

# Communication Between CULTURES

**NINTH EDITION**

**Larry A. Samovar**

*San Diego State University, Emeritus*

---

**Richard E. Porter**

*California State University, Long Beach, Emeritus*

---

**Edwin R. McDaniel**

*San Diego State University*

---

**Carolyn S. Roy**

*San Diego State University*



Australia • Brazil • Mexico • Singapore • United Kingdom • United States

# Brief Contents

	<i>Preface</i>	<i>xix</i>
<b>CHAPTER 1</b>	Intercultural Communication: A Requirement for the Interdependent Global Society	1
<b>CHAPTER 2</b>	Communication and Culture: The Voice and the Echo	25
<b>CHAPTER 3</b>	The Deep Structure of Culture: Lessons from the Family	68
<b>CHAPTER 4</b>	Worldview: Cultural Explanations of Life and Death	103
<b>CHAPTER 5</b>	Cultural History: Precursor to the Present and Future	161
<b>CHAPTER 6</b>	Cultural Values: Road Maps for Behavior	198
<b>CHAPTER 7</b>	Culture and Identity: Situating the Individual	243
<b>CHAPTER 8</b>	Verbal Messages: Exchanging Ideas Through Language	265
<b>CHAPTER 9</b>	Nonverbal Communication: The Messages of Action, Space, Time, and Silence	295
<b>CHAPTER 10</b>	Intercultural Communication in Contexts: Applications in Business, Education, and Healthcare	339
<b>CHAPTER 11</b>	The Challenges of Intercultural Communication: Managing Differences	380
	<i>Notes</i>	<i>409</i>
	<i>Index</i>	<i>446</i>

# Contents

*Preface* xix

## **CHAPTER 1**

### **Intercultural Communication: A Requirement for the Interdependent Global Society 1**

The Interdependent Global Society 1

The Requirement for Intercultural Cooperation 3

Social Challenges 4

Ecological Concerns 8

Humanitarian and Legal Cooperation 11

Political Issues 12

Security Concerns 13

Technology 15

Developing Intercultural Awareness 17

Individual Uniqueness 18

Generalizing 19

Objectivity 20

Compromise in Intercultural Communication 21

Communication Is Not the Universal Solution 22

Preview of the Book 23

Summary 23

Activities 24

Concepts and Questions 24

## **CHAPTER 2**

### **Communication and Culture: The Voice and the Echo 25**

Human Communication 25

The Uses of Communication 26

Communication Helps Fulfill Interpersonal Needs 26

Communication Assists with Person Perception 27

Communication Establishes Cultural and Personal Identities 27

Communication Has Persuasive Qualities 27

**Defining Human Communication 28**

**The Ingredients of Human Communication 28**

**Components of Human Communication 30**

- Communication Is a Dynamic Process 30
- Communication Is Symbolic 30
- Communication Is Contextual 31
  - Number of Participants* 32
  - Environmental Context* 32
  - Occasion* 33
  - Time* 33
- Communication Is Self-Reflective 33
- Communication Is Irreversible 34
- Communication Has a Consequence 34
- Communication Is Complex 35
- Misconceptions About Human Communication 36
  - Communication Can Solve All Problems* 36
  - Some People Are Born Effective Communicators* 36
  - The Message You Send Is the Message Received* 37

**Culture 37**

- Culture Defined 39
- Characteristics of Culture 39
  - Culture Is Shared* 40
  - Culture Is Transmitted from Generation to Generation* 41
  - Culture Is Based on Symbols* 41
  - Culture Is Learned* 43
  - Culture Is Dynamic* 54
- The Elements of Culture 56
  - Worldview* 57
  - Religion* 57
  - History* 57
  - Values* 58
  - Social Organizations* 58
  - Language* 59

**Developing Intercultural Competence 61**

- The Basic Components of Intercultural Communication Competence 61
  - Motivation* 61
  - Knowledge* 62
  - Skills* 64
- Summary 66
- Activities 67
- Concepts and Questions 67

**CHAPTER 3****The Deep Structure of Culture: Lessons from the Family 68****The Deep Structure of Culture 70**

Deep Structure Institutions Transmit Culture's Most Important Messages 71

Deep Structure Institutions and Their Messages Endure 71

Deep Structure Institutions and Their Messages Are Deeply Felt 72

Deep Structure Institutions Supply Much of a Person's Identity 72

**Family 73**

Definition of Family 74

Forms of Family 75

*Nuclear Families* 76

*Extended Families* 76

Globalization and Families 77

Functions of the Family 78

*Reproductive Function* 78

*Economic Function* 79

*Socialization Function* 79

*Language Acquisition Function* 79

*Identity Function* 80

Cultural Variants in Family Interaction 80

*Gender Roles* 81

*Individualism and Collectivism* 88

*Individualism and the Family* 88

*Collectivism and the Family* 89

The Elderly 92

*United States* 92

*Latino* 93

*Arab* 93

*Asian* 93

*East African* 95

*American Indian* 95

*African American* 96

Social Skills 97

*Communication Skills* 98

*Aggressive Behavior* 98

Developing Communication Competence Through the Family 99

Summary 101

Activities 101

Concepts and Questions 102

**CHAPTER 4**

**Worldview: Cultural Explanations of Life and Death 103**

Worldview and Culture 103

Manifestations of Worldview 104

Constructs of Worldviews 105

Atheism as a Worldview 106

*Rejection of God 106*

*Role of the Individual 106*

*A Set of Ethical Standards 107*

*The Finality of Death 107*

Spirituality as a Worldview 107

Religion as a Worldview 108

Religion and Human Behavior 110

Religion in the Twenty-First Century 111

*Globalization and Religion 111*

*Violence and Religion 111*

Selecting Religious Traditions for Study 112

Common Elements of Religion 113

Speculation 114

Sacred Writings 114

Religious Rituals 115

Ethics 116

Christianity 117

Core Assumptions 118

Cultural Expressions of Christianity 118

*Christianity and Community 118*

*Christianity and Individualism 119*

*Christianity and "Doing" 119*

*Christianity and the Future 120*

*Christianity and Courage 120*

*Christianity and Ethics 121*

*Christianity and Notions About Death 122*

Judaism 123

Origins 124

Core Assumptions 124

Branches of Judaism 125

Cultural Expressions of Judaism	126
<i>Oppression and Persecution</i>	126
<i>Learning</i>	127
<i>Social Justice</i>	127
<i>Family and Community</i>	127
<i>Judaism and Ethics</i>	128
<i>Jewish Notions About Death</i>	128

## Islam 129

Origins	130
Core Assumptions	130
<i>One God</i>	130
<i>The Koran</i>	131
<i>Submission</i>	131
<i>Predestination</i>	131
<i>Judgment</i>	132
<i>Five Pillars of Islam</i>	132
Cultural Expressions of Islam	134
<i>The Message and Response to Jihad</i>	134
<i>A Complete Way of Life</i>	135
<i>Sharia Law</i>	135
<i>Gender</i>	136
Ethics and Islam	137
Islamic Notions About Death	137

## Hinduism 138

Origins	138
Sacred Texts	139
<i>The Vedas</i>	139
<i>The Upanishads</i>	139
<i>The Bhagavad Gita</i>	139
Core Assumptions	140
<i>Divine in Everything</i>	140
<i>Ultimate Reality</i>	140
<i>Brahman</i>	140
<i>Multiple Paths</i>	141
Cultural Expressions of Hinduism	141
<i>Complete Way of Life</i>	141
<i>Dharma</i>	142
<i>Karma</i>	142
<i>Four Stages of Life</i>	142
Ethics and Hinduism	144
Notions About Death	144

## Buddhism 144

- Origins 145
- Core Assumptions 146
  - The Four Noble Truths* 147
  - The Eightfold Path* 148
- Cultural Expressions of Buddhism 149
  - The Use of Silence* 149
  - Impermanency* 149
  - Karma* 150
- Buddhist Ethics 150
- Buddhist Notions About Death 151

## Confucianism 152

- Confucius the Man 152
- Core Assumptions 153
  - Analects* 153
- Cultural Expressions of Confucianism 154
  - Jen (Humanism)* 154
  - Li (Rituals, Rites, Proprieties, Conventions)* 154
  - Te (Power)* 155
  - Wen (The Arts)* 155
- Confucianism and Communication 155
- Confucianism and Ethics 156
- Confucianism and Notions About Death 156

## Developing Religious Tolerance 157

- Summary 159
- Activities 160
- Concepts and Questions 160

## CHAPTER 5

## Cultural History: Precursor to the Present and Future 161

### History's Influence 161

### U.S. History 164

- Contemporary Social Issues 167

### Russian History 168

- Contemporary Social Issues 171

### Chinese History 172

- Communicating History 175
- Contemporary Social Issues 176



<b>Japanese History</b>	<b>177</b>
Contemporary Social Issues	180
<b>Indian History</b>	<b>181</b>
Contemporary Social Issues	184
<b>Mexican History</b>	<b>184</b>
Contemporary Social Issues	188
<b>Historical Overview of Islamic Civilization</b>	<b>189</b>
Muslim Demographics	189
The Age of Ignorance	190
The Rise and Spread of Islam	190
The Legacy of Islamic History	193
<b>Developing Historical Memory Competency for Intercultural Communication Interactions</b>	<b>195</b>
Summary	196
Activities	197
Concepts and Questions	197

## **CHAPTER 6**

### **Cultural Values: Road Maps for Behavior 198**

<b>Perception's Influence</b>	<b>200</b>
<b>Beliefs, Values, and Behaviors</b>	<b>201</b>
Beliefs	201
Values	202
Behaviors	203
<b>Understanding Cultural Patterns</b>	<b>203</b>
<b>Choosing Cultural Patterns</b>	<b>205</b>
<b>Applying Cultural Patterns</b>	<b>205</b>
Kohls' "The Values Americans Live By"	205
<i>Personal Control over Nature</i>	206
<i>Change</i>	207
<i>Time and Its Control</i>	208
<i>Equality/Egalitarianism</i>	208
<i>Individuality and Privacy</i>	209
<i>Self-Help</i>	210
<i>Competition and Free Enterprise</i>	210
<i>Future Orientation</i>	211
<i>Action/Work Orientation</i>	211

*Informality* 212  
*Directness, Openness, and Honesty* 212  
*Practicality and Efficiency* 213  
*Materialism* 213

## Other Cultural Pattern Typologies 214

Cluckhohn and Strodtbeck's Value Orientations 214  
*Human Nature Orientation* 215  
*Person/Nature Orientation* 216  
*Time Orientation* 217  
*Activity Orientation* 218  
Hall's High-Context and Low-Context Orientations 220  
*High-Context* 220  
*Low-Context* 222  
Hofstede's Value Dimensions 222  
*Individualism/Collectivism* 223  
*Uncertainty Avoidance* 225  
*Power Distance* 227  
*Masculinity/Femininity* 228  
*Long- and Short-Term Orientation* 230  
Minkov's Cultural Dimensions 231  
*Industry Versus Indulgence* 231  
*Monumentalism Versus Flexumility* 232  
*Exclusionism Versus Universalism* 233  
Tight and Loose Cultures 234

## Face and Facework 236

## Cultural Patterns and Communication 238

## Developing Cultural Value Awareness 238

Summary 240  
Activities 241  
Concepts and Questions 242

## CHAPTER 7

## Culture and Identity: Situating the Individual 243

### Identity: Defining the Concept 244

### The Influence of Identity 246

### Examining Social Identities 247

Racial Identity 248  
Gender Identity 248  
Ethnic Identity 250

National Identity	251
Regional Identity	252
Organizational Identity	253
Personal Identity	254
Cyberidentity and Fantasy Identity	255
Other Identities	255

## Identity Acquisition and Development 256

*Multistage Identity Development Models* 257

## Establishing and Enacting Cultural Identity 259

## Globalization and Cultural Identity 261

## Competency and Identity in Intercultural Interactions 262

Summary	263
Activities	263
Concepts and Questions	264

## CHAPTER 8

## Verbal Messages: Exchanging Ideas Through Language 265

### Functions of Language 266

Social Interaction	266
Social Cohesion	267
Expressions of Identity	268

### What Is Language? 269

Characteristics of Language	269
<i>Words Are Only Symbols</i>	269
<i>Words Are Arbitrary</i>	269
<i>Words Evoke Denotative or Connotative Meanings</i>	270

### Language and Culture 270

Language and Thought	270
Language Variations	273
<i>Accents</i>	273
<i>Dialect</i>	274
<i>Argot</i>	274
<i>Slang</i>	275
<i>United States</i>	275
<i>Britain</i>	276
<i>Texting</i>	276
<i>Idioms</i>	276
Using Language	277
<i>English</i>	277

Spanish 278  
Brazilian Portuguese 279  
Northeast Asian 279  
Arabic 281  
German 282

## Interpreting 283

Cultural Considerations in Interpreting 285  
Working with Interpreters 286  
    *Preparing for the Session* 287  
    *During the Session* 287  
Interpreting and Technology 288  
Developing Language Competence in the Intercultural Setting 288  
Learn a Second Language 289  
Be Mindful 289  
Be Aware of Conversational Taboos 290  
Be Attentive to Your Speech Rate 291  
Be Conscious of Differences in Vocabulary 291  
Attend to Nonverbal Behavior 291  
Use “Checking” Devices 292  
Be Aware of Cultural Variations in the Use of Language 292  
Summary 292  
Activities 293  
Concepts and Questions 294

## CHAPTER 9

## Nonverbal Communication: The Messages of Action, Space, Time, and Silence 295

Defining Nonverbal Communication 297

Intentional and Unintentional Messages 297

Verbal and Nonverbal Messages 298

The Functions of Nonverbal Communication 298

Conveying Internal States 298  
Creating Identity 298  
Regulating Interaction 299  
Substituting for Words 300

Studying Nonverbal Communication 300

Nonverbal Communication Is a Multichannel Activity 300  
Nonverbal Communication Is Often Ambiguous 301  
Numerous Variables Influence Nonverbal Communication 301

Nonverbal Communication and Culture 301

**Classifications of Nonverbal Communication 302**

- Messages of the Body 302
- Appearance 302
  - Judgment of Beauty* 303
  - Skin Color* 304
  - Attire* 305
- Body Movement 307
  - Posture* 309
  - Gestures* 310
  - Facial Expressions* 312
  - Eye Contact and Gaze* 314
  - Touch* 317
  - Scents* 319
  - Paralanguage* 321
- Space and Distance 323
  - Personal Space* 323
  - Seating* 325
  - Furniture Arrangement* 326
- Time 327
  - Informal Time* 328
  - Monochronic (M-Time) and Polychronic (P-Time)* 330
- Silence 331

**Developing Nonverbal Communication Competency 334**

- Your Interpretations Should Be Tentative 335
- Be Conscious of the Context 335
- Utilize Feedback 335
- Know Your Culture 336
- Monitor Your Nonverbal Actions 336
- Summary 337
- Activities 338
- Concepts and Questions 338

**CHAPTER 10****Intercultural Communication in Contexts:  
Applications in Business, Education,  
and Healthcare 339****Culture and Context 339****Assumptions Grounding Communication Contexts 340**

- Communication Is Rule Governed 340
- Context Dictates Communication Rules 341
- Communication Rules Vary Across Cultures 341

**International Communication in Contexts 342**

Intercultural Communication in Globalized Business	342
<i>Business Protocol</i>	344
<i>Leadership and Management</i>	346
<i>Decision Making</i>	349
<i>Conflict Management</i>	350
<i>Negotiations</i>	351
The Role of Language in Globalized Organizations	354
Benefits of Globalized Organizations	354
<b>Education in the Globalized Society</b>	<b>355</b>
Culture as a Teacher	358
Learning from Culture	358
Cultural Attitudes Toward Education	360
Language and Education	361
The Multicultural Classroom	362
<i>Cultural Considerations in the Multicultural Classroom</i>	362
<i>Multicultural Classroom Communication Strategies</i>	364
<b>Healthcare in a Multicultural Context</b>	<b>365</b>
Globalization and Healthcare	366
Intercultural Communication in Healthcare	366
Healthcare Belief Systems Across Cultures	367
<i>Supernatural/Magico/Religious Perspective</i>	367
<i>Holistic Perspective</i>	368
<i>Scientific/Biomedical Perspective</i>	369
Illness Prevention Across Cultures	370
Language Diversity in Healthcare	371
Death and Dying Across Cultures	373
<b>Developing Intercultural Communication Competence in Contexts</b>	<b>374</b>
Summary	376
Activities	378
Concepts and Questions	378

## CHAPTER 11

### **The Challenges of Intercultural Communication: Managing Differences** 380

Intercultural Communication in a Dynamic World 380

Entering Another Culture 381

    Culture Shock and Its Impact 381

    The Process of Acculturation 383

    Managing Culture Shock and Enhancing Acculturation 384

<i>Learn About the Host Culture</i>	385
<i>Learn About the Language of the Host Culture</i>	385
<i>Guard Against Ethnocentrism</i>	385
<i>Stay Connected to Your Own Culture</i>	386
Obstacles to Effective Intercultural Communication	387
Tendencies to Seek Similarities	387
Managing Uncertainty	388
Withdrawal	388
Stereotyping	389
<i>Stereotyping Defined</i>	389
<i>Acquiring Stereotypes</i>	390
<i>Stereotypes and Intercultural Communication</i>	390
<i>Avoiding Stereotypes</i>	391
Prejudice	391
<i>Functions of Prejudice</i>	392
<i>Causes of Prejudice</i>	393
<i>Expressions of Prejudice</i>	394
<i>Avoiding Prejudice</i>	395
Racism	396
<i>Racism Defined</i>	396
<i>Categories of Racism</i>	397
<i>Countering Racism</i>	397
Power	398
<i>Power Defined</i>	398
<i>Power in Intercultural Communication</i>	399

## **Ethical Considerations 400**

Ethics in Communication	400
<i>Relativism</i>	401
<i>Universalism</i>	402
Guidelines for Intercultural Ethics	403
<i>Be Aware That Communication Produces a Response</i>	403
<i>Respect Others</i>	403
<i>Seek Commonalities</i>	403
<i>Recognize and Respect Cultural Differences</i>	405
<i>Be Self-Responsible</i>	405

## **A Final Appeal 406**

Summary	406
Activities	407
Concepts and Questions	407

*Notes* 409

*Index* 446