

Intercultural Communication

A Discourse Approach

Second Edition

Ron Scollon
and
Suzanne Wong Scollon

 **BLACKWELL**
Publishers

Contents

List of Figures	x
Series Editor's Preface	xi
Preface to the First Edition	xii
Preface to the Second Edition	xv
<i>1 What is a Discourse Approach?</i>	1
The Topic	2
<i>Professional communication</i>	3
<i>Interdiscourse communication</i>	4
<i>Discourse</i>	5
The Limits of Language	6
<i>Language is ambiguous by nature</i>	7
<i>We must draw inferences about meaning</i>	11
<i>Our inferences tend to be fixed, not tentative</i>	11
<i>Our inferences are drawn very quickly</i>	12
What this Book is Not	12
<i>Language, discourse, and non-verbal communication</i>	14
Methodology	16
<i>Four processes of ethnography</i>	17
<i>Four types of data in ethnographic research</i>	18
<i>Interactional sociolinguistics and critical discourse analysis</i>	20
What is Successful Interdiscourse Professional Communication?	21
<i>Expecting things to go wrong</i>	22
Two Approaches to Interdiscourse Professional Communication	23
<i>Increasing shared knowledge</i>	23
<i>Dealing with miscommunication</i>	23
<i>2 How, When, and Where to Do Things with Language</i>	26
Sentence Meaning and Speaker's Meaning	28
Speech Acts, Speech Events, and Speech Situations	29

Grammar of Context	31
Seven Main Components for a Grammar of Context	32
<i>Scene</i>	34
<i>Key</i>	36
<i>Participants</i>	37
<i>Message form</i>	38
<i>Sequence</i>	39
<i>Co-occurrence patterns, marked and unmarked</i>	40
<i>Manifestation</i>	41
3 <i>Interpersonal Politeness and Power</i>	43
Communicative Style or Register	43
Face	44
The “Self” as a Communicative Identity	46
The Paradox of Face: Involvement and Independence	46
Politeness Strategies of Involvement and Independence	48
<i>Linguistic strategies of involvement: some examples</i>	50
<i>Linguistic strategies of independence: some examples</i>	51
Politeness (or Face) Systems	51
<i>Power (+P, -P)</i>	52
<i>Distance (+D, -D)</i>	53
<i>Weight of imposition (+W, -W)</i>	53
Three Politeness Systems: Deference, Solidarity, and Hierarchy	54
<i>Deference politeness system (-P, +D)</i>	54
<i>Solidarity politeness system (-P, -D)</i>	55
<i>Hierarchical politeness system (+P, +/-D)</i>	55
Miscommunication	57
4 <i>Conversational Inference: Interpretation in Spoken Discourse</i>	60
How Do We Understand Discourse?	61
Cohesive Devices: Lexical and Grammatical	63
<i>Reference</i>	63
<i>Verb forms</i>	64
<i>Conjunction</i>	64
<i>The causal conjunction “because”</i>	65
Cognitive Schemata or Scripts	66
<i>World knowledge</i>	68
<i>Adjacency sequences</i>	69
Prosodic Patterning: Intonation and Timing	70
<i>Intonation</i>	70
<i>Timing</i>	73
Metacommunication	76
<i>Non-sequential processing</i>	79
Interactive Intelligence	82

<i>5 Topic and Face: Inductive and Deductive Patterns in Discourse</i>	86
What Are You Talking About?	86
Topic, Turn Exchange, and Timing	87
<i>The call–answer–topic adjacency sequence</i>	88
<i>The call</i>	88
<i>The answer</i>	89
<i>The introduction of the caller's topic</i>	89
Deductive Monologues	90
The Inductive Pattern	91
<i>Inside and outside encounters</i>	92
<i>Hierarchical Confucian relationships and topic introduction</i>	93
<i>The false east–west dichotomy</i>	94
Face: Inductive and Deductive Rhetorical Strategies	95
Topics and Face Systems	97
Face Relationships in Written Discourse	99
<i>Essays and press releases</i>	101
<i>The press release: implied writers and implied readers</i>	102
<i>The essay: a deductive structure</i>	103
Limiting Ambiguity: Power in Discourse	104
 <i>6 Ideologies of Discourse</i>	 106
Three Concepts of Discourse	106
The Utilitarian Discourse System	110
<i>Ideology of the Utilitarian discourse system</i>	111
<i>The Enlightenment: reason and freedom</i>	112
<i>Kant's view of the "public" writer</i>	113
<i>Bentham and Mill's Utilitarianism</i>	113
<i>Socialization in the Utilitarian discourse system</i>	116
<i>Forms of discourse in the Utilitarian discourse system</i>	118
<i>The Panopticon of Bentham</i>	124
<i>Face systems in the Utilitarian discourse system</i>	125
<i>Internal face systems: liberté, égalité, fraternité</i>	126
Multiple Discourse Systems	129
 <i>7 What is Culture? Intercultural Communication and Stereotyping</i>	 135
How Do We Define "Culture"?	138
Culture and Discourse Systems	140
<i>Ideology</i>	141
<i>Face systems</i>	142
<i>Forms of discourse</i>	150
<i>Socialization</i>	161
Cultural Ideology and Stereotyping	167

Negative Stereotypes	171
Positive Stereotypes, the Lumping Fallacy, and the Solidarity Fallacy	172
Differences Which Make a Difference: Discourse Systems	174
<i>8 Corporate Discourse</i>	177
Discourse Systems	177
<i>Voluntary and involuntary discourse systems</i>	179
Five Characteristic Discourse Systems	181
An Outline Guide to the Study of Discourse Systems	183
The Corporate Discourse System (Corporate Culture)	185
<i>Ideology</i>	186
<i>Socialization</i>	191
<i>Forms of discourse</i>	196
<i>Face systems</i>	204
<i>The size and scope of corporate discourse systems</i>	205
<i>9 Professional Discourse</i>	207
The Professional Discourse System (ESL Teachers)	207
<i>Ideology</i>	208
<i>Socialization</i>	211
<i>Forms of discourse</i>	213
<i>Face systems</i>	215
<i>Other professional discourse systems</i>	216
<i>10 Generational Discourse</i>	218
Involuntary Discourse Systems	218
<i>The ideologies of American individualism</i>	220
<i>Four generations of Americans</i>	222
<i>The shifting ground of American individualism</i>	234
Asian Generational Discourse Systems	236
Communication Between Generations	238
<i>11 Gender Discourse</i>	242
Intergender Discourse	242
<i>Directness or indirectness?</i>	242
<i>Different interpretive frames</i>	245
<i>The origin of difference: ideology and paradox</i>	250
<i>The maintenance of difference: socialization</i>	253
<i>Messages and metamesages: forms of discourse</i>	255
<i>The struggle for equality, the struggle for power</i>	256
Further Research on Gender Discourse Systems	257

Discourse Systems and the Individual	258
Intersystem Communication	261
<i>12 Using a Discourse Approach to Intercultural Communication</i>	266
The Theoretical Framework	266
<i>Principle One</i>	267
<i>Principle Two</i>	272
<i>Principle Three</i>	272
From System to Action	275
Projects in Intercultural Communication	276
Methodology and Use	280
<i>Focus on a task, action, or practice</i>	280
<i>Use the “Grammar of Context” as a preliminary ethnographic audit</i>	281
<i>Use the “Outline Guide” to pin down the relevant discourse systems</i>	282
Change in Action or Interpretation?	283
<i>References</i>	286
The Research Base	286
References for Further Study	290
Index	302