SJQU-QR-JW-013（A0）

**上 海 建 桥 学 院**

《跨文化交际》课程教案

周次 1 第1次课 2 学时 教案撰写人：马晓彦

|  |  |
| --- | --- |
| 课程单元名称 | Course Introduction & What is culture (I) |
| 本次授课目的与要求To introduce the course by clarifying the teaching objective, teaching arrangement and evaluation method;To understand the definitions, basic nature, functions and characteristics of culture |
| 教学设计思路Start with questions, have a group discussion after students have read the assigned textbook materials and conclude with answers to the questions. |
| 本次教学重点与难点Culture’s definition and its four metaphors  |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）Course Introduction (30min);Read Text A and have a discussion about the nature of culture (10min);Read Text B and translate Kroeber and Kluckhohn’s definition of culture(20min);Read Text C and have a discuss about the four metaphors of culture(20min); | Question & Answer;Discussion;Multi-media |
| 课外复习、预习要求及作业布置Assignment：(1)finish the diagram-fillings of Test A, B and C in Chapter 1 of Textbook1;(2)watch movie clip *Legally Blonde* and finish the related exercise in Section A of Textbook 2Pre-reading: Text D and Text E;Review: A further reading of Section B on Textbook 2 |
| 课后反思 |  |

**上 海 建 桥 学 院**

《跨文化交际》课程教案

周次 2 第2次课 2 学时 教案撰写人：马晓彦

|  |  |
| --- | --- |
| 课程单元名称 | What is culture (II) |
| 本次授课目的与要求To understand the process of formation of cultural identity;To evaluate cultural diversity. |
| 教学设计思路Start with an oral presentation about one cultural difference between China and some English-speaking country, have a group discussion about the questions of cultural identity and cultural diversity and make a case study. |
| 本次教学重点与难点Cultural identity |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）Oral presentation by student(10min) ;Discussion about cultural identity and its process of formation (30min);Discussion and evaluation of cultural diversity(25min);Case study (15min) | Question & Answer;Discussion;Multi-media |
| 课外复习、预习要求及作业布置Assignment：(1)finish the related exercises in Chapter 1, Book 1;(2)Watch movie clip *Serendipity* and finish the related exercise in Section A, Book 2Pre-reading: Test A, Text B, Text C and Text D in Chapter 2, Book 1;Review: Definitions of cultural identity, subculture, co-culture and subgroup |
| 课后反思 |  |

**上 海 建 桥 学 院**

《跨文化交际》课程教案

周次 3 第3次课 2 学时 教案撰写人：马晓彦

|  |  |
| --- | --- |
| 课程单元名称 | Communication and intercultural communication  |
| 本次授课目的与要求To understand the definitions of communication and intercultural communication;To identify the components and characteristics of communication;To distinguish the forms of intercultural communication;To understand the relationship between culture and communication |
| 教学设计思路Start with an oral presentation about one cultural difference between China and some English-speaking country, have a group discussion about the questions of cultural identity and cultural diversity and make a case study. |
| 本次教学重点与难点Intercultural communication and its forms |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）Oral presentation by student(10min) ;Discussion about the definition of communication and its components(15min);Discussion about the characteristics of communication(10min);Discussion about the definition of intercultural communication and its forms(15min); Discussion about the relationship between culture and communication (15min);Case study (15min); | Question & Answer;Discussion;Multi-media |
| 课外复习、预习要求及作业布置Assignment：1. finish the related exercises in Chapter 2, Book 1;Watch movie clip *The Guasha Treatment* and finish the related exercise in Section A,Bbook 2.Pre-reading: Test A, Text B, Text C and Text D in Chapter 3,Book 1 ;Review: A further reading of Section B in Chapter 2 & 3, Book 2. |
| 课后反思 |  |