

Brief Contents

PREVIEW OF THE BOOK 24

	<i>Preface</i>	xvii
CHAPTER 1	Intercultural Communication: Interaction in a Multicultural World	1
CHAPTER 2	Culture and Communication	25
CHAPTER 3	Structure of Culture: Family Lessons	55
CHAPTER 4	Cultural History: Our Antecedents	85
CHAPTER 5	Culture, Life and Death	114
CHAPTER 6	Cultural Values: Guidelines for Behavior	165
CHAPTER 7	Identity and Culture: Situating the Individual	204
CHAPTER 8	Verbal Messages: Language	234
CHAPTER 9	Nonverbal Communication: The Messages of Action, Space, Time, and Silence	254
CHAPTER 10	Communication Contexts and Cultural Influences	294
	<i>Chapter Review</i>	344
	<i>Notes</i>	360
	<i>Index</i>	396

Contents

Preface xvii

CHAPTER 1

Intercultural Communication: Interaction in a Multicultural World 1

THE GLOBAL COMMUNITY 2

GROWING DOMESTIC DIVERSITY 4

U.S. IMMIGRATION 5

TECHNOLOGY 6

DEFINING THE CONCEPTS 8

Intercultural Communication 8

The Dominant Culture 8

Co-Cultures 9

Society 9

VENTURING INTO A NEW CULTURE 10

Reactions to Culture Shock 10

The Phases of Culture Shock 11

Beyond Culture Shock 12

Learn about the Language of the Host Culture 13

Guard against Ethnocentrism 13

Learn about the Host Culture 13

Work to Maintain Your Culture 13

ETHICAL CONSIDERATIONS 14

Fundamentalism 15

Relativism 15

ETHICS IN INTERCULTURAL COMMUNICATION 16

Be Mindful That Communication Produces a Response 16

Show Respect for Others 17

Search for Commonalities among People and Cultures 17

Respect Cultural Differences 19

Accept Responsibility for Your Behavior 19

STUDYING INTERCULTURAL COMMUNICATION	20
Individual Uniqueness	20
Generalizing	21
Objectivity	23
PREVIEW OF THE BOOK	24
CHAPTER 2	Culture and Communication 25
HUMAN COMMUNICATION	25
THE USES OF COMMUNICATION	26
Communication and Identity	26
Communication and Person Perception	26
Communication and Interpersonal Needs	26
Communication and Persuasion	26
DEFINING COMMUNICATION	27
THE COMPONENTS OF COMMUNICATION	28
Source	28
Encoding	28
Messages	28
Channel	29
Receiver	29
Decoding	29
Feedback	29
Noise	29
CHARACTERISTICS OF COMMUNICATION	30
Communication Is a Dynamic Process	30
Communication Is Symbolic	31
Communication Is Contextual	31
Location	32
Occasion	32
Time	32
Number of Participants	33
Most Communication Behavior Is Learned	33
Communication Has a Consequence	33
CULTURE	34
Culture Is Shared	35
Culture Defined	36
The Functions of Culture	37

The Elements of Culture 37

- Religion 38
- History 38
- Values 39
- Social Organizations 40
- Language 40

Characteristics of Culture 41

- Culture Is Learned 41
- Culture Is Transmitted from Generation to Generation 50
- Culture Is Based on Symbols 51
- Culture Is Dynamic 52
- Culture Is an Integrated System 54

CHAPTER 3 Structure of Culture: Family Lessons 55**THE DEEP STRUCTURE OF CULTURE 56**

- Deep Structure Institutions Carry Culture's Most Important Messages 57
- Deep Structure Institutions and Their Messages Endure 58
- Deep Structure Institutions and Their Messages are Deeply Felt 58
- Deep Structure Institutions Supply Much of a Person's Identity 58

FAMILY 59

- The Importance of Family 60
- Definition of Family 60
- Forms of Family 61
 - Nuclear Families 61
 - Extended Families 61
- Transforming Families in the United States 62
- Globalization and Families 63
 - Mass Media 64
 - Migration 64
- Functions of the Family 65
 - Reproductive Function 65
 - Economic Function 66
 - Socialization Function 66
 - Identity Function 66

COMMUNICATION, CULTURE, AND FAMILY 67**CULTURAL VARIANTS IN FAMILY INTERACTION 68**

- Gender Roles 68
 - United States 69
 - Asian 69
 - Latino 70

Indian	71
The Muslim Community	72
Changing Gender Roles	73
Individualism and Collectivism	75
Individualism and the Family	75
Collectivism and the Family	76
The Elderly	79
Social Skills	82
Aggression	83
Decision Making	84

CHAPTER 4 Cultural History: Our Antecedents 85

THE IMPORTANCE OF HISTORY 85

United States History	87
Contemporary Social Issues	90
Russian History	91
Contemporary Social Issues	93
Chinese History	94
Communicating History	96
Contemporary Social Issues	96
Japanese History	97
Contemporary Social Issues	100
Indian History	100
Contemporary Social Issues	103
Mexican History	104
Contemporary Social Issues	107
Islamic Civilization	108
Muslim Demographics	108
The Age of Ignorance	108
The Rise and Spread of Islam	109
Legacy of History	112
Contemporary Social Issues	113

CHAPTER 5 Culture, Life and Death 114

WORLDVIEW 114

Worldview and Culture	115
Manifestations of Worldview	115
Constructs of Worldviews	117
Religion as a Worldview	117
Secularism as a Worldview	118
Spirituality as a Worldview	119

RELIGION 120**Religion and the Sacred 120****Religion and Personal Conduct 121****The Study of Religion in the Twenty-First Century 122***Globalization and Religion 122**Conflict and Religion 123***Selecting Worldviews for Study 123****The Elements of Religion 124***Speculation 124**Sacred Writings 124**Religious Rituals 125**Ethics 127***Christianity 128***Core Assumptions 129**Cultural Expressions of Christianity 129**Christian Notions about Death 132***Judaism 133***Core Assumptions 134**Branches of Judaism 134**Cultural Expressions of Judaism 135**Jewish Notions about Death 137***Islam 138***Origins 138**Core Assumptions 139**Judgment 141**Five Pillars of Islam 141**Cultural Expressions of Islam 143**Gender 145**Islamic Notions about Death 146***Hinduism 147***Origins 147**Sacred Texts 147**Core Assumptions 148**Cultural Expressions of Hinduism 150**Notions about Death 152***Buddhism 153***Origins 153**Core Assumptions 154**Cultural Expressions of Buddhism 157**Buddhist Notions about Death 159***Confucianism 160***Confucius the Man 160**Core Assumptions 161**The Analects 161*

- Cultural Expressions of Confucianism 162
- Confucianism and Communication 162
- Confucian Notions about Death 163

RELIGION AND WORLDVIEW: A FINAL THOUGHT 164

CHAPTER 6

Cultural Values: Guidelines for Behavior 165

UNDERSTANDING PERCEPTION 166

UNDERSTANDING VALUES 167

- Cultural Patterns 168
- Selecting Cultural Patterns 169

KOHL'S "THE VALUES AMERICANS LIVE BY" 170

- Personal Control Over the Environment 171
- Change 171
- Time and Its Control 171
- Equality/Egalitarianism 172
- Individuality and Privacy 173
- Self-Help Control 174
- Competition and Free Enterprise 174
- Future Orientation 175
- Action/Work Orientation 175
- Informality 175
- Directness, Openness, and Honesty 176
- Practicality and Efficiency 176
- Materialism/Acquisitiveness 176

OTHER CULTURAL PATTERNS 177

HOFSTEDE'S VALUE DIMENSIONS 177

Individualism/Collectivism 177

- Individualism 178
- Collectivism 179

Uncertainty Avoidance 180

- High Uncertainty Avoidance 180
- Low Uncertainty Avoidance 180

Power Distance 181

- High Power Distance 182
- Low Power Distance 182

Masculinity/Femininity 183

- Masculinity 183
- Femininity 183

Long- and Short-Term Orientation	184
Indulgence/Restraint	185
MINKOV'S MONUMENTALISM/FLEXHUMILITY	187
KLUCKHOHN AND STRODTBECK'S VALUE ORIENTATIONS	187
Human Nature Orientation	188
Evil	188
Good and Evil	189
Good	189
Person/Nature Orientation	189
Humans Subject to Nature	189
Harmony with Nature	190
Master of Nature	190
Time Orientation	191
Past Orientation	191
Present Orientation	191
Future Orientation	192
Activity Orientation	192
Being	192
Being-in-Becoming	193
Doing	193
HALL'S HIGH-CONTEXT AND LOW-CONTEXT ORIENTATIONS	194
High-Context	194
Low-Context	195
THE GLOBE STUDY	196
Globe Study Cultural Dimensions	196
Globe Societies and Geographical Groups	197
FACE AND FACEWORK	201
CULTURAL PATTERNS AND COMMUNICATION	202
CHAPTER 7	Identity and Culture: Situating the Individual
	204
THE ROLE OF IDENTITY	205
DEFINING IDENTITY	206
EXAMPLES OF SOCIAL IDENTITY	208
Racial Identity	208
Ethnic Identity	209
Gender Identity	210

National Identity	211
Regional Identity	212
Organizational Identity	213
Personal Identity	213
Cyber and Fantasy Identity	214
ACQUIRING AND DEVELOPING IDENTITIES	215
ESTABLISHING AND ENACTING CULTURAL IDENTITY	217
IDENTITY IN INTERCULTURAL INTERACTIONS	219
IDENTITY IN A GLOBALIZED SOCIETY	220
THE DARK SIDE OF IDENTITY	222
STEREOTYPING	222
Stereotypes Defined	222
Learning Stereotypes	223
Stereotypes and Intercultural Communication	223
Avoiding Stereotypes	224
PREJUDICE	225
Functions of Prejudice	225
Expressions of Prejudice	226
Causes of Prejudice	227
Avoiding Prejudice	227
RACISM	228
Racism Defined	229
Expressions of Racism	229
Avoiding Racism	230
ETHNOCENTRISM	230
Characteristics of Ethnocentrism	231
Levels of Ethnocentrism	231
Ethnocentrism Is Universal	231
Ethnocentrism Contributes to Cultural Identity	232
Avoiding Ethnocentrism	232
CHAPTER 8	Verbal Messages: Language
FUNCTIONS OF LANGUAGE	235
Social Interaction	236
Social Cohesion	236
Expressions of Identity	236

LANGUAGE AND MEANING 237**What Is Language? 237****Language Variations 238**

Accent 238

Dialect 239

Argot 239

Slang 240

Conversational Taboos 240**LANGUAGE AND CULTURE 241****The Synergy of Language and Culture 241****Using Language 242**

Spanish 242

Northeast Asian Cultures 243

Arabic 244

English 245

INTERPRETING AND TRANSLATING 245**Interpretation 246****Translation 247****Cultural Considerations in Interpretation and Translation 247****Working With Interpreters and Translators 248****COMMUNICATION TECHNOLOGY AND LANGUAGE 249****LANGUAGE AND INTERCULTURAL COMPETENCE 250****Improving Interpersonal Interactions 250**

Being Mindful 251

Speech Rate 251

Vocabulary 251

Attend to Nonverbal Behaviors 252

Checking 252

Second Language Benefits 252**CHAPTER 9****Nonverbal Communication: The Messages of
Action, Space, Time, and Silence 254****THE FUNCTIONS OF NONVERBAL COMMUNICATION 256****Expressing Internal States 256****Creating Identity 257****Regulating Interaction 258****Repeating the Message 258****Substituting for Words 258**

DEFINING NONVERBAL COMMUNICATION	258
Intentional and Unintentional Messages	259
Verbal and Nonverbal Messages	259
STUDYING NONVERBAL COMMUNICATION	260
Nonverbal Communication Can Be Ambiguous	260
Multiple Factors Influence Nonverbal Communication	260
The Study of Nonverbal Communication Includes Cultural Universals	260
NONVERBAL COMMUNICATION AND CULTURE	261
CLASSIFICATIONS OF NONVERBAL COMMUNICATION	262
Messages of the Body	262
Appearance	262
Judgment of Beauty	262
Skin Color	264
Attire	264
Body Movement	267
Posture	268
Gestures	269
Facial Expressions	272
Eye Contact and Gaze	274
Touch	276
Paralanguage	278
Vocal Qualities (Volume, Rate, Pitch, Tempo, Resonance, Pronunciation, Tone)	279
Vocal Characteristics (Laughing, Crying, Moaning, Whining, Yawning)	280
Vocal Segregates ("uh-huh," "shh," "uh," "ooh," "um," "mmmh," "hmm")	280
SPACE AND DISTANCE	280
Personal Space	281
Seating	282
Furniture Arrangement	283
Time	284
Informal Time	285
Monochronic (M-time) and Polychronic (P-time)	287
M-time	287
P-time	288
SILENCE	288
IMPROVING NONVERBAL COMMUNICATION SKILLS	291
Monitor Your Nonverbal Actions	292

- Monitor Feedback 292
- Be Sensitive to the Context 293
- Be Aware of Nonverbal Ambiguity 293
- Know Your Culture 293

CHAPTER 10 Communication Contexts and Cultural Influences 294

CULTURE AND CONTEXT 294

UNDERLYING ASSUMPTIONS ABOUT CONTEXT 295

- Communication is Rule Governed 295
- Context Helps Specify Communication Rules 295
- Communication Rules are Culturally Diverse 296

ASSESSING THE CONTEXT 297

- Formality and Informality 297
 - Formality 297
 - Formality 297
- Assertiveness and Interpersonal Harmony 298
 - Assertiveness 298
 - Interpersonal Harmony 299
- Power Distance Relationships 299
 - Egalitarian 300
 - Hierarchical 300

INTERCULTURAL COMMUNICATION IN THE BUSINESS CONTEXT 300

- The International Business Setting 300
- The Domestic Business Setting 302

COMMUNICATION IN THE MULTICULTURAL BUSINESS CONTEXT 303

- Business Protocols 304
 - Making Initial Contacts 304
 - Greeting Behavior 304
- Business Cultures 306
 - Brazilian Business Culture 306
 - Chinese Business Culture 308
 - Indian Business Culture 309
- Negotiation and Conflict Resolution 311
 - Negotiating with Brazilians 312
 - Negotiating with the Chinese 312
 - Negotiating with Indians 314
 - Developing Intercultural Negotiation Skills 315

- THE EDUCATION CONTEXT 316**
 Culturally Diverse Educational Systems 316
- MULTICULTURAL EDUCATION 317**
 Challenges of Multicultural Education 318
 Culture and Learning 319
 Cultural Ways of Knowing 320
 Cultural Learning Preferences 321
- LINGUISTIC ISSUES IN MULTICULTURAL EDUCATION 322**
 Linguistic Diversity 323
 Language and Identity 323
 Culturally and Linguistically Diverse Students 324
- CULTURALLY RESPONSIVE CLASSROOM COMMUNICATION 325**
 Communicator Characteristics 325
 Self-Efficacy 325
 Immediacy 325
 Empathy 325
 Communication Strategies 327
- THE HEALTH CARE CONTEXT 328**
- DIVERSE HEALTH CARE BELIEF SYSTEMS 329**
 Supernatural/Mágico/Religious Tradition 330
 Underlying Premises 330
 Causes of Illness 330
 Treatment of Illness 331
 Holistic Tradition 333
 Underlying Premises 333
 Causes of Illness 333
 Treatment of Illness 334
 Scientific/Biomedical Tradition 335
 Underlying Premises 335
 Causes of Illness 336
 Treatment of Illness 336
- LANGUAGE DIVERSITY AND HEALTH CARE COMMUNICATION 336**
 Language Diversity 336
 Employing Interpreters 337
 Need for Interpreters 337
 Selecting and Using Interpreters 337
- EFFECTIVE INTERCULTURAL HEALTH CARE COMMUNICATION 338**
 Requisites for Effective Multicultural Health Care Communication 338

Know Your Own Culture 338
 Learn About Diverse Health Care Beliefs 339
Developing Effective Health Care Communication Strategies 340
 Avoid Stereotypes 340
 Conducting Interviews 341
 Communication about Death and Dying 341

Chapter Review 344
 Notes 360
 Index 396

ASSESSING THE CONTEXT 297

Formality and Informality 297

Informality 297

Formality 297

Assertiveness and Interpersonal Harmony 297

Assertiveness 298

Interpersonal Harmony 299

Power Distance Relationships 299

Egalitarian 300

Hierarchical 300

INTERCULTURAL COMMUNICATION IN THE BUSINESS SETTING 300

The International Business Setting 300

The Domestic Business Setting 302

COMMUNICATION IN THE MULTICULTURAL BUSINESS SETTING 304

Business Protocols 304

Making Initial Contacts 304

Greeting Behavior 304

Business Cultures 306

Brazilian Business Culture 306

Chinese Business Culture 306

Indian Business Culture 306

Negotiation and Conflict Resolution 311

Negotiating with Americans 311

Negotiating with Europeans 311

Negotiating with Asians 311

Developing Effective Health Care Communication 338

Know Your Own Culture 338

Learn About Diverse Health Care Beliefs 339