

<<跨文化交际实用教程>>

图书基本信息

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内容概要

《跨文化交际实用教程》(语言文化类)突破常规编写格局,以能力培养为核心,注重案例分析和交际的实践层面:在单元开始安排导入性案例;精心设计课堂活动与练习,将交际知识转化为交际技能。

另外还提供配套的网上教学资源,包括相关阅读材料、教学课件、视频材料以及学生优秀作品等。全书共九个单元,适合一个学期使用。

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编辑推荐

《跨文化交际实用教程》(语言文化类)吸收国内外跨文化交际理论研究成果,结合中国英语学习者的特点,总结中西文化差异与跨文化交际中的常见问题,提高学生的跨文化交际意识和交际能力。

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