

<<跨文化交际英语技巧>>

图书基本信息

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内容概要

《大学英语综合应用能力选修课系列教材·跨文化交际技巧：如何跟西方人打交道（教师用书）》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的案例为轴线，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。

《大学英语综合应用能力选修课系列教材·跨文化交际技巧：如何跟西方人打交道（教师用书）》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的观点。

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，以及对自身文化的理解。

《大学英语综合应用能力选修课系列教材·跨文化交际技巧：如何跟西方人打交道（教师用书）》因着重课堂讨论，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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章节摘录

there are many more right-handed people than left-handed ones , so the left-handed people are "different." In loose cultures , children who favor their left hand are generally not encouraged to use their right-hand , and about 14% of the population grows up left-handed. In contrast , in tight cultures children who favor their left hand are encouraged or even forced to use their right hand instead , and the percentage of left-handed people in the adult population is much smaller. On the whole , Western individualist cultures tend to be "looser" than collectivist cultures. This tendency toward looseness can be seen in a variety of ways. One reflection of looseness in Western culture is a widespread reluctance to pass laws that prohibit unusual behavior. Even if most members of the society do not like a particular kind of behavior , they often still feel that others should be allowed to make their own choices rather than being forced by law to conform. This is especially true with regard to behavior that is considered private , such as religious life. Many Westerners feel that people should be allowed to believe and teach whatever they want to , no matter how bizarre or extreme , as long as they don't actually physically harm other people. Another example is sexual behavior , which many people have strong views about , but also tend to view as private behavior. Another reflection of looseness can be seen in Western advertising , especially in the United States. American ads frequently try to sell products by encouraging customers to try to be different from everyone else , using slogans like "Be yourself !

" and "Do your own thing !

" This reflects the fact that Americans , and other Westerners , tend to feel it is a good thing to be different from other people , and perhaps even bad to be a "conformist" —— someone who conforms to the norms of society : One interesting difference between loose and tight cultures lies in people's ideas about what constitutes good language use. Tighter cultures tend to value mastery of their language tradition , whereas loose cultures seem to value creativity and surprise. This point is illustrated by the Chinese view toward use of "set phrases" (cheng yu) . Chinese tend to respect people who have memorized a broad range of "set phrases" and can use them appropriately (in traditionally acceptable ways) in speaking and writing. In contrast , Westerners often consider the use of old sayings to be trite~ they have more respect for people who can combine words in new and clever ways , or use old expressions in new ways.

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