Detailed Contents

Preface	xix
Anastacia Kurylo, Marymount Manhattan College	
A Diverse Approach to Studying Intercultural Communication	
With an Inclusive View of Culture xix	
Learning Goals xxi	
Features xxii	
Organization of the Text xxiii	
Acknowledgments xxv	
Note to Students	xxvii
Anastacia Kurylo, Marymount Manhattan College	
PART I: INTRODUCTION TO INTER/CULTURAL COMMUNICATION	1
Chapter 1: Culture and Communication	3
Anastacia Kurylo, Marymount Manhattan College	
Culture 3	
Communication 4	
Symbols as Cultural Representation 5	
Symbols as Cultural Construction 5	
Intercultural and Cultural Communication 5	
Cultural Generalizations Versus Individual Behavior 6	
Reasons to Study Inter/Cultural Communication 8	
Intercultural Imperatives 12	
Demographic Imperative 12	
Economic Imperative 12	
Ethical Imperative 12	
Peace Imperative 13	
Self-Awareness Imperative 14	
Technological Imperative 14	
Approaches to the Study of Intercultural Communication 15	
Social Scientific Approach 15	
Social Construction Approach 16	
Weaving Two Dominant Approaches 19	
Final Thoughts 20	
Say What? 21	

Review Questions 22 Key Terms 22 References 23

Chapter 2: Intercultural and Cross-Cultural Communication

Bernadette M. Watson, The University of Queensland Cultural Mores 26 Beginnings of the Study of Intercultural Communication 29 Two Dominant Traditions in Intercultural Communication Research 29 Intercultural Communication Competence 29 Intergroup Communication 30 Cross-Cultural Differences 31 Physical Space 32 Time 32 Hofstede's Five Cultural Dimensions 33 Confucian Dynamism 35 High Context and Low Context Cultures 36 Understanding Differences as Continuums 39 Face Negotiation Theory 40 Willingness to Communicate 41 Final Thoughts 42 Say What? 43 Review Questions 44 Key Terms 44 References 45

Chapter 3: Intercultural Communication Competence

Lily A. Arasaratnam, Alphacrucis College Communication Competence 48 Competence in Intercultural Communication 49 Unconscious Incompetence 49 Conscious Incompetence 50 Conscious Competence 50 Unconscious Competence 50 Variables That Influence Intercultural Communication Competence 51 Cognitive Complexity 51 Ethnocentrism 52 Empathy 53 Interaction Involvement 53 Motivation 53 Positive Global Attitude (Toward Other Cultures) 54 Models of Intercultural Communication Competence 54 Anxiety/Uncertainty Management Model 54 Integrated Model of Intercultural Communication Competence 58 Identity Negotiation Model 60 Pyramid Model of Intercultural Competence 61 Developing Intercultural Communication Competence 63 Exposure to and Engaging With Different Worldviews 63 Practicing Role-Taking Behavior 63 Practicing Active Listening 63 Seeking Regular Feedback 64 Final Thoughts 64 Say What? 65 Review Questions 66 Key Terms 67 References 67

Chapter 4: A Communication Theory of Culture

69

Donal Carbaugh, University of Massachusetts Amherst Four Uses of the Culture Concept 70 Generic Concept 70 Distinctive Concept 71 Evaluative Concept 71 Cognitive Concept 73 A Communication Theory of Culture 74 Four Propositions of a Communication Theory of Culture 75 A Complex System of Symbols, Symbolic Forms, and Their Meanings 76 Meaningful Practices to Participants 77 An Expressive System of Culture 78 An Expressive System That Is Historically Transmitted 80 Cultural Moments 82 Final Thoughts 84 Say What? 85 Review Questions 86 Key Terms 86 References 87

Chapter 5: Culture in Conversation

Jessica S. Robles, University of New Hampshire Introduction to Cultural Ways of Speaking 90 Speech Communities 91 Cultural Communication Practices 96 Accent 96 Language Selection 97 Conversational Style 97 Speech Acts 97 Person Referencing 101 Membership Categorization Devices 102 Culture and Conflict 107

Final Thoug	hts 1	10
Say What?	111	
Review Ques	stions	112
Key Terms	112	
References	113	

Group Vitality 150 Status 152 Demographics 153 Institutional Support 153 Communication Accommodation Theory 154

Final Thoughts 158

Convergence 155 Divergence 156

Intergroup Model of Accommodative Processes 157

PART II: DISTINGUISHING SELF AND OTHER	115
Chapter 6: Self-Identity and Culture	117
Ronald L. Jackson II, University of Illinois at Urbana-Champaign	
Cerise L. Glenn, The University of North Carolina at Greensboro	
Kesha Morant Williams, Penn State Berks	
Identity 118	
The Role of Place and Space 118	
The Role of the Other 120	
The Development of Self-Identity 122	
Mead's Theory of Symbolic Interactionism 123	
Enculturation and Acculturation 126	
Sources of Identity 127	
Theories of Identity Negotiation 127	
Cultural Contracts Theory 128	
Identity Management Theory 129	
The Communication Theory of Identity 133	
Final Thoughts 135	
Say What? 136	
Review Questions 137	
Key Terms 138	
References 138	
Chapter 7: Ingroups and Outgroups	141
Howard Giles, University of California, Santa Barbara	
Jane Giles, Van Buren Consulting	
Ingroups and Outgroups 142	
Language and Ingroup Identification 144	
Intergroup Boundaries 146	
Labeling 147	

Say What? 159 Review Questions 160 Key Terms 160 References 161

Chapter 8: Privilege and Culture

Gust A. Yep, San Francisco State University Globalization 164 Power 165 Conceptualizing Power 166 Levels of Power 166 Ideology 167 Hegemony 167 Otherness 168 Hierarchies of Cultures 169 First-World and Third-World 169 Imperialism and Its Different Forms 170 Travel and Identity Tourism 171 Intercultural Transitions and Cultural Migrations 171 Privilege 173 The Nature of Privilege and Oppression 173 Degrees of Cultural Privilege 174 Whiteness 177 Understanding Privilege, Power, and Culture 179 Power and Intercultural Encounters 179 Understanding History 180 Final Thoughts 181 Say What? 181 Review Questions 182 Key Terms 183 References 183

Chapter 9: Co-Cultural Group Membership

Tina M. Harris, University of Georgia Co-Cultural Group Membership 187 Double Consciousness and Race 190 Double Consciousness 190 Moving From Racial to Cultural Memories 191 Theories of Co-Cultural Group Membership 195 Standpoint Theory 196 Muted Group Theory 200 Co-Cultural Group Theory 201

Co-Cultural Groups in Academic Settings 202	
Rape Survivors as Co-Culture 202	
International Students and New Immigrants as Co-Culture 203	
Implication of Co-Cultural Group Membership on Intercultural Communication	204
Final Thoughts 205	
Say What? 207	
Review Questions 208	
Key Terms 208	
References 209	

PART III: NAVIGATING INTER/CULTURAL COMMUNICATION IN A COMPLEX WORLD

Media 237

Printed Media 237 Recordings 238 Movies 239 Radio 239 Television 239 Media Theories 243

> Direct Effects Theory 243 Limited Effects Model 243 Uses and Gratifications Theory 244 Cumulative Effects Models 244

Chapter 10: Advocacy	213
Rachel Anderson Droogsma, Nebraska Wesleyan University	
Advocacy 215	
Advocacy From Within or Outside a Marginalized Group 216	
Advocacy From Within a Marginalized Group 216	
Advocacy From Outside a Marginalized Group 218	
Group Insiders and Outsiders Working Together 221	
Types of Advocacy 222	
Individual Advocacy 222	
Small Group Advocacy 225	
The Dark Side of Advocacy 227	
Final Thoughts 230	
Say What? 231	
Review Questions 232	
Key Terms 232	
References 232	
Chapter 11: Media and Culture: The "Reality" of Media Effects	235
Mark P. Orbe, Western Michigan University	

Cultivation Theory 244 Critical Cultural Studies of Media 244 Focus on Reality Television 245 Defining Reality Television 246 Brief History of Reality Television 246 Media Analysis of Reality Television 247 Negotiating Media Effects 250 Media Literacy 250 Final Thoughts 252 Say What? 253 Review Questions 254 Key Terms 254 References 255

Chapter 12: Technology and Culture

Tatyana Dumova, Point Park University Generating Shared Intercultural Spaces Through Social Media 258 Social Networking Sites 259 Blogs 260 Twitter 261 YouTube 262 Fostering Global Intercultural Conversations 263 Reducing Barriers to Intercultural Communication 267 Electronic Collaboration 267 Wikipedia 269 Promoting Educational Opportunities and Stimulating Cultural Exchange 270 Societal, Legal, and Ethical Issues 271 Personal Property and Privacy 271 Intellectual Property and Copyright 272 Fighting Cybercrime 273 Final Thoughts 274 Say What? 275 Review Questions 276 Key Terms 276 References 277

PART IV: LOOKING TO THE FUTURE OF INTER/CULTURAL COMMUNICATION: RESEARCH AND PRACTICE

Chapter 13: Social Scientific Approach to Culture	281
Jan Pieter van Oudenhoven, University of Groningen	

Two Approaches to Research 283 Social Scientific Approach 284 Etic and Emic Perspectives 285 Objectivity 285 Research Method 290 257

Data Collection 290 Analysis and Interpretation 292 Presentation and Use of Findings and Claims 297 Ethical Considerations for Social Scientists 297 Voluntary Participation 298 Protection From Harm 298 Protection of Privacy 298 Providing Information to Participants 298 Ethical Codes 299 Limitations of the Social Scientific Approach 299 Researcher Bias 299 Cultural Context 300 Confounding Variables 301 Final Thoughts 302 Review Questions 302 Key Terms 303 References 303

Chapter 14: Interpretivist Approach to Culture

David Boromisza-Habashi, University of Colorado Boulder Two Approaches to Research 308 Interpretivist Approach 308 Emic and Etic Perspectives 309 Reflexivity 310 Research Method 311 Data Collection 311 Analysis and Interpretation 314 Presentation and Use of Findings and Claims 320 Ethical Considerations for Interpretivists 321 Limitations of the Interpretivist Approach 324 Researcher as Instrument 324 Resources 325 Access 325 Final Thoughts 325 Review Questions 326 Key Terms 327 References 327

Chapter 15: Challenges and Opportunities in Inter/Cultural Communication

Anastacia Kurylo, Marymount Manhattan College Challenges 330 Reductionism 330 Assumption of Differences 331 305

Functions of Prejudice 332 Communicating Privilege 333 Confronting Challenges Through Relational Empathy 334 Understanding Is a Dynamic Process 335 Embracing Differences Promotes Learning 335 Cognition and Affect Are Inseparable and Complementary 335 Meanings Are Situated in Context 336 Synthesis Requires Dialogue 336 Opportunities 341 Merging and Emerging Cultures 341 Redefinition 342 Dialectical Tensions 343 Final Thoughts 344 Say What? 346 Review Questions 347 Key Terms 347 References 348

PART V: APPENDICES: STUDIES OF INTER/CULTURAL COMMUNICATION	349
Appendix A: Navajo Culture Explored Through Ethnography	351
Charles A. Braithwaite, University of Nebraska–Lincoln	
Why Did I Study This Culture? 351	
Why Did I Use This Method? 351	
Who Did I Study? 352	
What Did I Find Out? 354	
A Sense of Place 354	
Duality in Life 355	
Diné Identity 355	
Enactment 356	
Why Does This Matter? 358	
Questions to Consider 359	
Culture 359	
Research Method 359	
References 360	
Appendix B: Local Culture Explored Through Discourse Analysis	361
Kathleen C. Haspel, Fairleigh Dickinson University	
Why Did I Study This Culture? 361	
Why Did I Use This Method? 362	
Who Did I Study? 364	
What Did I Find Out? 364	
Orientatation and Design of Talk 365	

Membership Categorization Devices 365

Why Does This Matter? 366

Questions to Consider 367 Culture 367 Research Method 368 References 368

Appendix C: Dagaaba Culture of Ghana Explored Through Rhetorical Analysis 369

Anthony Y. Naaeke, Marymount Manhattan College Why Did I Study This Culture? 369 Why Did I Use This Method? 370 Who Did I Study? 370 What Did I Find Out? 372 Procreation 372 Social Values of Right and Wrong 375 Life After Death 375 Why Does This Matter? 376 Questions to Consider 377 Culture 377 Research Method 377 References 377

Appendix D: Transnational Dominican Culture Through Phenomenological Analysis

Wilfredo Alvarez, Northeastern Illinois University Mark P. Orbe, Western Michigan University Ewa L. Urban, Western Michigan University Nayibe A. Tavares, Western Michigan University Why Did We Study This Culture? 379 Why Did We Use This Method? 380 Who Did We Study? 380 What Did We Find Out? 382 Language 382 Nonverbal Behaviors 383 Cultural Value Orientations 384 Time 384 Food 385 Why Does This Matter? 386 Questions to Consider 386 Culture 386 Research Method 387 References 387

Appendix E: South African Culture Explored Through Content Analysis

389

Adrian Furnham, University College London Why Did I Study This Culture? 389 Why Did I Use This Method? 390 Who Did I Study? 392

What Did I Find Out? 392 Portrayal of Traditional Sex Roles 392 Advertisements That Mirror South African Society 393 Why Does This Matter? 393 Questions to Consider 395 Culture 395 Research Method 396 References 396	
Appendix F: Korean Culture Explored Through Survey Research	397
Seung Hee Yoo, San Francisco State University David Matsumoto, San Francisco State University Why Did We Study This Culture? 397 Why Did We Use This Method? 398 Who Did We Study? 398 What Did We Find Out? 400 Display Rules Based on Status 400 Why Does This Matter? 401 Questions to Consider 402 Culture 402 Research Method 402 References 402	
Appendix G: Japanese Culture Explored Through Experimental Design Yohtaro Takano, University of Tokyo Why Did I Study This Culture? 405 Why Did I Use This Method? 407 Who Did I Study? 408 What Did I Find Out? 409 Japanese Do Not Conform More Often Than Americans 409 Why Does This Matter? 410 Questions to Consider 411 Culture 411 Research Method 411 References 411	405
Glossary	413
Index	433
About the Editor	457
About the Contributors	459