



40th Anniversary Edition

Intercultural

Communication

A Reader

Larry A. Samovar

Richard E. Porter

Edwin R. McDaniel

Carolyn Sexton Roy

14th Edition

5 REASONS to buy your textbooks and course materials at

CENGAGE **brain**.com

- 1 SAVINGS:**
Prices up to 65% off, daily coupons, and free shipping on orders over \$25
- 2 CHOICE:**
Multiple format options including textbook, eBook and eChapter rentals
- 3 CONVENIENCE:**
Anytime, anywhere access of eBooks or eChapters via mobile devices
- 4 SERVICE:**
Free eBook access while your text ships, and instant access to online homework products
- 5 STUDY TOOLS:**
Free study tools* for your text, plus writing, research, career and job search resources
**availability varies*



Find your course materials and start saving at:
www.cengagebrain.com

FOURTEENTH EDITION AND
FORTIETH ANNIVERSARY EDITION

Intercultural Communication

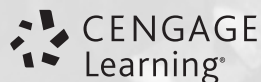
A READER

Larry A. Samovar
SAN DIEGO STATE UNIVERSITY,
EMERITUS

Richard E. Porter
CALIFORNIA STATE UNIVERSITY,
LONG BEACH, EMERITUS

Edwin R. McDaniel
JAPAN–U.S. COMMUNICATION
ASSOCIATION (JUCA)

Carolyn Sexton Roy
SAN DIEGO STATE UNIVERSITY



Australia • Brazil • Japan • Korea • Mexico • Singapore • Spain • United Kingdom • United States

This is an electronic version of the print textbook. Due to electronic rights restrictions, some third party content may be suppressed. Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. The publisher reserves the right to remove content from this title at any time if subsequent rights restrictions require it. For valuable information on pricing, previous editions, changes to current editions, and alternate formats, please visit www.cengage.com/highered to search by ISBN#, author, title, or keyword for materials in your areas of interest.

**Intercultural Communication: A Reader,
Fourteenth Edition**Larry A. Samovar, Richard E. Porter,
Edwin R. McDaniel, Carolyn Sexton Roy

Product Manager: Nicole Morinon

Product Director: Monica Eckman

Content Developer: Larry Goldberg

Content Coordinator: Alicia Landsberg

Product Assistant: Colin Solan

Media Developer: Jessica Badiner

Senior Marketing Brand Manager:
Kara Kindstrom

Brand Manager: Ben Rivera

Rights Acquisitions Specialist:
Alexandra Ricciardi

Manufacturing Planner: Doug Bertke

Art and Design Direction, Production
Management, and Composition: Cenveo®
Publisher Services

Cover Image: gettyimages®

© 2015, 2012, 2009, 2006, Cengage Learning

WCN: 02-200-203

ALL RIGHTS RESERVED. No part of this work covered by the copyright herein may be reproduced, transmitted, stored, or used in any form or by any means graphic, electronic, or mechanical, including but not limited to photocopying, recording, scanning, digitizing, taping, Web distribution, information networks, or information storage and retrieval systems, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without the prior written permission of the publisher.

For product information and technology assistance, contact us at
Cengage Learning Customer & Sales Support, 1-800-354-9706

For permission to use material from this text or product,
submit all requests online at www.cengage.com/permissions.

Further permissions questions can be emailed to
permissionrequest@cengage.com.

Library of Congress Control Number: 2013941790

ISBN-13: 978-1-285-07739-0

ISBN-10: 1-285-07739-3

Cengage Learning20, Channel Center Street
Boston, MA 02210
USA

Cengage Learning is a leading provider of customized learning solutions with office locations around the globe, including Singapore, the United Kingdom, Australia, Mexico, Brazil, and Japan. Locate your local office at:
international.cengage.com/region

Cengage Learning products are represented in Canada by
Nelson Education, Ltd.

For your course and learning solutions, visit www.cengage.com.

Purchase any of our products at your local college store or at our preferred
online store www.cengagebrain.com.

Instructors: Please visit login.cengage.com and log in to access instructor-specific resources.

Printed in the United States of America
1 2 3 4 5 6 7 15 14 13 12 11

About the Authors

LARRY SAMOVAR, Emeritus Professor at San Diego State University, received his Ph.D. from Purdue University, where he taught for five years. He was also an invited scholar at Nihon University in Japan. Dr. Samovar was instrumental in defining the field of intercultural communication and delineating its major components. In this role he has been a guest speaker at many universities. In addition, Dr. Samovar has worked as a communication consultant in both the private and public sectors. He has written and/or edited 14 textbooks—totaling 45 editions. Many of his publications have been translated into foreign languages and are used in 11 countries. As an active researcher he has presented more than 100 scholarly papers and conducted seminars and workshops at international, national, and regional conferences. His publication list is extensive and encompasses books and articles on intercultural communication, small group communication, interpersonal communication, and public speaking.

RICHARD E. PORTER, Professor Emeritus in the Department of Communication Studies at California State University, Long Beach, received his Ph.D. from the University of Southern California. He developed his interest in intercultural communication in 1967 before there was an established field of study. His early work along with that of other pioneers in the field laid a basic structural foundation which has been used by many later scholars as the field developed and expanded. He created and taught undergraduate and graduate courses in intercultural communication for 30 years. Dr. Porter is the co-author and editor of 4 books with 24 editions that deal with the subject of intercultural communication.

EDWIN (ED) R. McDANIEL received his Ph.D. from Arizona State University. He is currently a Member-at-Large of the Japan–U.S. Communication Association and a member of the Thunderbird Educator Network at the Thunderbird School of Global Management. He is also a retired Professor of Intercultural Communication at Aichi Shukutoku University, in Nagoya, Japan, and has been a Japan ICU Foundation Visiting Scholar at the International Christian University in Tokyo. Dr. McDaniel has also taught at San Diego State University, CSU San Marcos, and Thunderbird. In May 2013, he was an invited speaker at the China Cultural Industry Forum (CIF) in Beijing. He is the co-author/co-editor of numerous books on intercultural communication. His articles and book chapters have been published in China, Germany, Korea, and Japan, as well as the United States. Before beginning his academic career, Dr. McDaniel was in government service for over 20 years, during which time he lived and traveled in more than 40 countries.

CAROLYN SEXTON ROY has been a member of the History Department at San Diego State University since 1989. Her doctoral studies in Colonial Latin American History were conducted at the University of California, Los Angeles. She is a well-practiced presenter of papers at regional, national, and international conventions, and has been published numerous times. She has traveled extensively in Latin America. A Fulbright Fellowship enabled her to conduct research for an extended period and salvage an archive in Parral, Chihuahua, Mexico. Her linguistic skills, particularly applied to Latin America, facilitate her high level of understanding of intercultural communication.

Contents

Preface viii

1 Approaches to Intercultural Communication 1

Understanding and Applying Intercultural Communication in the Global Community: The Fundamentals 5

EDWIN R. MCDANIEL, LARRY A. SAMOVAR

Intercultural Communication in a Globalized World 16

BERNARD SAINT-JACQUES

“Harmony without Uniformity”: An Asiatic Worldview and Its Communicative Implications 27

YOSHITAKA MIIKE

Relevance and Application of Intercultural Communication Theory and Research 42

FELIPE KORZENNY

2 Cultural Identity: Issues of Belonging 47

Cultural Identity and Intercultural Communication 53

MARY JANE COLLIER

An Alternative View of Identity 61

GUO-MING CHEN

American Indian Identity: Communicating Indian-ness 70

STEVEN B. PRATT, MERRY C. PRATT, LYNDA D. DIXON

Understanding Whiteness in the United States 76

JUDITH N. MARTIN

Chicano/a Ethnicity: A Concept in Search of Content 85

JAMES STEVEN SAUCEDA

Straddling Cultural Borders: Exploring Identity in Multiple Reacculturation 92

CHUKA ONWUMECHILI, PETER O. NWOSU,

RONALD L. JACKSON II

3 International Cultures: Understanding Diversity 105

The Impact of Confucianism on Interpersonal Relationships and Communication Patterns in East Asia 110

JUNE OCK YUM

Some Basic Cultural Patterns of India 121

NEMI C. JAIN

Communication with Egyptians 126

POLLY A. BEGLEY

Russian Cultural Values and Workplace Communication Patterns 133

MIRA BERGELSON

Cultural Patterns of the Maasai 141

LISA SKOW, LARRY A. SAMOVAR

4 Co-Cultures: Living in a Multicultural World 150

Who’s Got the Room at the Top? Issues of Dominance and Nondominance in Intercultural Communication 154

EDITH A. FOLB

“Which Is My Good Leg?”: Cultural Communication of Persons with Disabilities 162

DAWN O. BRAITHWAITE, CHARLES A. BRAITHWAITE

Gender and Communication: Sex Is More Than a Three-Letter Word 174

JUDY C. PEARSON

An African American Communication Perspective 182

SIDNEY A. RIBEAU, JOHN R. BALDWIN,

MICHAEL L. HECHT

In Plain Sight: Gay and Lesbian Communication and Culture 190

WILLIAM F. EADIE

5 Intercultural Messages: Verbal and Nonverbal Interaction 204

The Nexus of Language, Communication, and Culture 209
MARY FONG

Dialogue and Cultural Communication Codes between Israeli-Jews and Palestinians 217
DONALD G. ELLIS, IFAT MAOZ

Mexican Dichos: Lessons through Language 224
CAROLYN ROY

In Different Dimensions: Nonverbal Communication and Culture 229
PETER A. ANDERSEN

Japanese Nonverbal Communication: A Reflection of Cultural Themes 242
EDWIN R. MCDANIEL

Language Matters 251
AARON CASTELAN CARGILE

6 Cultural Contexts: The Influence of the Setting 260

Japanese Style of Decision Making in Business Organizations 266
KAZUO NISHIYAMA

Comparing and Contrasting German and American Business Cultures 273
MICHAEL B. HINNER

Intercultural Communication in the University Classroom 288
LISA M. SKOW, LAURIE STEPHAN

Culture and Communication in the Classroom 302
GENEVA GAY

Negotiating Cultural Understanding in Health Care Communication 320
PATRICIA GEIST-MARTIN

“Half-Truths” in Argentina, Brazil, and India: An Intercultural Analysis of Physician–Patient Communication 329
NAGESH RAO

7 Communicating Interculturally: Becoming Competent 340

A Model of Intercultural Communication Competence 343
BRIAN H. SPITZBERG

Managing Intercultural Conflicts Effectively 355
STELLA TING-TOOMEY

Understanding Cultural Identities in Intercultural Communication: A Ten-Step Inventory 367
MARY JANE COLLIER

Adapting to a New Culture 385
YOUNG YUN KIM

8 Ethical Considerations: Changing Behavior 398

The Limits of Cultural Diversity 401
HARLAN CLEVELAND

Intercultural Personhood: An Integration of Eastern and Western Perspectives 405
YOUNG YUN KIM

A Communicative Approach to Intercultural Dialogue on Ethics 417
RICHARD EVANOFF

Peace as an Ethic for Intercultural Communication 422
DAVID W. KALE

9 New Perspectives: Prospects for the Future 427

From Culture to Interculture: Communication, Adaptation, and Identity Transformation in the Globalizing World 430
YOUNG YUN KIM

The Multiculturalism Dilemma 438
BERNARD SAINT-JACQUES

Asiacentricity and Shapes of the Future: Envisioning the Field of Intercultural Communication in the Globalization Era 449
YOSHITAKA MIIKE, JING YIN

vi Contents

*Seeking Common Ground While Accepting
Differences through Tolerance: U.S.–China
Intercultural Communication in the Global
Community* 465
GUO-MING CHEN

The Promise of Intercultural New Media Studies 472
ROBERT SHUTER

Index 483