

<<跨文化交际>>

图书基本信息

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内容概要

本书是一本集理论性、实践性、知识性和趣味性于一体的教材，旨在帮助英语学习者在掌握英语语言知识的同时，确立跨文化意识，提高跨文化交际能力。

本书从主体上分两大部分，即理论篇和实践篇。

理论篇以介绍跨文化交际的基本理论为出发点，帮助学习者掌握跨文化交际的相关理论和概念。

实践篇通过介绍在中英不同文化背景下如何进行有效的交际，使学习者熟悉相关的交际策略，进而提高其跨文化交际能力。

为了提高学习者的实践能力，本书在每个单元都有若干案例分析，供学习者对一些文化现象进行观察和分析，从深层次探讨文化间的异同和相互作用及影响。

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书籍目录

Unit 1 An Introduction to Intercultural Communication Studies Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 2 Communication, Intercultural Communication and Culture Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 3 Cultural Patterns and Communication Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 4 Verbal Communication and Culture Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 5 Nonverbal Communication and Culture Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 6 Cultural Shock and Adaptation Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 7 Communication Strategies and Communicative Competence Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 8 Cultural Differences in Verbal Style Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 9 Humor and Jokes in Different Cultures Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 10 Color Words and Their Cultural Connotations Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 11 Idioms across Cultures Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsUnit 12 Culture and International Business Preview Questions Text Notes Glossary Questions for Discussion Summary Case Study Questions and Activity Further Reading Comprehension QuestionsBibliography

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