Table of Contents

PART I: Culture as Context for Communication
Chapter 1. The Dispute Over Defining Culture
  Race
  Culture
  Superstitions
  Globalization
  Subgroup
  From the Intercultural Perspective
Chapter 2. Defining Communication as an Element of Culture
  Confucian Perspectives on Communication
  Western Perspectives on Communication
  Components of Communication
  Communication Contexts
  Intercultural Communication Ethics
  Intercultural Communication Competence
  Communication Approach
  From the Intercultural Perspective
Chapter 3. Culture’s Influence on Perception
  Sensing
  Our Senses and Their Limitations
  Effect of Culture on Sensing
  Perceiving
  Selection
  Organization
  Interpretation
  High Versus Low Context
  The Concept of Face
  A Case Study of Perception and Food
  From the Intercultural Perspective

PART II: Communication Variables
Chapter 4. Barriers to Intercultural Communication
  Anxiety
  Assuming Similarity Instead of Difference
  Ethnocentrism
  Definition
  Negative Effects on Communication
  Stereotypes and Prejudice
  Stereotypes
  Prejudice
  Case Study of Intercultural Communication Barriers:
  China and the United States
  Population
  History
  Regional Differences
  China-U.S. Relationship Issues
  From the Intercultural Perspective
Chapter 5. Nonverbal Communication
  Nonverbal Behaviors as Cues
  Nonverbal Communication as Intentional Communication
  Definition
  Functions
  Knowing Culture Through Nonverbal Messages
  Nonverbal Misinterpretations as a Barrier
  Nonverbal Message Codes
  Proxemics
  Kinesics
  Chronemics
  Paralanguage
  Silence
  Haptics
  Clothing and Physical Appearance
  Territoriality
  Olfactics
  Case Study: The Wai in Thailand
  From the Intercultural Perspective
Chapter 6. Language as a Barrier
  Study of Language Origins
  Sapir-Whorf Hypothesis
  Development of the Hypothesis
  Applications
  Translation Problems
Vocabulary Equivalence
Idiomatic Equivalence
Grammatical-Syntactical Equivalence
Experiential Equivalence
Conceptual Equivalence
Pidgins, Creoles, and Universal Languages
Pidgins
Creoles
Esperanto
Language as Nationalism
English: A History of Borrowed Words
The Spread of English
India
South Africa
Australia and New Zealand
Canada
United States
From the Intercultural Perspective

PART III: Cultural Values
Chapter 7. Dimensions of Culture
Individualism Versus Collectivism
Case Study: Japan as a Homogeneous Culture
Masculinity Versus Femininity
Power Distance
Uncertainty Avoidance
Long-Term Versus Short-Term Orientation
Case Study: Singapore
Case Study: Commercial Airline Pilots
Case Study: China
From the Intercultural Perspective

Chapter 8. Dominant U.S. Cultural Patterns: Using Value Orientation Theory
Origins of U.S. Cultural Patterns
Pre-16th-Century Indigenous Americans
European Enlightenment
Regional Differences Resulting From Immigration
Forces Toward the Development of a Dominant Culture
Value Orientation Theory
What Is a Human Being’s Relation to Nature?
The Individual-and-Nature Relationship
Science and Technology
Materialism
What Is the Modality of Human Activity?
Activity and Work
Efficiency and Practicality
Progress and Change
What Is the Temporal Focus of Human Life?
What Is the Character of Innate Human Nature?
Goodness
Rationality
Mutability
What Is the Relationship of the Individual to Others?
Individualism
Social Organization
Forces Toward the Development of Regional Cultures
The New Regions
From the Intercultural Perspective

Chapter 9. Comparative Cultural Patterns: Arab Culture
The Arab States
The Islamic Faith
Muhammad, the Prophet
The Koran
Religious Practices
Saudi Arabia
Geography
Discovery of Oil
Ruling Saud Family and Conservative Wahhabism
Oman
Dominant Cultural Patterns
Worldview
Activity Orientation
Time Orientation
Human Nature Orientation
Relational Orientation
Communication Barriers
Political Unrest and Terrorism
Westernization Versus Cultural Norms
Stereotypes
From the Intercultural Perspective

Chapter 10. Women, Families, and Children
Perspectives on Communication of Women
Status of Women
Human Development Index
Literacy and Education
Life Expectancy
Economics