

<<跨文化交际>>

图书基本信息

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内容概要

本书是一本集理论性、实践性、知识性和趣味性于一体的教材，旨在帮助英语学习者在掌握英语语言知识的同时，确立跨文化意识，提高跨文化交际能力。

本书从主体上分两大部分，即理论篇和实践篇。

理论篇以介绍跨文化交际的基本理论为出发点，帮助学习者掌握跨文化交际的相关理论和概念。

实践篇通过介绍在中英不同文化背景下如何进行有效的交际，使学习者熟悉相关的交际策略，进而提高其跨文化交际能力。

为了提高学习者的实践能力，本书在每个单元都有若干案例分析，供学习者对一些文化现象进行观察和分析，从深层次探讨文化间的异同和相互作用及影响。

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