

《跨文化交际》

图书基本信息

书名：《跨文化交际》

13位ISBN编号：9787562931782

10位ISBN编号：756293178X

出版时间：2010-6

出版社：武汉理工大学出版社

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页数：179

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内容概要

《跨文化交际》通过对主要国家的主流文化现象的描述、阐释和讨论，培养学生主动观察、分析、对比和评价文化差异现象的能力，使学生能够较为客观地、系统地、全面地认识不同国家的文化，以有效拓宽国际视域，最终提高跨文化交际能力。

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书籍目录

Chapter1 Culture and Intercultural Communication
Chapter2 Cultural Patterns
Chapter3 Verbal Communication
Chapter4 Nonverbal Communication
Chapter5 Social Interaction Customs
Chapter6 Cultural Influences on Contexts
Chapter7 Potential Problems in Intercultural Communication
Chapter8 Intercultural Communication competence
References

章节摘录

版权页：插图：Time orientation refers to the value or importance the members of a culture place on the passage of time. How a culture perceives and uses the concepts of past, present, and future was discussed in Chapter 2 when looked at cultural values. Time is not only tied to cultural values but also to nonverbal communication.

Past-oriented Cultures Past-oriented cultures regard previous experiences and events as most important. These cultures place a primary emphasis on tradition and the wisdom passed down from older generations. Consequently, they show a great deal of deference and respect for parents and other elders, who are the links to these past sources of knowledge. Events are circular, as important patterns perpetually recur in the present; therefore, tried-and-true methods for overcoming obstacles and dealing with problems can be applied to current difficulties. Many aspects of the British, Chinese, and Native American experiences, for instance, can be understood only by reference to their reverence for traditions, past family experiences, or tribal customs. The Chinese and Japanese, with their traditions of ancestor worship and strong pride in their cultures, persistence for thousands of years, use the past as a guide to how to live in the present. Cultures and co-cultures that value the past find it normal to take a long-range view of events and are less likely to be rushed when they face decisions. Cultures that value the past are also more likely to respect and venerate the elderly than cultures that value the future.

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编辑推荐

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精彩短评

- 1、本教材通俗易懂，对提高学生的跨文化交际意识很有帮助。
- 2、这类书籍市面上挺多的，但我觉得这本还是最适合高职学生使用，符合“实用为主、够用为度”的要求。

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