

# CONTENTS

Preface	ix	THE INTERRELATEDNESS OF CULTURAL FORCES	41
<b>PART ONE COMMUNICATION AND INTERCULTURAL COMPETENCE</b>		<b>INTERCULTURAL COMMUNICATION</b>	<b>43</b>
<b>CHAPTER 1</b>		EXAMPLES OF INTERCULTURAL INTERACTIONS	44
<b>Introduction to Intercultural Competence</b>	<b>1</b>	SIMILARITIES AND DIFFERENCES BETWEEN COMMUNICATORS	47
<b>IMPERATIVES FOR INTERCULTURAL COMPETENCE</b>	<b>2</b>	DEFINITION OF INTERCULTURAL COMMUNICATION	49
THE DEMOGRAPHIC IMPERATIVE FOR INTERCULTURAL COMPETENCE	3	INTERCULTURAL COMMUNICATION AND RELATED TERMS	50
THE TECHNOLOGICAL IMPERATIVE FOR INTERCULTURAL COMPETENCE	6	<b>SUMMARY</b>	<b>52</b>
THE ECONOMIC IMPERATIVE FOR INTERCULTURAL COMPETENCE	8	<b>FOR DISCUSSION</b>	<b>53</b>
THE PEACE IMPERATIVE FOR INTERCULTURAL COMPETENCE	10	<b>FOR FURTHER READING</b>	<b>53</b>
THE INTERPERSONAL IMPERATIVE FOR INTERCULTURAL COMPETENCE	10	<b>CHAPTER 3</b>	
<b>COMMUNICATION</b>	<b>12</b>	<b>Intercultural Communication Competence</b>	<b>54</b>
DEFINING COMMUNICATION	12	<b>THE UNITED STATES AS AN INTERCULTURAL COMMUNITY</b>	<b>55</b>
CHARACTERISTICS OF COMMUNICATION	12	METAPHORS OF U.S. CULTURAL DIVERSITY	55
INTERPERSONAL COMMUNICATION	19	WHAT DO YOU CALL SOMEONE FROM THE UNITED STATES OF AMERICA?	58
<b>THE CHALLENGE OF COMMUNICATING IN AN INTERCULTURAL WORLD</b>	<b>20</b>	CULTURAL GROUPS IN THE UNITED STATES	59
<b>SUMMARY</b>	<b>22</b>	<b>COMPETENCE AND INTERCULTURAL COMMUNICATION</b>	<b>61</b>
<b>FOR DISCUSSION</b>	<b>22</b>	INTERCULTURAL COMMUNICATION COMPETENCE	61
<b>FOR FURTHER READING</b>	<b>23</b>	THE COMPONENTS OF INTERCULTURAL COMPETENCE	62
<b>CHAPTER 2</b>		<b>BASIC TOOLS FOR IMPROVING INTERCULTURAL COMPETENCE</b>	<b>67</b>
<b>Culture and Intercultural Communication</b>	<b>24</b>	THE BASICS OF INTERCULTURAL COMPETENCE	67
<b>CULTURE</b>	<b>25</b>	DESCRIPTION, INTERPRETATION, AND EVALUATION	71
DEFINING CULTURE FOR THE STUDY OF COMMUNICATION	25	<b>SUMMARY</b>	<b>75</b>
CULTURE AND RELATED TERMS	28	<b>FOR DISCUSSION</b>	<b>76</b>
<b>WHY CULTURES DIFFER</b>	<b>31</b>	<b>FOR FURTHER READING</b>	<b>76</b>
FORCES THAT MAINTAIN CULTURAL DIFFERENCES	32		

## 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

## 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 COMMUNICATION	160
LANGUAGE, THOUGHT, CULTURE, AND INTERCULTURAL COMMUNICATION	162
THE SAPIR-WHORF HYPOTHESIS 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
TOUCH	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 AND CULTURES	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 225

###### TYPES OF INTERPERSONAL 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 COMPETENCE 299

###### WHEN IN ROME... 300

###### ARE CULTURAL VALUES RELATIVE 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 INTERNATIONAL EVENTS ON INTERCULTURAL 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