

<<任务型商务英语教学研究>>

图书基本信息

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内容概要

本书从商务英语的特点、商务英语教学在我国的起步和发展谈起，评介在外语教学领域广为使用的任务型教学法，并对通过实施任务型教学法提升商务英语教学的尝试进行分析和研究。书中结合商务英语教学中网络 and 多媒体技术的运用，探讨商务英语教学发展的新趋势，并就商务英语教学中学生学习的自主性、课堂教学活动的设计以及培养学生跨文化交流意识等几个问题提出了一些看法，以期促进商务英语教学的发展和不断创新。

本书可供商务英语研究和教学人士及有志提高商务英语水平之士阅读参考。

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