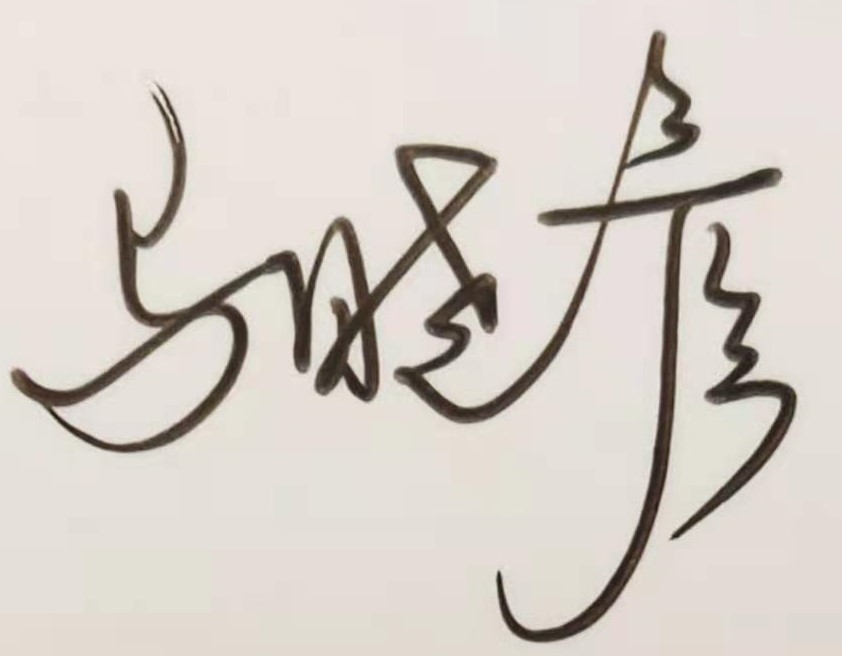
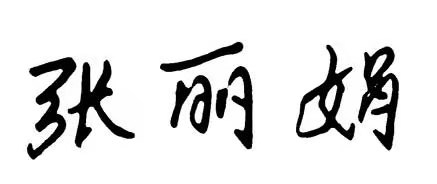
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《跨文化交际》课程教案

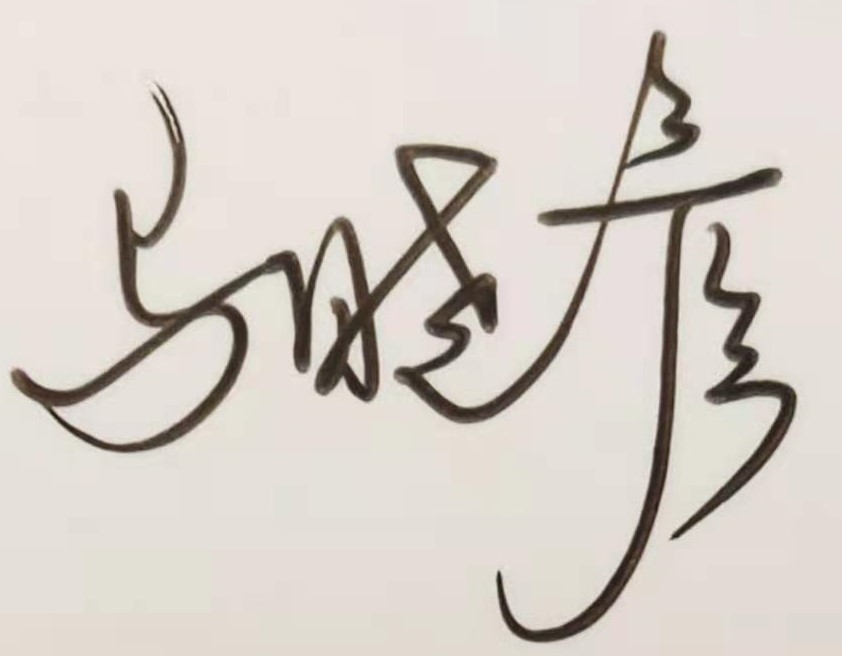
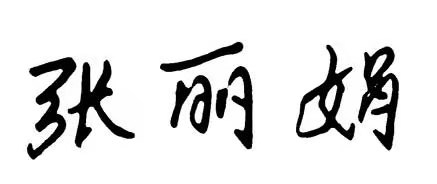
周次 1 第1次课 2 学时 教案撰写人： 

|  |  |  |
| --- | --- | --- |
| 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  PPT  BB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。 | | |
| 课后反思 |  | |

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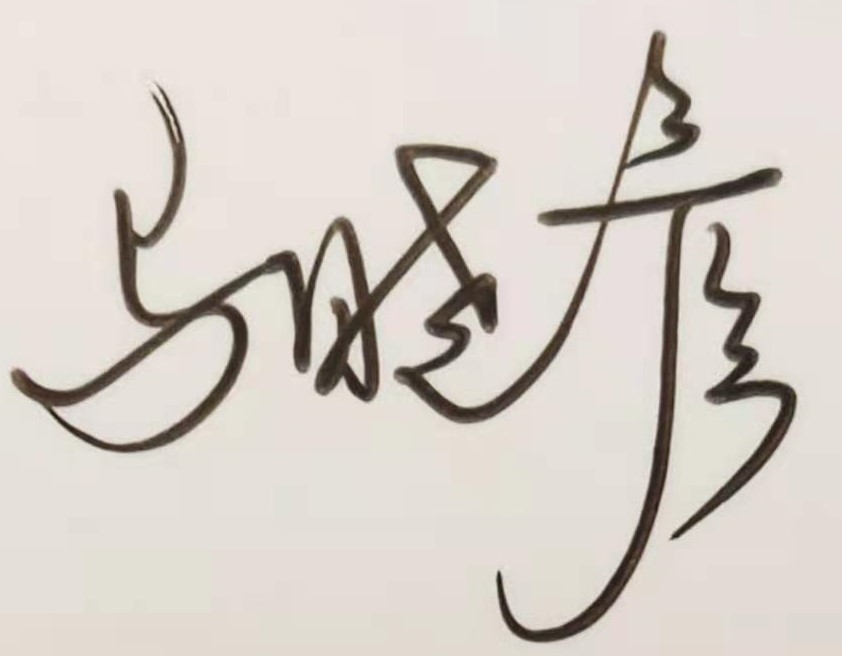
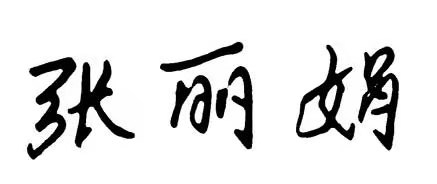
《跨文化交际》课程教案

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-media  Discussion;  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. | | |
| 课后反思 |  | |

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《跨文化交际》课程教案

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. | | |
| 课后反思 |  | |