**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： 

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| 课程单元名称 | 课程介绍 |
| 本次授课目的与要求介绍课程的教学安排内容，进度，学习要求及考核方式等；布置第一单元自学内容 |
| 教学设计思路介绍展示课程介绍、教学大纲、教学进度安排表、教案等文件；制作PPT向学生说明学习要求及考核方式，布置第一单元自学内容；介绍BB平台的使用 |
| 本次教学重点与难点教学进度安排、考核方式、学习要求的解释说明 |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）1. 课程介绍（10min);
2. 教学进度安排、学习要求、考核方式说明（30min)
3. 课后作业布置（5min)
 | 面授多媒体互动PPTBB平台课前课后预习及复习微信群微信互动 |
| 课外复习、预习要求及作业布置1. 完成阅读第一单元课文；
2. 完成预习作业。
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| 课后反思 |  |

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周次 2 第2次课 2 学时 教案撰写人： 

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| 课程单元名称 | Chapter 1 What is culture? |
| 本次授课目的与要求On completion of this chapter, students should be able to:1. Understand the definitions of culture.2. Describe the functions and characteristics of culture.3. Summarize the process of the formation of cultural identity.4. 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）**Lead-in – 5mins**Warm-up Question: What is culture? How do you define ‘culture’?**Presentation – 40mins**Discussion about cultural identity and its process of formation (15min);Discussion and evaluation of cultural diversity(15min);Case study (10min) | Multi-mediaDiscussion;Question & Answer; |
| 课外复习、预习要求及作业布置Assignment：1. Work out the definitions of cultural identity, subculture, co-culture and subgroup;
2. Finish the Exercise 1 & 2 of Assessment,Chapter 1
3. Answer the questions provided in PPT;
4. Preview the next chapter.
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| 课后反思 |  |

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周次 3 第3次课 2 学时 教案撰写人： 

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| 课程单元名称 | Chapter 2 Communication and intercultural communication  |
| 本次授课目的与要求On completion of this chapter, students should be able to:1. Understand the definition and components of communication.2. Describe the characteristics of communication.3. Summarize the definition of intercultural communication.4. Evaluate the forms of intercultural 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）**Lead-in – 5mins**Warm-up Question: What is communication? What does communication consist of?**Presentation – 40mins**Discussion about the definition of communication and its components(10min);Discussion about the characteristics of communication(10min);Discussion about the definition of intercultural communication and its forms(10min); Discussion about the relationship between culture and communication (10min); | Question & Answer;Discussion;Multi-media |
| 课外复习、预习要求及作业布置Assignment：1. Work out the definitions of cultural identity, subculture, co-culture and subgroup;
2. Finish the Exercise 1 & 2 of Assessment,Chapter 2
3. Answer the questions provided in PPT;
4. Preview the next chapter.
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| 课后反思 |  |