

CONTENTS

<i>Online Resources</i>	ix
<i>Author Biographies</i>	xi
<i>Preface</i>	xiii
<i>Acknowledgements</i>	xvii
1 Intercultural Communication in a Global Community	1
Introduction	2
Origins of Intercultural Communication Study	2
Contributors to Cultural Diversity	5
Challenges from Cultural Diversity	14
Necessity and Benefits of Intercultural Communication	17
Summary	20
Case Study: Intercultural Communication during a Pandemic	20
2 Culture and People	25
Introduction	26
Definitions, Components and Characteristics of Culture	26
Cultures within Culture	38
Discursive Construction of Culture and Identity	42
Summary	43
Case Study: Food Culture in Slovenia	44
3 Communication and Culture	49
Introduction	50
The Multifaceted Nature of Communication	50
Components and Characteristics of Communication	53
Models of Communication	58
Influence of Culture on Communication	65
Summary	67
Case Study: Celebrity Endorsement in Advertising	67
4 Perception and Categorization	73
Introduction	74
Stages of the Perception Process	74
Social Categorization and Intercultural Communication	81

The Influence of Culture on Perception	84
Summary	92
Case Study: Communicating Beauty through Barbie Dolls	92
5 Value Orientations and Behaviour	97
Introduction	98
Kluckhohn and Strodtbeck's Value Orientations	98
Schwartz's Theory of Basic Values	106
Intercultural Communication Ethics	110
Summary	115
Case Study: Values and Environmental Behaviours	115
6 Identities and Subgroups	121
Introduction	122
Defining Identities at Individual and Social Levels	122
Identity Development and Identity Negotiation	127
Subgroups and Identities	129
Identities and Intercultural Communication	136
Summary	139
Case Study: The Veil for Muslim Women	140
7 Verbal Communication and Culture	143
Introduction	144
Components and Characteristics of Verbal Codes	144
Language, Thoughts and Behaviour	148
Cultural Variations in Verbal Communication	152
Language and Identity	158
Summary	161
Case Study: Culture Jamming and Memes	161
8 Nonverbal Communication and Culture	167
Introduction	168
Characteristics and Functions of Nonverbal Communication	168
Types of Nonverbal Communication	174
Influence of Culture on Nonverbal Communication	181
Summary	184
Case Study: The 12 Zodiac Signs in Chinese Culture	185
9 Business and Culture	189
Introduction	190
Workforce Diversity and Business Communication	191
Cultural Dimensions and Management	195

Culture and Conflict Management in Workplaces	201
Managing Workplace Diversity	207
Summary	209
Case Study: Japanese Business Culture	211
10 Immigration and Acculturation	215
Introduction	216
Immigration and Cultural Diversity	216
Culture Shock and Acculturation	222
Strategies of Cross-Cultural Adaptation	229
Summary	233
Case Study: Refugees in Europe	234
11 Intercultural and Intergroup Relations	239
Introduction	240
Dimensions and Characteristics of Human Relationships	240
Conditions and Stages of Relationship Development	246
Culture and Human Relationship Development	248
Summary	257
Case Study: Marry Me, Marry My Family	257
12 Media and Cultural Change	261
Introduction	262
Communication Technology and Media in the Digital Age	262
Media Ownership and Content	266
Media Construction of Social Reality and Media Effects	270
Media and Cultural Change	275
Summary	277
Case Study: Social Media and Fake News	278
13 Intercultural Competence in a Global Community	283
Introduction	284
Dialectics of Homogenization and Fragmentation	285
Diffusion, Convergence and Hybridization	290
Developing Intercultural Communication Competence	297
Summary	303
Case Study: Chinatown as a Transnational Space	304
<i>Glossary</i>	309
<i>References</i>	317
<i>Index</i>	335