

《跨文化交际》课程单元教学设计 1

一、教案头

标题: Module 1 Culture, Communication & Intercultural Communication

授课班级: 11 级商务英语 1、2、3 班 (第 1 周第 1 次课)

上课学时: 2 学时

1. 教学目标

(1) 能力 (技能) 目标

To be able to:

- define culture, communication and intercultural communication;
- describe the characteristics of culture, elements and types of Communication;
- understand the text;
- make analyses of different cases

(2) 知识目标

- Culture, communication and intercultural communication;
- The characteristics of culture, elements and types of Communication;
- The text;
- Cases study

2. 能力训练任务及练习

- Use some examples to explain intercultural communication;
- Use some examples to explain metaphor “Culture Iceberg” and “Culture Onion”;
- Make analyses of different cases.

二、教学设计

| 步骤 | 教学内容 | 教学方法 | 教学手段 | 学生活动 | 时间分配 |
|--------------|--|-----------------------------------|--------------------|---|------|
| Warm Up | differences between Chinese and western culture; “Culture Iceberg” and “Culture Onion” | presentation | Multiple media | 1. discussing with partners 2. presenting to the whole class | 10m |
| Presentation | Culture, communication and intercultural communication | Lecture in terms of PPT, analysis | Multiple media ppt | discussion; listening to the teacher | 25m |
| Lecture | The characteristics of culture, elements and types of | Lecture in terms of PPT, | Multiple media ppt | discussion; listening to the teacher | 25m |

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|-------------|---|-------------|--------------------|--|-----|
| | Communication | analysis | | | |
| Cases Study | Cases related to the theme of this module | Show in PPT | Multiple media ppt | Recognition, analysis and figure out the cultural phenomenon, factors and elements | 20m |
| Assignment | Prepare for the topics | | | | |