "old woman") . 4) In a sect of the Hindu religion, all physical matter is given equal protection by the believers' vow not to kill: they take remarkable care to preserve all living things. House vermin are not killed: they are removed from a house when being spotted. In strict practice the mouth is covered by a cloth so that the air will not be injured. 5) Mountain climbing is a popular sport in Western cultures. Once, when asked why he risked life and limb to climb a mountain, an English mountain climber replied, "I climb the mountains because they are there." 6) Harry Truman, former U. S. president, was typical in many ways of the American character and value system. One of his favorite responses, when people tried to convince him to support a grand and expensive project, was, "I am from Missouri : you'll have to show me. "

<<英语文化与交际>>

编辑推荐

《英语文化与交际》：高校外语教学不只着重语言知识的传授，还要帮助培养学生的各种英语能力，为适应现代社会作积极的准备。

开设实用性强的各类英语选修课程，如以语言、文学、哲学、文化、外国概况等为内容的素质课，以社会交际、国际礼仪等为内容的社交课，以英语国家生存常识为内容的出国预备课等，通过英语教学有效地培养学生用英语进行工作沟通和学术交流的能力。

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>