# **Brief Contents**

PART I.	<b>Foundations</b>	Λf	Intercultural	l Ca	nmmuni	cation
FARI I:	FOULIGATIONS	01	IIIIercullurai	u	)IIIIIIIIIIII	CALION

- **Chapter 1** Studying Intercultural Communication 1
- **Chapter 2** Intercultural Communication: Building Blocks and Barriers 25
- **Chapter 3** History and Intercultural Communication 57
- **Chapter 4** Identity and Intercultural Communication 79

# **PART II: Intercultural Communication Processes**

- **Chapter 5** Verbal Issues in Intercultural Communication 114
- **Chapter 6** Nonverbal Communication Issues 148

# PART III: Intercultural Communication in Everyday Life

- **Chapter 7** Popular Culture and Intercultural Communication 173
- Chapter 8 Culture, Communication, and Conflict 193
- Chapter 9 Intercultural Relationships in Everyday Life 217

# PART IV: Intercultural Communication in Applied Settings

- **Chapter 10** Intercultural Communication in Tourism Contexts 247
- **Chapter 11** Intercultural Communication and Business 263
- **Chapter 12** Intercultural Communication and Education 283
- **Chapter 13** Intercultural Communication and Health Care 300

Glossary G-1 Credits C-1 Index I-1

# Contents

## Preface xv

PART T:	Foundations	of Intercultural	Communication
IANII.	i ounuanons	or intercultural	COMMUNICATION

# Chapter 1 Studying Intercultural Communication 1

The Peace Imperative 3

The Economic Imperative 5

The Workplace 5

The Global Economy 6

The Technological Imperative 8

Technology and Human Communication 8

Mobility and Its Effect on Communication 10

The Demographic Imperative 11

Changing U.S. Demographics 11

Changing Immigration Patterns 17

The Self-Awareness Imperative 18

The Ethical Imperative 18

Ethical Judgments and Cultural Values 18

Becoming an Ethical Student of Culture 20

Summary 22

Building Intercultural Skills 22

Activities 23

Endnotes 23

# Chapter 2 Intercultural Communication: Building Blocks and Barriers 25

Building Block 1: Culture 27

Culture Is Learned 27

Culture Involves Perception and Values 28

Culture Is Shared 29

Culture Is Expressed as Behavior 30

Culture Is Dynamic and Heterogeneous 31

vii

#### viii Contents

Building Block 2: Communication 32 Culture and Communication 35 Communication, Cultural Worldviews, and Values 35 Communication and Cultural Rituals 43 Communication and Resistance to the Dominant Culture 44 Building Block 3: Context 44 Building Block 4: Power 45 Barriers to Intercultural Communication 46 Ethnocentrism 46 Stereotyping 47 Prejudice 50 Discrimination 51 Summary 53 Building Intercultural Skills 54 Activities 54 Endnotes 55 Chapter 3 History and Intercultural Communication 57 From History to Histories 60 Political, Intellectual, and Social Histories 60 Family Histories 60 National Histories 61 Cultural Group Histories 62 The Power of Other Histories 63 History and Identity 64 Histories as Stories 64 Nonmainstream Histories 65 Intercultural Communication and History 72 Historical Legacies 74 Summary 76 Building Intercultural Skills 76 Activities 77 Endnotes 77

ix

## Chapter 4 Identity and Intercultural Communication 79

```
Understanding Identity 81
  Identities Are Created Through Communication 81
  Identities Are Created in Spurts 81
  Identities Are Multiple 82
  Identities Are Influenced by Society 82
  Identities Are Dynamic 84
  Identities Are Developed in Different Ways in Different Cultures 84
Social and Cultural Identities 85
   Gender Identity 85
  Sexual Identity 86
  Age Identity 87
  Racial and Ethnic Identity 88
  Physical Ability Identity 91
  Religious Identity 91
  Class Identity 92
  National Identity 93
  Regional Identity 94
  Personal Identity 95
Identity Development 96
  Minority Identity Development
  Majority Identity Development
  Characteristics of Whiteness 100
Multicultural Identity 102
  Multiracial People 102
  Identity and Adaptation
  Living "On the Border"
                          106
  Post-Ethnicity 107
Identity, Language, and Intercultural Communication 108
Summary 109
Building Intercultural Skills 110
Activities
            110
Endnotes
           111
```

#### **X** Contents

# **PART II: Intercultural Communication Processes**

## Chapter 5 Verbal Issues in Intercultural Communication 114

The Study of Language 116

The Components of Language 116

Language and Perception 119

## Cultural Variations in Language 121

Attitudes Toward Speaking, Writing, and Silence 122

Variations in Communication Style 123

Variations in Contextual Rules 127

## Communicating Across Differences 129

# Language and Power 130

Language and Social Position 130

Assimilation Strategies 131

Accommodation Strategies 132

Separation Strategies 133

The "Power" Effects of Labels 134

## Moving Between Languages 138

Multilingualism 138

Translation and Interpretation 141

Language Politics and Policies 143

Summary 145

Building Intercultural Skills 145

Activities 146

Endnotes 146

## Chapter 6 Nonverbal Communication Issues 148

#### Defining Nonverbal Communication 149

Comparing Verbal and Nonverbal Communication 150

What Nonverbal Behavior Communicates 151

### Cultural Variations in Nonverbal Behavior 153

Nonverbal Codes 154

Cultural Variation or Stereotype? 161

#### Defining Cultural Space 163

Cultural Identity and Cultural Space 164

Changing Cultural Space 167

The Dynamic Nature of Cultural Spaces 168

Summary 169
Building Intercultural Skills 170
Activity 171
Endnotes 171

# PART III: Intercultural Communication in Everyday Life

# **Chapter 7 Popular Culture and Intercultural Communication** 173

Popular Culture and Intercultural Communication 174

What Is "Popular Culture"? 175

Consuming and Resisting Popular Culture 178

Consuming Popular Culture 178

Resisting Popular Culture 180

## Representing Cultural Groups 181

Migrants' Perceptions of Mainstream Culture 182

Popular Culture and Stereotyping 183

## U.S. Popular Culture and Power 185

Global Circulation of Images/Commodities 186

Popular Culture from Other Cultures 187

Cultural Imperialism 188

Summary 189

Building Intercultural Skills 190

Activities 190

Endnotes 191

## Chapter 8 Culture, Communication, and Conflict 193

Characteristics of Intercultural Conflict 195

Ambiguity 196

Language Issues 196

Contradictory Conflict Styles 197

Conflict Types and Contexts 197

Types of Conflict 197

The Importance of Context 198

Cultural Influences on Conflict Management 199

Family Influences 199

Two Approaches to Conflict 200

#### xii Contents

Intercultural Conflict 202 Gender, Ethnicity, and Conflict 203 Religion and Conflict 204 Value Differences and Conflict Styles 205 Managing Intercultural Conflict 206 Productive Versus Destructive Conflict 206 Competitive Versus Cooperative Conflict 206 Understanding Conflict and Society 208 Social and Economic Forces 208 Historical and Political Forces 211 Summary 213 Building Intercultural Skills 213 Activity 214 Endnotes 215 Chapter 9 Intercultural Relationships in Everyday Life 217 Benefits of Intercultural Relationships 219 Challenges in Intercultural Relationships 221 Differences in Communication Styles, Values, and Perceptions 221 Negative Stereotypes 222 Anxiety 222 Affirming Another Person's Cultural Identity 223 The Need for Explanations 224 Foundations of Intercultural Relationships 225 Similarities and Differences 226 Cultural Differences in Relationships 227 Relationships Across Differences 233 Communicating in Intercultural Relationships Intercultural Dating 236

Summary 242
Building Intercultural Skills 243
Activity 243

Society and Intercultural Relationships

Intercultural Marriage 237 Internet Relationships 239

Endnotes 244

# PART IV: Intercultural Communication in Applied Settings

# Chapter 10 Intercultural Communication in Tourism Contexts 247

Intercultural Communication and Tourism 250

Attitudes of Hosts Toward Tourists 250

Characteristics of Tourist-Host Encounters 253

Cultural Learning and Tourism 255

Communication Challenges in Tourism Contexts 255

Social Norms and Expectations 255

Culture Shock 257

Language Challenges 259

Social/Political Contexts of Tourism 259

Summary 260

Building Intercultural Skills 261

Activities 261

Endnotes 262

# **Chapter 11** Intercultural Communication and Business 263

The Domestic and Global Economy 264

Domestic Growth 264

Global Growth 265

Power Issues in Intercultural Business Encounters 266

Communication Challenges in Business Contexts 268

Work-Related Values 268

Quality Versus Efficiency 271

Language Issues 272

Communication Styles 274

Business Etiquette 275

Diversity, Prejudice, and Discrimination 277

Social and Political Contexts of Business 279

Summary 280

Building Intercultural Skills 280

Activities 280

Endnotes 281

#### xiv Contents

# Chapter 12 Intercultural Communication and Education 283

Educational Goals 284

Studying Abroad 286

Culturally Specific Education 287

Intercultural Communication in Educational Settings 289

Roles for Teachers and Students 289

Grading and Power 290

Admissions, Affirmative Action, and Standardized Tests 291

Communication, Education, and Cultural Identity 293

Social Issues and Education 295

Summary 297

Building Intercultural Skills 297

Activities 297

Endnotes 298

# Chapter 13 Intercultural Communication and Health Care 300

The Importance of Communication in Health Care 301

Intercultural Barriers to Effective Health Care 304

Historical Treatments of Cultural Groups 304

Prejudicial Ideologies 306

Religion and Health Care 307

#### Power in Communication About Health Care 309

Imbalances of Power in Health Communication 309

Health Care as a Business 310

Intercultural Ethics and Health Issues 311

Summary 313

Building Intercultural Skills 313

Activities 314

Endnotes 314

Glossary G-1

Credits C-1

Index I-1