上海建桥学院课程教学进度计划表

**一、基本信息**

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| --- | --- | --- | --- |
| 课程代码 | 2020232 | 课程名称 | 跨文化交际2 |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 赵琳红 | 教师邮箱 | gloriazlh@sina.com |
| 上课班级 | 15秘书 | 上课教室 |  |
| 答疑时间 | 时间 : 周三下午7、8节课 地点: 新闻传播学院207 电话：58137874 | | |
| 主要教材 | 《自编》 | | |
| 参考资料 | **跨文化商务交际 王维波 车丽娟 外语教学与研究出版社**  **跨文化交际英语阅读教程 上海外语教育出版社**  **跨文化交际案例分析 廖华英 北京理工大学出版社** | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Unit One  The Architectural Style Of Europe | Presentation | Analyze the style of Minghang Court Building |
| 2 | Unit Two  Cultural Clash | Film Appreciation | Essay |
| 3 | Unit Two  Individualism | Film Appreciation | Essay |
| 4 | Unit Three  The Art of Gift-Giving | Text Reading  Discussion | Make a list of Dos and Don’ts of gift-giving to Westerners |
| 5 | Unit Three  The Art of Gift-Giving | Text Reading  Discussion | Make a list of Dos and Don’ts of gift-giving to Westerners |
| 6 | Unit Four  Horoscopes | Text Reading | Comprehensive exercises |
| 7 | Unit Five  Food, Glorious Food: British Food | Text Reading  Discussion  Presentation | An essay about local Chinese Food |
| 8 | Unit Six  Home Truths | Text Reading | Comprehensive exercises |
| 9 | Unit Seven  A Romantic Story | Text Reading  Discussion | Comprehensive exercises |
| 10 | Unit Eight  Tourism | Text Reading  Discussion  Presentation | the impact that tourism has on the nation’s economy, the environment and the travellers themselves |
| 11 | Unit Eight  Tourism | Text Reading  Discussion  Presentation | the impact that tourism has on the nation’s economy, the environment and the travellers themselves |
| 12 | Unit Nine  Fashion | Text Reading | Comprehensive exercises |
| 13 | Unit Nine Introduction to Luxury Brand | Presentation |  |
| 14 | 机动 |  |  |
| 15 | Summary and wrap up | Q & A |  |
| 16 | Final Examination |  |  |

1. **评价方式以及在总评成绩中的比例**

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| 总评构成（1+X） | 评价方式 | 占比 |
| 1 | 期末考试 | 60% |
| X1 | 从电影《推手》看中西方家庭文化差异 | 10% |
| X2 | 中国地方饮食文化介绍 | 10% |
| X3 | Quiz | 10% |
| X4 | the impact that tourism has on the nation’s economy, the environment and the travellers themselves | 10% |

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