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

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| 课程单元名称 | Course Introduction | |
| 本次授课目的与要求  To introduce the course by clarifying the teaching objectives, teaching arrangements and evaluation method; | | |
| 教学设计思路  The teaching involves three parts. The first part is an introduction to teaching arrangements and evaluation method. The second part is ask students to think about the learning purposes they’d like to achieve with the help of a case study and a follow-up discussion. Finally, show the students what they should finish after class so as to prepare for the next lesson. | | |
| 本次教学重点与难点  What are the purposes you’d like to achieve in this course learning? | | |
| 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);  Case study (40min)  Requirements for Assignments(10mins) | | Question & Answer;  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Preview Text A - Text C of Chapter 1;  Finish on workbook the three questions assigned  Choose one topic of oral presentation that interests you and collect related information. | | |
| 课后反思 | 为了扩大学生的知识面同时提高学生口头表达能力，在考核方案中设计了Presentation 这一环节，并提供给学生六个方向30个主题进行选择，并将这些话题和上课内容及进度进行了匹配。 | |

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周次 2 第2次课 2 学时 教案撰写人：马晓彦

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| 课程单元名称 | Culture (I) | |
| 本次授课目的与要求  To understand the definition, nature and characteristics of culture. | | |
| 教学设计思路  The teaching involves three parts. The first part is oral presentation given by student.  The second part is case study to sharpen the cultural awareness of students; The last part is check the students homework by working out the definition, nature and characteristics of culture. | | |
| 本次教学重点与难点  The definition, nature and metaphors of culture. | | |
| 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 (10min);  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)Pre-reading: Text D and Text E;  (2)finish the diagram-fillings of Test A, B and C in Chapter 1 of Textbook1; | | |
| 课后反思 |  | |

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周次 3 第3次课 2 学时 教案撰写人：马晓彦

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| 课程单元名称 | What is culture (II) | |
| 本次授课目的与要求  To evaluate cultural diversity.To understand the definitions of communication and 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  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)Pre-reading: Test A, Text B, Text C and Text D in Chapter 2, Book 1;  (2)finish the related exercises in Chapter 1, Book 1;  Review: Definitions of cultural identity, subculture, co-culture and subgroup | | |
| 课后反思 |  | |