

# 《新编跨文化交际英语教程》

## 图书基本信息

书名：《新编跨文化交际英语教程》

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## 前言

我国英语专业本科教学与学科建设，伴随着我国改革开放的步伐，得到了长足的发展和提升。回顾这30多年英语专业教学改革和发展的历程，无论是英语专业教学大纲的制订、颁布、实施和修订，还是四、六级考试的开发与推行，以及多项英语教学改革项目的开拓，无不是围绕英语专业的学科建设和人才培养而进行的，正如《高等学校英语专业英语教学大纲》提出的英语专业的培养目标，即培养“具有扎实的英语语言基础和广博的文化知识并能熟练地运用英语在外事、教育、经贸、文化、科技、军事等部门从事翻译、教学、管理、研究等工作的复合型英语人才。”为促进英语专业本科建设的发展和教学质量的提高，外语专业教学指导委员会还实施了“新世纪教育质量改革工程”，包括推行“十五”、“十一五”国家级教材规划和外语专业国家精品课程评审，从各个教学环节加强对外语教学质量的宏观监控，从而确保为我国的经济建设输送大量的优秀人才。

跨入新世纪，英语专业的建设面临新的形势和任务：经济全球化、科技一体化、文化多元化、信息网络化的发展趋势加快，世界各国之间的竞争日趋激烈，这对我国英语专业本科教学理念和培养目标提出了新的挑战；大学英语教学改革如火如荼；数字化、网络化等多媒体教学辅助手段在外语教学中广泛应用和不断发展；英语专业本科教育的改革和学科建设也呈现出多样化的趋势，翻译专业、商务英语专业相继诞生——这些变化和发展无疑对英语专业的学科定位、人才培养以及教材建设提出了新的、更高的要求。

上海外语教育出版社（简称外教社）在新世纪之初约请了全国30余所著名高校百余位英语教育专家，对面向新世纪的英语专业本科生教材建设进行了深入、全面、广泛和具有前瞻性的研讨，成功地推出了理念新颖、特色明显、体系完备的“新世纪高等院校英语专业本科生系列教材”，并被列入“十五”国家级规划教材，以其前瞻性强、先进性和创新性等特点受到全国众多使用院校的广泛好评。

面对快速发展的英语专业本科教育，如何保证专业的教学质量，培养具有国际视野和创新能力的英语专业人才，是国家、社会、高校教师共同关注的问题，也是教材编撰者和教材出版者关心和重视的问题。

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## 内容概要

《新编跨文化交际英语教程》特色：权威性和先进性的体现：按照《高等学校英语专业英语教学大纲》提出的培养目标、课程设置、教学要求和教学原则精心设计，凝聚海内外英语专业教育界专家学者的智慧，反映英语专业教育、科研的最新成果。前瞻性和创新性的结晶：基于广泛的市场调研、详尽的需求分析和严谨的科学判断，梳理现有教程，优化教材结构，更新教学方法和手段，强化学生综合能力的培养。

专业素质和人文素养的同步提升:专业技能、专业知识、相关专业知识的完美匹配，帮助学生打下扎实的语言基本功，增强其分析问题、解决问题的能力，提高专业素质和人文素养，使学生真正成为国际化、创新型、高素质的英语专业人才。

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## 书籍目录

Unit 1 Communication Across Cultures warm up Reading Intercultural Communication: An Introduction  
Discovering Problems: Slim Is Beautiful? Group Work Debate Reading The Challenge of  
Globalization Writing Identifying Difference Difference: How We Address Each Other Survey  
Intercultural Insight Translation Case Study: Cases 1-4 Further Reading Stumbling Blocks in  
Intercultural Communication Further Reading Communication in the Global Village Unit 2 Culture and  
Communication Warm Up Reading What Is Culture. Fill-in Task Sharing Knowledge: More  
About Culture Writing Reading Elements of Communication Discovering Problems: Misleading  
Commercial Signs Matching Task Identifying Difference Communicating Effectively Group Work  
Translation Case Study: Cases 5-8 Further Reading Understanding Culture Further Reading  
Essentials of Human Communication Unit 3 Cultural Diversity Warm Up Reading Different Lands, Different  
Friendships Cultural Information: American Friendship Survey Identifying Difference: Family  
Structure Reading Comparing and Contrasting Cultures Interview Group Work Sharing  
Knowledge: Confucian Cultural Patterns Writing Intercultural Insight Translation Case Study:  
Cases 9-12 Further Reading Cultural Dimensions Further Reading High-Context and Low-Context  
Cultures Unit 4 Language and Culture. Warm Up Reading How Is Language Related to Culture Fill-in  
Task Group Work Identifying Difference: Kinship Terms and More. Reading  
Language-and-Culture, Two Sides of the Same Coin Sharing Knowledge: How to Say "Yes" and "No".  
Survey Writing Discovering Problems: Translating Across Languages Translation Case Study:  
Cases 13-16 Further Reading The Sapir-Whorf Hypothesis Further Reading Language, Thought, and  
Culture Unit 5 Culture and Verbal Communication ..... Unit 6 Culture and Nonverbal Communication Unit 7  
Time and Space Across Cultures Unit 8 Cross-Cultural Perception Unit 9 Intercultural Adaptation Unit 10  
Acquiring Intercultural Competence Acknowledgements

## 章节摘录

Posture and sitting habits offer insight into a culture's deep structure. In many Asian cultures, the bow is much more than a greeting. It signifies the culture's concern with status and rank. In Japan, for example, low posture is an indicator of respect. Although it appears simple to the outsider, the bowing ritual is actually rather complicated. The person who occupies the lower station begins the bow, and his or her bow must be deeper than the other person's. The superior, on the other hand, determines when the bowing is to end. When the participants are of equal rank, they begin the bow in the same manner and end at the same time. The manner in which we sit also can communicate a message. In the United States, where "casualness" is considered a great virtue, people often sit with feet on chairs or even desks. They sometimes sit with their backsides (buttocks) on tables and desks as a way of expressing their individuality or care-free attitude. Slumping oneself over while sitting in a chair and placing feet on whatever object around is a common U.S. behavior. It is intended to show that the person is casual, honest, sincere, and "just one of the folks." In the United States, even millionaires, corporation presidents, government leaders, and movie stars try to pretend they are ordinary people by using "the U.S. slouch" and "the feet-on-the-furniture" maneuver. Unfortunately, people of other countries may interpret this behavior as being sloppy and as reflecting a general lack of alertness, interest, and respect. Americans do not usually realize that what they think of as casualness is viewed very differently and very negatively by many people around the world. People in many cultures are expected to sit erect. Such cultures include many countries in Latin America, Asia, Europe, and the Middle East. For instance, in countries such as Germany and Sweden, where lifestyles tend to be more formal, slouching is considered a sign of rudeness and poor manners. In the United States, crossing legs is a sign of good etiquette. Americans feel comfortable crossing their legs and sitting with one ankle on the other knee. Many cultures say that crossing legs is okay, but placing the ankle on the knee while crossing one's legs is totally unacceptable. You can cross your legs but not put your ankle on your knee in some Latin and Asian countries. In Peru, men can place the ankle on knee, but women must cross their entire legs at the knee. In Syria women must not cross their legs at all in public, though men can cross at the knee. In Ghana and in Turkey, sitting with one's legs crossed is extremely offensive. People in Thailand believe that because the bottoms of the feet are the lowest part of the body, they should never be pointed in the direction of

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## 编辑推荐

新世纪高等院校英语专业本科生系列教材（修订版）旨在打造完整的英语专业学科体系，全面促进学生的语言技能、学科素养和创新能力的培养，必将为我国培养国际化、创新型、高素质的英语专业人才奠定坚实的基础！

## 精彩短评

1、 英语难度较高，不太适合低年级英语专业同学使用。实例详实，但是逻辑有点混乱，后面章节不断重复前面章节的内容。比如语言，称谓，对时间和空间的概念，在好多章节都不断强调，让人感觉有点学习疲乏。

不过选用文章还是有一定的可读性的。课前的名人引言，课后的小组讨论，案例分析，翻译，辩论什么的还是比较有趣的。

2、 内容很有启发性,不是英语专业的看看也可以拓展视野

3、 应该不错的吧

4、 是上课教材，不错

5、 货真价实，印刷质量好，而且物流很快！

6、 本书真是精品，增长知识，又是享受。

7、 这本书需要有一定的基础进行学习，朋友推荐的，很满意

8、 这本是icc本科教材中最实用的，作为教师，操作性很强！

9、 比出版设的便宜了很多。

10、 又臭又无聊

11、 帮朋友买的，我们正在学的科目用书。

12、 这本是icc本科教材中最实用的，作为教师，操作性很强！所以给同事推荐了。

13、 纯扯淡的一本书，净是一些“每过一分钟，就有六十秒流过”这样的废话，可是我明天考试就要考它啦啦啦啦啦啦。。。

14、 读到吐血

15、 确实了解了一些文化现象 但是选文还是脱不了中国式英语教材的窠臼

16、 书正品，很好！

17、 优秀的教科书

18、 跨文化教材，感觉和阅读课一样。。。

19、 内容的理论性比较强。不过非常适合写跨文化论文

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