

Intercultural Communication for Everyday Life

John R. Baldwin, Robin R. Means Coleman, Alberto González, and Suchitra Shenoy-Packer

Intercultural Communication for Everyday Life

Intercultural Communication for Everyday Life

John R. Baldwin, Robin R. Means Coleman, Alberto González, and Suchitra Shenoy-Packer

Brief contents

Preface xi

Acknowledgements xv

About the website xvi

Walk through xvii

Part one Foundations

 A rationale for studying intercultural communication

Why should we know about other cultures? 3

2 Action, ethics, and research
How can I make a difference? 24

3 Origins

Where does our "culture" come from? 47

Part two Elements 69

4 Subjective culture

What is the base upon which cultural communication is built? 71

5 Identity: Struggle, resistance, and solidarity How can I think about my identity and that of others? 91

6 Intolerance–acceptance–appreciation
How can we make the world a more tolerant
place? 114

Part three Messages 135

7 Verbal communication

How can I reduce cultural misunderstandings in my verbal communication? 137

8 Nonverbal communication

Can I make nonverbal blunders and not even know it? 159

9 Rhetoric and culture

How does my culture relate to persuasive writing and speaking? 180

10 Culture, communication, and media How do media shape our views of others? 203

Part four Contexts 225

II Global media, global cultures

How do culture and globalization influence
each other? 227

12 Adaptation and intercultural competence
How can I be effective in a new culture? 249

13 Relationships and conflict

How can I have better cross-cultural relationships? 269

14 The political context

How can we use communication to shape politics and culture? 290

15 Intercultural communication in international organizational contexts

How does culture shape business, and how is business culture changing? 306

Conclusion 329

Glossary 33 I

Index 343

Contents

Preface xi Acknowledgements xv About the website xvi Walk through xvii

Part one Foundations

I A rationale for studying intercultural communication: Why should we know about other cultures? 3

Building a rationale: Why do we need to know about intercultural communication? 5

The personal growth motive 5
The social responsibility motive 6
The economic motive 8
The cross-cultural travel motive 10
The media motive 13
Challenges of studying intercultural communication 15

The history and focus of intercultural communication: Where did we come

from? 16 Summary 19 Key terms 19 Discussion questions 20 Action points 20 For more information 20

2 Action, ethics, and research: How can I make a difference? 24

Muslim veils in French schools: How can we determine right from wrong in intercultural situations? 26

Ethics and morality 27
Determining a universal ethical stance 28
Ethical relativism 29

"Not in our town:" What is the role of intercultural communication in civic engagement? 30

Political and civic engagement 31
Defending civic and political engagement among college students 32
Doing civic engagement 34

How can we do responsible cultural research? 35

Assumptions that guide cultural research 36
Approaches to studying culture and communication 36
Differences of focus in culture-and-communication studies 41

Summary 42 Key terms 43 Discussion questions 43 Action points 44 For more information 44

3 Origins: Where does our "culture" come from? 47

The relationship between communication and culture: How do they inform each other? 49

Defining communication 49
The relationship between communication and culture 51

Defining culture: How can we define culture—and what are the implications of our definition? 52

Aspects and elements of culture: What is culture like? 55

Aspects of culture 55 Characteristics of culture 56

A model of interaction: How can we best understand intercultural and intergroup communication? 61

Summary 63
Key terms 64
Discussion questions 64
Action points 65
For more information 65

Part two Elements 69

4 Subjective culture: What is the base upon which cultural communication is built? 71

Basic building blocks of culture: What are the most important things to know? 72

Cultural values: What are some useful frameworks for understanding culture? 75

High- and low-context cultures 76 Hofstede's cultural dimensions 77 Culture-specific (emic) approaches 81

World view: What are the beliefs at the center of our "world"? 84

Summary 87
Key terms 87
Discussion questions 88
Action points 88
For more information 89

5 Identity: Struggle, resistance, and solidarity: How can I think about my identity and that of others? 91

An introduction to identity: Who am I, really? 92

Identity and communication: How do we communicate our identities? 95

Social identity theory and stages of identity development 95
Identity is created through communication 95
You are what you eat: Food as an example of identity 96

Identity and politics: How can our identities be political? 97

Identity politics 98
Punk rock and identity politics: A case study in brief 98
Ideology, the KKK, and subtle White power 100
Hegemony: National-regional and sexual

orientation power plays 102

Identity in intercultural communication: What are some problematic ways to think about the

identities of other groups? 103
Orientalism 103
The symbolic annihilation of race 105

Identity, solidarity, and civic action: Can I make a difference? 108

Summary 109
Key terms 110
Discussion questions 110
Action points 111
For more information 111

6 Intolerance–acceptance– appreciation: How can we make the world a more tolerant place? 114

Framing the problem: Where can we recognize intolerance?

Terms: What are some different types of intolerance? 116

Debates: Where does racism lie, and who can be racist? 123

Looking to a better future: What are some causes of and solutions for intolerance? | 126

Understanding the problem: Possible causes of intolerance 126
Addressing the problem: Possible solutions

Summary 130 Key terms 131 Discussion questions 132 Action points 132 For more information 132

to intolerance 128