Contents

Preface xix
To the Student xxvii

PART I FOUNDATIONS OF INTERCULTURAL COMMUNICATION 1

Chapter 1 ***Why Study Intercultural Communication?*** 3

The Technological Imperative 5
Technology and Human Communication 5
Access to Communication Technology 11

The Demographic Imperative 12
Changing U.S. Demographics 12
Changing Immigration Patterns 15

The Economic Imperative 24

The Peace Imperative 27

The Self-Awareness Imperative 31

The Ethical Imperative 31
Relativity Versus Universality 34
Being Ethical Students of Culture 35

Summary 38

Discussion Questions 39

Activities 39

Key Words 40

References 40

Chapter 2 ***The History of the Study of Intercultural Communication*** **43**

The Early Development of the Discipline 44

Nonverbal Communication 45

Application of Theory 45

An Emphasis on International Settings 45

An Interdisciplinary Focus 46

Perception and Worldview of the Researcher 47

Three Approaches to Studying Intercultural Communication 49

The Social Science Approach 52

The Interpretive Approach 56

The Critical Approach 62

A Dialectical Approach to Understanding Culture and Communication 69

Combining the Three Traditional Paradigms: The Dialectical Approach 69

Six Dialectics of Intercultural Communication 71

Keeping a Dialectical Perspective 74

Summary 74

Discussion Questions 75

Activities 75

Key Words 76

References 76

Chapter 3 ***Culture, Communication, Context, and Power*** **80**

What Is Culture? 81

Social Science Definitions: Culture as Learned, Group-Related Perceptions 84

Interpretive Definitions: Culture as Contextual Symbolic Patterns of Meaning 85

Critical Definitions: Culture as Heterogeneous, Dynamic, and a Contested Zone 87

What Is Communication? 91

The Relationship Between Culture and Communication 92
How Culture Influences Communication 92
How Communication Reinforces Culture 105
Communication as Resistance to the Dominant Culture System 107

The Relationship Between Communication and Context 107

The Relationship Between Communication and Power 108

Summary 113

Discussion Questions 114

Activities 114

Key Words 114

References 115

Chapter 4 *History and Intercultural Communication* 117

From History to Histories 119
Political, Intellectual, and Social Histories 120
Family Histories 121
National Histories 121
Cultural-Group Histories 124

History, Power, and Intercultural Communication 124
The Power of Texts 124
The Power of Other Histories 127
Power in Intercultural Interactions 129

History and Identity 129
Histories as Stories 129
Nonmainstream Histories 131
Hidden Histories 132

Intercultural Communication and History 140
Antecedents of Contact 140
The Contact Hypothesis 142
Negotiating Histories Dialectically in Interaction 145

Summary 146
Discussion Questions 147
Activities 148
Key Words 148
References 148

PART II INTERCULTURAL COMMUNICATION PROCESSES 151

Chapter 5 ***Identity and Intercultural Communication*** **153**

Thinking Dialectically About Identity 154
The Social Science Perspective 155
The Interpretive Perspective 158
The Critical Perspective 159

Identity and Language 162

Identity Development Issues 163
Minority Identity Development 164
Majority Identity Development 166

Social and Cultural Identities 171
Gender Identity 171
Age Identity 172
Racial and Ethnic Identities 174
Characteristics of Whiteness 177
Religious Identity 182
Class Identity 184
National Identity 186
Regional Identity 188
Personal Identity 188

Identity, Stereotypes, and Prejudice 189

Multicultural People 197

Identity and Communication 203

Summary 205

Discussion Questions 205

Activities 206

Key Words 206

References 206

Chapter 6 ***Language and Intercultural Communication* 210**

The Study of Language: Thinking Dialectically 211

Language Versus Discourse 211

The Components of Language 212

Semiotics 213

Language and Perception 215

Recent Research Findings 217

Cultural Variations in Language 218

Variations in Communication Style 220

Variations in Contextual Rules 224

Discourse: Language and Power 226

Co-Cultural Communication 226

Discourse and Social Structure 230

The "Power" Effects of Labels 230

Moving Between Languages 232

Multilingualism 232

Translation and Interpretation 234

Language and Identity 239

Language and Cultural Group Identity 239

Code Switching 241

Language Politics and Policies 242

Language and Globalization 244

Summary 248

Discussion Questions 248

Activities 249

Key Words 249

References 250

Chapter 7 ***Nonverbal Codes and Cultural Space*** **252**

Thinking Dialectically About Nonverbal Communication: Defining Nonverbal Communication 254
Comparing Verbal and Nonverbal Communication 254
What Nonverbal Behavior Communicates 256

The Universality of Nonverbal Behavior 256
Recent Research Findings 257
Nonverbal Codes 259
Cultural Variation or Stereotype? 264
Semiotics and Nonverbal Communication 265

Defining Cultural Space 266
Cultural Identity and Cultural Space 267
Changing Cultural Space 273
Postmodern Cultural Spaces 274

Summary 278

Discussion Questions 279

Activities 279

Key Words 279

References 280

PART III INTERCULTURAL COMMUNICATION APPLICATIONS 283

Chapter 8 ***Understanding Intercultural Transitions*** **285**

Thinking Dialectically About Intercultural Transitions 287

Types of Migrant Groups 288
Voluntary Migrants 289
Involuntary Migrants 291

Migrant–Host Relationships 295
Assimilation 296
Separation 297

Integration 299
Marginalization 299
Cultural Hybridity 300

Cultural Adaptation 302
Social Science Approach 302
Interpretive Approach 309
Critical Approach: Contextual Influences 318

Summary 325

Discussion Questions 326

Activities 326

Key Words 326

References 327

Chapter 9 ***Popular Culture and Intercultural Communication*** **330**

Learning About Cultures Without Personal Experience 331
The Power of Popular Culture 331
What Is Popular Culture? 332

Consuming and Resisting Popular Culture 336
Consuming Popular Culture 336
Resisting Popular Culture 338

Representing Cultural Groups 342
Migrants' Perceptions of Mainstream Culture 344
Popular Culture and Stereotyping 345

U.S. Popular Culture and Power 348
Global Circulation of Images and Commodities 349
Cultural Imperialism 351

Summary 355

Discussion Questions 356

Activities 356

Key Words 357

References 357

Chapter 10 *Culture, Communication, and Intercultural Relationships* 359

Thinking Dialectically About Intercultural Relationships 361

Personal-Contextual Dialectic 361

Differences-Similarities Dialectic 362

Cultural-Individual Dialectic 363

Privilege-Disadvantage Dialectic 363

Static-Dynamic Dialectic 363

History/Past–Present /Future Dialectic 364

Benefits and Challenges of Intercultural Relationships 364

Benefits 364

Challenges 367

Intercultural Relationships 370

Social Science Approach: Cross-Cultural Differences 370

Interpretive Approach: Communicating in Intercultural Relationships 377

Critical Approach: Contextual Influences 390

Summary 394

Discussion Questions 395

Activities 395

Key Words 395

References 396

Chapter 11 *Culture, Communication, and Conflict* 399

Characteristics of Intercultural Conflict 401

Two Orientations to Conflict 404

Conflict as Opportunity 404

Conflict as Destructive 406

Cultural Differences in Conflict Views: A Dialectical Perspective 408

The Social Science Approach to Conflict 409

Types of Conflict 409

Strategies and Tactics for Dealing With Conflict 410

Gender, Ethnicity, and Conflict 413
Value Differences and Conflict Styles 414

Interpretive and Critical Approaches to Social Conflict 416
Social Contexts 416
Economic Contexts 418
Historical and Political Contexts 419

Managing Intercultural Conflict 420
Productive Versus Destructive Conflict 420
Competition Versus Cooperation 421
Dealing With Conflict 421
Mediation 428

Summary 430

Discussion Questions 431

Activities 431

Key Words 431

References 432

Chapter 12 ***The Outlook for Intercultural Communication 434***

The Components of Competence 435
Individual Components 435
Contextual Components 445

Applying Knowledge About Intercultural Communication 447
Entering Into Dialogue 447
Becoming Interpersonal Allies 449
Building Coalitions 452
Social Justice and Transformation 453
Forgiveness 456

What the Future Holds 459

Summary 463

Discussion Questions 464

Activities 464

Key Words 465
References 465

Credits C-1

Name Index I-1

Subject Index I-7