CONTENTS

ix

1

2

3

6

24

25

25 28 31

32

Preface

PART ONE COMMUNICATION AND INTERCULTURAL COMPETENCE

CHAPTER 1

Introduction to Intercultural Competence IMPERATIVES FOR INTERCULTURAL COMPETENCE

	_
THE DEMOGRAPHIC IMPERATIVE	
FOR INTERCULTURAL COMPETENCE	3
THE TECHNOLOGICAL IMPERATIVE FOR INTERCULTURAL COMPETENCE	
	6
THE ECONOMIC IMPERATIVE FOR INTERCULTURAL COMPETENCE	8
THE PEACE IMPERATIVE FOR	0
INTERCULTURAL COMPETENCE	10
THE INTERPERSONAL IMPERATIVE	
FOR INTERCULTURAL COMPETENCE	10
COMMUNICATION	12
DEFINING COMMUNICATION	12
CHARACTERISTICS OF COMMUNICATION	12
INTERPERSONAL COMMUNICATION	19
THE CHALLENGE OF COMMUNICATING IN AN	
INTERCULTURAL WORLD	20
SUMMARY	22
FOR DISCUSSION	22
FOR FURTHER READING	23

CHAPTER 2

Culture and Intercultural Communication	
CULTURE	
DEFINING CULTURE FOR THE STUDY	
OF COMMUNICATION	
CULTURE AND RELATED TERMS	
WHY CULTURES DIFFER	
FORCES THAT MAINTAIN CULTURAL DIFFERENCES	

41
43
44
47
49
50
52
53
53

CHAPTER 3

Intercultural Communication Competence	54
THE UNITED STATES AS AN INTERCULTURAL COMMUNITY	55
METAPHORS OF U.S. CULTURAL DIVERSITY	55
WHAT DO YOU CALL SOMEONE FROM THE UNITED STATES OF AMERICA?	58
CULTURAL GROUPS IN THE UNITED STATES	59
COMPETENCE AND INTERCULTURAL COMMUNICATION	61
INTERCULTURAL COMMUNICATION COMPETENCE	61
THE COMPONENTS OF INTERCULTURAL COMPETENCE	62
BASIC TOOLS FOR IMPROVING INTERCULTURAL COMPETENCE	67
THE BASICS OF INTERCULTURAL COMPETENCE	67
DESCRIPTION, INTERPRETATION, AND EVALUATION	71
SUMMARY	75
FOR DISCUSSION	76
FOR FURTHER READING	76

v

vi

PART TWO CULTURAL DIFFERENCES IN COMMUNICATION

CHAPTER 4

Cultural Patterns and	
Communication: Foundations	77
DEFINING CULTURAL PATTERNS	78
COMPONENTS OF CULTURAL PATTERNS	79
BELIEFS	79
VALUES	81
NORMS	81
SOCIAL PRACTICES	82
CHARACTERISTICS OF CULTURAL	
PATTERNS	82
THE FUNCTIONS OF CULTURAL	
PATTERNS	82
AN OVERVIEW OF CULTURAL PATTERNS	85
CULTURAL PATTERNS AND INTERCULTURAL	
COMPETENCE	96
SUMMARY	98
FOR DISCUSSION	99
FOR FURTHER READING	99

CHAPTER 5

Cultural Patterns and Communication: Taxonomies	100
HALL'S HIGH- AND LOW-CONTEXT CULTURAL TAXONOMY	102
USE OF INDIRECT AND DIRECT MESSAGES	103
IMPORTANCE OF INGROUPS AND OUTGROUPS	104
ORIENTATION TO TIME	104
HOFSTEDE'S CULTURAL TAXONOMY	105
POWER DISTANCE	105
UNCERTAINTY AVOIDANCE	107
INDIVIDUALISM VERSUS COLLECTIVISM	108
MASCULINITY VERSUS FEMININITY	110
TIME ORIENTATION	111
INDULGENCE VERSUS RESTRAINT	111
COMPARING HOFSTEDE'S DIMENSIONS	112

SCHWARTZ'S CULTURAL TAXONOMY	113
THE GLOBE CULTURAL TAXONOMY	116
POWER DISTANCE	117
UNCERTAINTY AVOIDANCE	118
IN-GROUP COLLECTIVISM	118
INSTITUTIONAL COLLECTIVISM	119
GENDER EGALITARIANISM	119
ASSERTIVENESS	120
PERFORMANCE ORIENTATION	120
FUTURE ORIENTATION	121
HUMANE ORIENTATION	122
COMPARING THE GLOBE DIMENSIONS	122
A SYNTHESIS OF CULTURAL	
TAXONOMIES	123
CULTURAL TAXONOMIES AND	
INTERCULTURAL COMPETENCE	126
SUMMARY	127
FOR DISCUSSION	128
FOR FURTHER READING	128

CHAPTER 6

Cultural Identity	
and Cultural Biases	129
CULTURAL IDENTITY	130
THE NATURE OF IDENTITY	130
THE FORMATION OF CULTURAL IDENTITY	131
CHARACTERISTICS OF CULTURAL IDENTITY	133
CULTURAL BIASES	135
SOCIAL CATEGORIZING	136
ETHNOCENTRISM	137
STEREOTYPING	140
PREJUDICE	143
DISCRIMINATION	144
RACISM	145
IDENTITY, BIASES, AND INTERCULTURAL	
COMPETENCE	147
SUMMARY	149
FOR DISCUSSION	149
FOR FURTHER READING	150

.

vii

PART THREE CODING INTERCULTURAL COMMUNICATION

CHAPTER 7

Verbal Intercultural	
Communication	151
THE POWER OF LANGUAGE IN	
INTERCULTURAL COMMUNICATION	152
DEFINITION OF VERBAL CODES	154
THE FEATURES OF LANGUAGE	154
RULE SYSTEMS IN VERBAL CODES	155
INTERPRETATION AND INTERCULTURAL	1.00
COMMUNICATION	160
LANGUAGE, THOUGHT, CULTURE,	1.00
AND INTERCULTURAL COMMUNICATION THE SAPIR-WHORE HYPOTHESIS	162
OF LINGUISTIC RELATIVITY	162
LANGUAGE AND INTERCULTURAL	
COMMUNICATION	169
VERBAL CODES AND INTERCULTURAL	
COMPETENCE	175
SUMMARY	177
FOR DISCUSSION	178
FOR FURTHER READING	178

CHAPTER 8

Nonverbal Intercultural Communication	179
CHARACTERISTICS OF NONVERBAL CODES	180
CULTURAL UNIVERSALS IN NONVERBAL COMMUNICATION	181
CULTURAL VARIATIONS IN NONVERBAL COMMUNICATION	182
NONVERBAL FUNCTIONS IN INTERCULTURAL COMMUNICATION	185
NONVERBAL MESSAGES IN INTERCULTURAL COMMUNICATION	187
PHYSICAL APPEARANCE	187
ENVIRONMENT	188

BODY MOVEMENTS	189
PERSONAL SPACE	193
тоисн	195
VOICE	196
TIME	197
SYNCHRONY OF NONVERBAL	
COMMUNICATION CODES	201
NONVERBAL COMMUNICATION	
AND INTERCULTURAL	
COMPETENCE	202
SUMMARY	204
FOR DISCUSSION	204
FOR FURTHER READING	204

CHAPTER 9

The Effects of Code Usage in Intercultural	
Communication	205
PREFERENCES IN THE ORGANIZATION OF MESSAGES	206
ORGANIZATIONAL PREFERENCES IN THE USE OF U.S. ENGLISH	206
ORGANIZATIONAL PREFERENCES IN OTHER LANGUAGES	
	207
CULTURAL VARIATIONS IN PERSUASION	209
PERSUASION IN INTERCULTURAL ENCOUNTERS	210
CULTURAL DIFFERENCES IN WHAT IS ACCEPTABLE AS EVIDENCE	211
CULTURAL DIFFERENCES IN STYLES OF PERSUASION	212
CULTURAL VARIATIONS IN THE STRUCTURE	
OF CONVERSATIONS	216
VALUE OF TALK AND SILENCE	216
RULES FOR CONVERSATIONS	218
EFFECTS OF CODE USAGE ON	
INTERCULTURAL COMPETENCE	222
SUMMARY	222
FOR DISCUSSION	223
FOR FURTHER READING	223

PART FOUR COMMUNICATION IN INTERCULTURAL RELATIONSHIPS

CHAPTER 10

Intercultural Competence in Interpersonal Relationships	224
CULTURAL VARIATIONS IN INTERPERSONAL RELATIONSHIPS TYPES OF INTERPERSONAL	225
RELATIONSHIPS	225
DIMENSIONS OF INTERPERSONAL RELATIONSHIPS	231
DYNAMICS OF INTERPERSONAL RELATIONSHIPS	233
THE MAINTENANCE OF FACE	
IN INTERPERSONAL RELATIONSHIPS	235
TYPES OF FACE NEEDS	236
FACEWORK AND INTERPERSONAL COMMUNICATION	238
FACEWORK AND INTERCULTURAL COMMUNICATION	239
IMPROVING INTERCULTURAL RELATIONSHIPS	240
LEARNING ABOUT PEOPLE FROM OTHER CULTURES	240
SHARING ONESELF WITH PEOPLE FROM OTHER CULTURES	244
HANDLING DIFFERENCES IN INTERCULTURAL RELATIONSHIPS	246
INTERPERSONAL RELATIONSHIPS	
AND INTERCULTURAL COMPETENCE	248
SUMMARY	248
FOR DISCUSSION	249
FOR FURTHER READING	249
CHAPTER 11	

Episodes, Contexts, and Intercultural Interactions	250
SOCIAL EPISODES IN INTERCULTURAL	
RELATIONSHIPS	251
THE NATURE OF SOCIAL EPISODES	251
COMPONENTS OF SOCIAL EPISODES	252
CONTEXTS FOR INTERCULTURAL	
COMMUNICATION	258

THE HEALTH CARE CONTEXT	258
THE EDUCATIONAL CONTEXT	264
THE BUSINESS CONTEXT	273
EPISODES, CONTEXTS, AND INTERCULTURAL	
COMPETENCE	284
SUMMARY	284
FOR DISCUSSION	284
FOR FURTHER READING	285

CHAPTER 12

The Potential for Intercultural	
Competence	286
INTERCULTURAL CONTACT	287
POWER DIFFERENCES BETWEEN GROUPS	287
ATTITUDES AMONG CULTURAL	
MEMBERS	289
OUTCOMES OF INTERCULTURAL CONTACT	290
TOURISM AS A SPECIAL FORM	
OF INTERCULTURAL CONTACT	297
THE ETHICS OF INTERCULTURAL	200
	299 300
WHEN IN ROME ARE CULTURAL VALUES RELATIVE	300
OR UNIVERSAL?	301
DO THE ENDS JUSTIFY THE MEANS?	302
ETHICS-YOUR CHOICES	302
THE PERILS AND PROSPECTS FOR	
INTERCULTURAL COMPETENCE	303
IMPACT OF NATIONAL AND INTERNATION/ EVENTS ON INTERCULTURAL	NL.
COMMUNICATION	303
FORCES THAT PULL US TOGETHER	
AND APART	305
CONCLUDING REMARKS	308
SUMMARY	309
FOR DISCUSSION	309
FOR FURTHER READING	309
Resources	310
Notes	319
Text Credits	366
Name Index	371
Subject Index	379
-	