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 & 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 2  Pre-reading: Text D and Text E;  Review: A further reading of Section B on Textbook 2 | | |
| 课后反思 |  | |

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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 | 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 2  Pre-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 |  | |

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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 | 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 |  | |