

<<跨文化交际学选读>>

图书基本信息

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内容概要

本书包括10个单元20篇课文以及每篇课文前后的导言、注释和思考题，书后另附有跨文化交际学术语解释与参考书目。

主要内容涉及跨文化实际学概述、语言与文化的相互关系、语言与非语言交际、东西方思维模式与价值观念差异、文化与感知模式、跨文化交际障碍与文化适应，以及日常生活与商贸洽谈跨文化交际实践等诸多方面。

本书适用于英语专业本科高年级学生和硕士研究生的教学使用，也是具有中级以上水平的广大英语学习者和各类涉外工作人员的必备参考读本。

书籍目录

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