

<<跨文化交际案例分析>>

图书基本信息

书名：<<跨文化交际案例分析>>

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内容概要

跨文化交际课程是英语学习者了解和掌握不同文化之间差异和交际的一门重要课程。

也是一门实践性和应用性较强的课程。

许多学生在具体实践中做不到融会贯通，跨文化交际的失误仍然存在。

为了使学生能积极融入课堂，培养他们的实际交际能力，授人以渔，举一反三，作者编写了《跨文化交际案例分析》教材。

该教材以学生获取知识的认知途径为基本突破口，采取了与普通教材不同的编写方式，从事物的特殊性到普遍性的哲学规律，引导学生根据案例来分析跨文化交际的理论体系和中西方文化的基本差异，从而达到能提高其基本交际能力的目的。

通过阅读案例，明确问题；通过分析案例，找出原因；通过制定方案，解决问题。

该教材的编写基本涵盖了跨文化交际失误的内容；坚持以案例分析为主，理论介绍为辅；增强其趣味性阅读，案例丰富，具有实用性、现代性、真实性、典型性和价值性特点；课后练习可以对学生进行举一反三能力的培养；全英文编写。

适合大学以上各种层次学习者的需求；案例结合日常生活与外贸等相关领域，做到尽量覆盖知识、技能、文化3个方面，达到授人以渔的目的。

该教材的使用能在课堂上达到以学生为主。

着眼于其能力培养的目的；强调集体合作，而非个体单干的理念；培养学生身临其境地解决问题，并在不圆满的条件下做出自己独立的决策，从而不断提高决策能力，使得抽象的理论形象化、具体化，做到学以致用。

该教材适用于高等学校大学英语拓展课程，英语专业选修课程。

外贸、外事、旅游、对外汉语等专业的必修课程，也可作为高校英语教师的参考资料。

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书籍目录

Part I Culture and Communication Chapter 1 What is culture? Chapter 2 What is communication?
Chapter 3 Culture and communication Part II Culture Conflicts and Case Study Introduction Chapter 1
Culture conflicts Chapter 2 Case study introduction Part III Case Analyses of Pragmatic Failures in
Intercultural Verbal Communication Chapter 1 Pragmalinguistic failures Chapter 2 Sociopragmatic failures
Part IV Case Analyses in Intercultural Nonverbal Communication Chapter 1 Kinesics (body language)
Chapter 2 Haptics (touch) Chapter 3 Appearance and dress Chapter 4 Olfactics (smell and taste)
Chapter 5 Proxemics (body space) Chapter 6 Chronemics (time) Chapter 7 Paralanguage Part V Typical
Cases in Intercultural Business Communication Chapter 1 Value perception conflict Chapter 2 Corporate
culture matters Chapter 3 Corporation system and management Chapter 4 Cross-cultural negotiating
style Part VI Tips for Successful Intercultural Communication Chapter 1 Tips for ordinary intercultural
communication Chapter 2 Recommendations for effective intercultural business negotiations References

章节摘录

插图：Proverbs are a good way for people to learn their own culture. In colorful and vivid language, they offer an important set of instructions for members to follow. People also learn culture from folk tales, legends, and myths. A trip to any museum in the world quickly reveals how the art of a culture is another method of passing on that culture. In the modern world mass media provides people with abundant and quick access to touching their culture. That the culture is acquired through the process of learning has several important implications for the conduct of international communication. First, such an understanding can lead to greater tolerance in respect of cultural differences, and make the intercultural communication more successful in the practical settings. Second, the learned nature of culture stimulates people in the multicultural environment to learn the other cultures with full of confidence and put it into function as well. And finally, it leads people to grasp the deeper skills in training programs relevant to the different cultures and lessens the barriers of the global cultures into the slimmest degrees. Culture is based on symbols. Through the symbols like language, art, religion, money and etc., the culture can be transmitted successfully from one person to another, and from one generation to the next. The use of symbols is at the core of culture. In this way the ideals and thoughts of one culture can last and its uniqueness can attract people from other cultures. Symbols tie together people who otherwise might not be part of a unified group. They allow people to package and store their culture as well as to transmit it. The minds, the books, pictures, films, religious writings, videos, computer accessories and the like enable a culture to preserve what is deemed to be worthy of transmission. This makes each individual, regardless of his or her generation, heir to a massive repository of information that has been gathered and maintained in anticipation of his or her entry into the culture. Cultural symbols can take a host of forms, encompassing gestures, dresses, objects, flags, religious icons, and the like. Yet the most important symbolic aspect of culture is language —— using words to represent objects and ideas'.

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