

<<跨文化商务交际>>

图书基本信息

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内容概要

跨文化交际学，是一门新兴的交叉学科，涉及人类学、心理学、语言学、传播学、社会学等学科。从20世纪60年代开始，跨文化交际学快速发展，成为高校纷纷开设的热门课程。目前而言，为本科学生编写的跨文化交教材不少，但尚未有专门针对高职高专学生的。本书适用于高职高专层次商务英语和国际贸易专业的学生，可作为跨文化商务交际相关课程的教材。

根据人才市场的变化，商务英语专业正在进行专业改造和课程体系的改革，使本专业人才培养方案不断优化，以适应市场的需要，这将进一步要求学生突出跨文化交际的应用能力这一特色。本教材以任务型的案例分析法为主，注重事实和学生的学习主动性、参与性、师生间的互动性，旨在增加商务类学生的跨文化意识，克服文化冲突，提高跨文化交际水平，从而增强国际商务竞争能力。

本书通过一个个具体典型的商务案例及经典的跨文化事件分析讨论，加深学生对不同文化的认识，增加跨文化敏感性和实际交际能力，同时激活思维，培养学生发现和分析问题的能力，选择的案例注重典型性、实用性、趣味性和时代感，以应用能力为目的，对较深的理论概念不作深入的阐述，而是通过案例说明，紧密联系商务活动中的实际问题，突出应用能力的培养，案例来源于国内外近期出版的相关专著、教材、报刊杂志、网络等。

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