

<<跨文化交际>>

图书基本信息

书名：<<跨文化交际>>

13位ISBN编号：9787560019895

10位ISBN编号：7560019897

出版时间：2000-8-1

出版时间：外语教研出版社

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页数：308

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内容概要

From ideas and concepts to effective practice... your intercultural communication skills will grow. Effective intercultural communication begins with motivation, knowledge, and a true appreciation of cultural diversity. This pioneering best-seller supplies you with all three. Authors Larry A. Samovar, Richard E. Porter, and new co-author Lisa A. Stefani translate communication ideas and concepts into effective practices that guide you in improving your intercultural communication skills and reaching your communication goals. Going beyond traditional coverage, *Communication Between Cultures* focuses on the deep structure of culture with special emphasis on religion, family, and history. You'll explore how differences in perception, world views, values, and verbal and nonverbal messages all affect communication. And you'll have the benefit of the book's many current examples and concrete strategies for improving your skills. In this third edition, significant changes and added features include: A new chapter devoted to the role of culture in health care. Even more material on how religion, family, and history affect communication. Expanded analysis of stereotyping, prejudice, discrimination, and ethics that addresses the increase in racial tension in the United States today. A greater focus on the role of co-cultures in North America. New discussion of the many ways that cultures are alike. A new section on cultural adaptation that addresses the increased migration occurring in recent years.

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王宗炎序
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