

《跨文化交际基础》

图书基本信息

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内容概要

《全国应用型本科商务英语系列规划教材:跨文化交际基础(英文)》的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了《全国应用型本科商务英语系列规划教材:跨文化交际基础(英文)》。

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章节摘录

版权页： People from western culture do not fully appreciate the concept of duty that some cultures have towards family situations that are, in general, far greater than those undertaken, or expected in the Western society. "My brother telephoned and asked to see me, so I had to go to him; I am sorry I had to miss our meeting" is typical of the remark an Arab, African or Spaniard would make. They appear to believe that the situation involving a family member should be understood, yet they often fail to understand that such an excuse is not good enough for most Westerners. The Westerner would have been far less annoyed when they received a phone call to rearrange the meeting. 'Time' is a major area where cultures clash. Precise habits are often regarded by some cultures as peculiar because it disregards the importance of the right "psychological timing" in a negotiation. Westerners will often forge ahead with unpopular subjects simply because the clock is ticking and for the simple fact that it is on the agenda. Interpersonal Relationships Western negotiators are frequently clueless about personal relationships and the undercurrents that dominate decision making in some countries and cultures. They must learn to be patient. However, they should always be prepared to act very quickly once a decision to proceed has been taken. This can occur suddenly and without warning. Roughly speaking, 95% of time spent in Japanese business activity will involve discussion, amassing information, and waiting. This will be followed by a 5% period of intense work against impossible deadlines. Rude Words Many Westerners will observe that some officials, such as traffic police or those at immigration or customs posts, might appear to be very rude in their demands: "Give passport now" and "I want documents" without using phrases such as 'please' and "thank you". While many people from western culture will consider this inexcusably rude and take offence, they fail to recognize that the local may not have a command of English above that of functional necessity. Use of First Names Many cultures will easily sense when personal relationships have developed sufficiently that the use of first names may be adopted as natural and normal.

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编辑推荐

《全国应用型本科商务英语系列规划教材:跨文化交际基础(英文)》面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。

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