Detailed Contents

xx

14

18

About the Author	**
Preface	xxi
Acknowledgments	xxv

PART 1. Culture as Context for Communication



American Indians

Subgroup

Microculture

Partial Partia Partial Partial Partial Partial Partial Partial Partial Partial		
CHAPTER 1. Defining Culture and Communication		2
Sources of Identity		4
Religion and Identity		4
National Identity		5
Class and Identity		6
Gender and Identity		7
Race, Skin Color, and Identity		7
Civilization and Identity		8
Culture		9
Subculture		12
Ethnicity		12
Co-Culture		14

Communication	
Cultural Definitions of Communication	18
	19
Confucian Perspectives on Communication	20
Western Perspectives on Communication	22
The Media of Intercultural Communication	26
Human Couriers and Intermediaries	26
Telephone	26
Internet	29
Social Media	31
Summary	33
Discussion Questions	34
Key Terms	34
Note	35
Readings	35
233	
PTER 2. Barriers to Intercultural Communication	36
Anxiety	38
Assuming Similarity Instead of Difference	38
Ethnocentrism	39
Stereotypes and Prejudice	41
Stereotypes	42
Negative Effects on Communication	44

Anxiety	
Assuming Similarity Instead of Difference	
Ethnocentrism	
Stereotypes and Prejudice	
Stereotypes	
Negative Effects on Communication	
Case Study: Asian-Americans	
Prejudice	
Racism	
White Privilege	
Case Studies	
The Roma	
Japan and Korea	
Extended Case Study of Intercultural Communication Barriers:	China and the United States
Anxiety	
History	

Anxiety	
History	
Economy	
Population	

Regional Differences Assuming Similarity Instead of Difference Air Space

South China Sea Broadcast Media and the Internet

	Ethnocentrism	65
	Status of Taiwan	65
	Tibet	65
	Human Rights and Free Speech	66
	Stereotypes and Prejudice	67
	Energy and Sustainability	67
	Economic Issues	68
	Summary	69
	Discussion Questions	70
	Key Terms	70
	Readings	71
PAI	RT 2. Communication Variables	
/ald/	8-37	
Frank Bienewald/ LightRocket/	Gety Images	
	APTER 3. Context, Perception, and Competence	74
	High Versus Low Context	75
	The Concept of Face	77
	Perception	80
	Sensing	80
	Effect of Culture on Sensing	81
	Perceiving	82
	Selection	82
	Japanese/English Difficulties With Speech Sounds	83
	Organization	85
	Grouping Like Objects Together	85
	Interpretation	85
	Dogs as Pets or as Food	87
	Weather Vane as Christian Cross	88
	Case Study: Airport Security	89
	Intercultural Communication Competence	90
	Third Culture	94
	Multiculturalism	96
	Postethnic Cultures	97
	Intercultural Communication Ethics	97
	Summary	100

Discussion Questions Key Terms 100

Note	101
Readings	101



CHAPTER 4. Nonverbal Communication	102
Nonverbal Behaviors	103
Nonverbal Communication Functions	105
Types of Nonverbal Communication	109
Proxemics	109
Territoriality	110
Kinesics	111
Chronemics	114
Paralanguage	115
Silence	117
Haptics	118
Artifactual Communication	119
Olfactics	121
Knowing Culture Through Nonverbal Messages	124
Case Study: The Wai in Thailand	125

126

127

127

128

130

Discussion Questions
Key Terms

Summary

Nonverbal Misinterpretations as a Barrier

Case Study: Korean-American Neighborhood Businesses

881	El Sans	0.70
5 E I	100,000	- THE

PTER 5. Language as a Barrier

Sapir-Whorf Hypothesis	132
Development of the Hypothesis	132
Vocabulary	133
Grammar and Syntax	134

	134
	135
	136
	137
	138
	139
	140
	140
	141
	141
	143
	143
	144
	145
	14
	14
	148
	150
	151
	153
	15
	15
	162
	162
	16
	16



valentirussan	
APTER 6. Dimensions of Nation-State Cultures	166
The Hofstede Dimensions	168
Individualism Versus Collectivism	168
Case Study: Singapore	17.
Masculinity Versus Femininity	17
Power Distance	175
Uncertainty Avoidance	179
Long-Term Versus Short-Term Orientation	18
Indulgence Versus Self-Restraint	18

Environmental Sustainability			
The Trompenaars and Hampde	n-Turner Dimensions		183
Case Study: Japan as a Hon			190
Geography and History			190
Population and Econom			19
· Cultural Patterns	7		19
Summary			19.
Discussion Questions			196
Key Terms			190
Readings			197
aug			197
reither			
HAPTER 7. Dominant U.S. Cu		Orientation Theory	198
Origins of U.S. Cultural Pattern			200
Pre-16th-Century Indigenor	us Americans		200
European Enlightenment			201
Regional Differences Result			201
Forces Toward the Developmen	nt of a Dominant Culture		203
Value Orientation Theory			204
What Is a Human Being's Re			205
The Individual-and-Natu			206
Science and Technology			207
Materialism			208
What Is the Modality of Hu	man Activity?		210
Activity and Work			210
Efficiency and Practicalit	y		210
Progress and Change			211
What is the Temporal Focus			212
What is the Character of Inc	nate Human Nature?		213
Goodness			213
Rationality			213
Mutability			213
What Is the Relationship of	the Individual to Others?		214
Individualism			214

Self-Motivation

Social Organization

214

216

	Popular Acceptance of Dominant U.S. Cultural Patterns	220
	Forces Toward the Development of Regional Cultures	221
	The New Regions	222
	Social Class	224
	Summary	226
	Discussion Questions	227
	Key Terms	227
	Note	227
	Readings	228
Cotts Impose		
1/	APTER 8. Religion and Identity	230
	Hinduism	232
	Buddhism	233
	Japan	234
	Christianity	235
	Islam	236
	Muhammad, the Prophet	239
	The Qur'an	240
	Religious Practices	241
	The Arab States	242
	Saudi Arabia	244
	Geography	245
	Discovery of Oil	245
	Ruling Saud Family and Conservative Wahhabism	245

248 **249**

249

249 250

250

250

251 251

Media

Regional Instability

Human Nature Orientation Relational Orientation

Human Being-Nature Orientation Activity Orientation

Dominant Cultural Patterns

Time Orientation

Role of Women

Communication Barriers

	54
Discussion Questions 2	54
Key Terms 2	55
Readings 2	55



Sie,		
Theo Warg	See A	
Ĕ.	3	
н	APTER 9. Culture and Gender	25
	TEN SI CUITATE UNA GENAGI	25
	Status of Women	25
	United Nations Studies	25
	World Economic Forum Study	26
	Health and Survival	26
	Educational Attainment	26
	Economic Participation and Opportunity	26
	Political Participation	26
	Comparison of Individual Countries and Areas	26
	Nordic Countries	26
	Mexico	26
	China	27
	Japan	27
	South Korea	27
	India	27
	Sub-Saharan Africa	27
	Arab States	27
	Marriage	28
	Family Units	28
	Nonbinary Gender Identities	28
	Examples	28
	Cultural Status	28
	Gender Expression and Communication	28
	Summary	28
	Discussion Questions	20

PART 4. Cultures Within Cultures



Discussion Questions Key Terms

Readings

A World of Migration	
Immigration and National Identity	
Israel	
Europe	
Muslim Immigration	
Refugees	
Brazil	
First Wave	
Second Wave	
Third Wave	
Recent Immigration	
United States	
Colonial Policies on Immigration	
U.S. Policies on Immigration	
Contributing Countries Prior to 1800	
Contributing Countries Since 1800	
Immigration and Individual Identity	
Culture Shock	
Stages of Culture Shock	
Symptoms	
Reverse Culture Shock	
Predictors of Acculturation	
Effect of Media and Transportation Advances	
Categories of Acculturation	
Summary	
Discussion Questions	

324



Readings

CHA	APTER 11. Cultures Within Cultures	326
	Marginalization: The Hmong	328
	History	329
	Cultural Patterns	329
	Separation: Koreans in Russia	331
	Separation: The Amish	331
	History	331
	Diversity Among the Amish	332
	Values	333
	Worldview	333
	Activity Orientation	333
	Human Nature Orientation	334
	Relational Orientation	335
	Indigenous Cultures	335
	Assimilation: United States	338
	Melting Pot Concept	338
	Integration: United States	339
	English-Speaking Cultures	340
	Spanish-Speaking Cultures	340
	Hispanic Culture Within the U.S. Culture	345
	Values	346
	Cultural Identity and Media	347
	Print	347
	Radio	348
	Television	348
	Spanish-Language Internet and Social Media	349
	Spanish Language and Marketing	350
	Summary	352
	Discussion Questions	353
	Key Terms	353
	Readings	353



CHAPTER 12. Identity and Subgroups

Argot	35
Specialized Vocabulary	35
Argot and Subgroup Identity	35
Argot and Subgroup Boundaries	35
Argot and Meaning	35
Subgroup Media and Values	35
Examples of Subgroups	35
British Punk	35
Corporate Cultures	35
Case Study: Southwest Airlines	36
Case Study: Google	36
Homosexuality Worldwide	36
Attitudes About Homosexuality and Same-Sex Marriage	36
Cultural Bases for Attitudes	36
Sexual Orientation as a Basis for Subgroups	36
Sexual Orientation and Othering	36
Consequences of Othering	36
Media and Othering	37
Rejecting All Labels	37
From Separation to Assimilation	37
Evidence of Separate Status	37
Integration or Assimilation of Subgroups	37
Summary	37
Discussion Questions	27

PART 5. Applications

vcom/	A WORTH
kphot ardiff	484
@Stoc Danne	MAN TO THE PARTY OF

Key Terms

Readings

Colonialism		
		37
Hawai'i		37
Australia		37
Cultural Imperialism		38
Development Communication		38
Opinion Leadership and Change Agents		38
Adopters		38
Change Agent Ethics		38
Case Study: Quality Circles		38
Case Study: Vietnamese Nail Technicians		38
Cultural Icons		38
Cultural Hegemony		38
Japanese Icon in Mexico		38
U.S. Cultural Icons		39
Coca-Cola*		39
Disney		39
McDonald's		39
KFC		39
SPAM®		39
Nike		39
Adapting the Message		39
Case Study: Marketing Gerber Baby Foods Worldwide		39
Case Study: Religious Missionary Work in New Guinea		39
Adapting U.S. Icons		39
Summary		40

401



Index

HAPTER 14. Future Challenges		402
Religion		404
Class		405
Gender		408
Race, Skin Color, and Ethnicity		409
Civilization		412
Nation		415
Threats to Culture		415
Threats to the Environment		416
Threats From Immigration		419
The Promise of New Media		422
A Final Word		423
Summary		424
Discussion Questions		425
Readings		425
		423
lossary		G-1
oforoneoe		

I-1