Contents

Contents cross-referenced		xii	
list of illustrations			
Series editors' preface			
Acknowled	Acknowledgements		
How to us	e this book	xxi	
SECTION	A: INTRODUCTION - DEFINING CONCEPTS	1	
THEME 1	IDENTITY	7	
Unit A1.1	People like me	7	
Unit A1.2	Artefacts of culture	11	
Unit A1.3	Identity card	18	
THEME 2	ADDRESSING THE OTHER	24	
Unit A2.1	Communication is about not presuming	24	
Unit A2.2	Cultural dealing	29	
Unit A2.3	Power and discourse	33	
THEME 3	REPRESENTATION	40	
Unit A3.1	Cultural refugee	40	
Unit A3.2	Complex images	46	
Unit A3.3	The paradoxes of institutional life	52	
Unit A3.4	Disciplines for intercultural communication	58	
SECTION	B: EXTENSION	61	
INTRODU	CTION	63	
Unit B0.1	'Culture' and 'community' in everyday discourse	63	
B0.1.1	Hannerz, 'Reflections of varieties of culturespeak'	63	
B0.1.2	Baumann, Contesting Culture	66	
Unit B0.2	'Culture' – Definitions and perspectives	68	
B0.2.1	Fay, Contemporary Philosophy of Social Science: A Multicultural		
	Approach	69	
B02.2	Holliday, The Struggle to Teach English as an International		
	Language	70	

Unit B0.3	Current and previous approaches to the study of intercultural communication	74
	Kumaravadivelu, <i>Cultural Globalisation in Language Education</i> Verschueren, 'Intercultural communication and the challenges	74
B0.3.3	of migration' Martin and Nakayama, 'Thinking dialectically about culture and communication'	81 85
THEME 1	IDENTITY	90
B1.1.1	Identity as a personal project Ribeyro, 'Barbara' from La Palabra Del Mundo Giddens, Modernity and Self-Identity: Self and Society in the Late	90 91
	Modern Age	92
	Globalisation, cosmopolitanism and identity Mathews, Global Culture/Individual Identity: Searching for Home in	94
	the Cultural Supermarket Sobré-Denton and Bardhan Cultivating Cosmopolitanism for	95
U1.2.2	Intercultural Communication	98
	Discourse and identity	101
	De Fina, 'Group identity, narrative and self-representations' Gee, An Introduction to Discourse Analysis: Theory and Method –	101
B1.3.3	Extract 1 Gee, An Introduction to Discourse Analysis: Theory and Method –	105
	Extract 2	108
	Discourse, identity and intercultural communication Scollon and Wong Scollon, 'Discourse and intercultural	109
	communication'	110
D1.4.2	Roberts and Sarangi, 'Theme-oriented discourse analysis of medical encounters'	113
	Identity and language learning	118
	Pellegrino, Study Abroad and Second Language Use Pavlenko and Lantolf, 'Second language learning as participation	118
	and the (re) construction of selves'	120
THEME 2	OTHERING	127
	Othering – Focus on Japan Edgar and Sedgwick, Key Concepts in Cultural Theory	1 27 127
B2.1.2	De Mente, 'Beware of using logic in Japan!'	128
B2.1.3	Sugimoto, An Introduction to Japanese Society	129
	Images of the Other Cooke, 'Listen to the image speak'	132 133
	Guo and Harlow, 'User-generated racism: an analysis of	100
	stereotypes of African Americans, Latinos, and Asians in YouTube videos'	135

-	Power and the Other in intercultural communication Mallinson and Brewster, "Blacks and bubbas": stereotypes, ideology,	138
	and categorization: processes in restaurant servers' discourse'	139
B2.3.2	Dyer, White	143
Unit B2.4	Power and the Other in educational contexts	146
	Shuck, 'Racialising the non-native English speaker'	146
	Lee Su Kim, A Nyonya in Texas: Insights of a Straits Chinese	
U 4,7,4	Woman in the Lone Star State	151
D0 4 2	Rich and Troudi, 'Hard times: Arab TESOL students' experiences of	101
D2.4.3	racialisation and Othering in the United Kingdom'	152
Unit B2.5	The Other and the tourist gaze	157
	Pennycook, English and the Discourse of Colonialism	158
	Beaven, 'A life in the sun: accounts of new lives abroad as	
201012	intercultural narratives'	160
THEME 3	REPRESENTATION	165
Unit B3.1	The representation of identity: Personality and its social	
	construction	165
B3.1.1	Burr, An Introduction to Social Constructionism	165
	Hampson, 'The social psychology of personality'	167
Unit B3.2	Social constructionism and social representations	170
B3.2.1	Burr, An Introduction to Social Constructionism	171
B3.2.2	Sperber, Explaining Culture: A Naturalistic Approach	172
11-4 00 0	Depresentation in the media. The ence of (applying contains)	174
	Representation in the media – The case of 'asylum seekers'	175
	van Dijk, 'New(s) racism: a discourse analytical approach'	175
B3,3.2	O'Sullivan, Hartley, Saunders, Montgomery and Fiske, Key Concepts	100
	in Communication and Cultural Studies	180
B3.3.3	Moloney, Social representations and the politically satirical cartoon:	
	the construction and reproduction of the refugee and	
	asylum-seeker identity'	182
B3,3.4	Verschueren, Intercultural communication and the challenges	
	of migration'	185
Unit B34	Representation of identity online	188
	Burkhalter, 'Reading race online: discovering racial identity in	100
00.4.1	usenet discussions?	189
D D 4 0		193
D3.4.2	Dervin, 'Exploring "new" interculturality online?	190
Unit B3.5	Cultural constructs in business and intercultural training	198
	Riley, Language, Culture and Identity	198
	Triandis, Individualism and Collectivism Extract 1	201
	Triandis, Individualism and Collectivism Extract 1	201
20.0.0		201
Unit B3.6	Challenging cultural constructs in intercultural training and	
	education	205
B3.6.1	Holmes, "The cultural stuff around how to talk to people": immigrants'	
	intercultural communication during a pre-employment work-placement'	206

- 14 - -----

B3.6.2	Holliday, 'Difference and awareness in cultural travel: negotiating blocks and threads'	210
SECTION	C: EXPLORATION	217
THEME 1	IDENTITY	223
Unit C1.1	The story of the self	223
Unit C1.2	Becoming the self by defining the Other	228
Unit C1.3	Undoing cultural fundamentalism	237
	Investigating discourse and power	243
Unit C1.5	Locality and transcendence of locality: Factors in identity	
	formation	248
THEME 2	OTHERING	263
Unit C2.1	Othering	263
	'As you speak therefore you are'	267
	The 'located' self	274
Unit C2.4	Integrating the Other	275
Unit C2.5	'Are you what you are supposed to be?'	279
THEME 3	REPRESENTATION	284
Unit C3.1	'You are, therefore I am'	284
	'Schemas': fixed or flexible?	286
Unit C3.3	'What's underneath?'	291
Unit C3.4	'Manufacturing the self'	292
Unit C3.5	'Minimal clues lead to big conclusions'	297
Reference	S	302
Further rea		308
Index	•	319