INTERCULTURAL COMMUNICATION IN CONTEXTS

FIFTH EDITION

Judith N. Martin
Arizona State University

Thomas K. Nakayama
Northeastern University

Mc Graw Hill Higher Education

Boston Burr Ridge, IL Dubuque, IA New York San Francisco St. Louis
Bangkok Bogotá Caracas Kuala Lumpur Lisbon London Madrid Mexico City
Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto

Brief Contents

PART I FOUNDATIONS OF INTERCULTURAL COMMUNICATION 1

Chapter 1 Why Study Intercultural Communication? 3

Chapter 2 The History of the Study of Intercultural Communication 44

Chapter 3 Culture, Communication, Context, and Power 83

Chapter 4 History and Intercultural Communication 120

PART II INTERCULTURAL COMMUNICATION PROCESSES 159

Chapter 5 Identity and Intercultural Communication 161

Chapter 6 Language and Intercultural Communication 218

Chapter 7 Nonverbal Codes and Cultural Space 265

PART III INTERCULTURAL COMMUNICATION APPLICATIONS 303

Chapter 8 Understanding Intercultural Transitions 305

Chapter 9 Popular Culture and Intercultural Communication 347

Chapter 10 Culture, Communication, and Intercultural Relationships 380

Chapter 11 Culture, Communication, and Conflict 425

Chapter 12 Striving for Engaged and Effective Intercultural Communication 464

Contents

Preface xix
To the Student xxvii

PART I FOUNDATIONS OF INTERCULTURAL COMMUNICATION 1

Chapter 1 ***Why Study Intercultural Communication?*** 3

The Self-Awareness Imperative 4

The Demographic Imperative 6
Changing U.S. Demographics 6
Changing Immigration Patterns 8

The Economic Imperative 17

The Technological Imperative 21
Technology and Human Communication 21
Access to Communication Technology 26

The Peace Imperative 28

The Ethical Imperative 32
Relativity Versus Universality 34
Being Ethical Students of Culture 35

Internet Resources 38

Summary 39

Discussion Questions 40

Activities 40

Key Words 41

References 41

Chapter 2 *The History of the Study of Intercultural Communication* 44

The Early Development of the Discipline 45

Nonverbal Communication 46

Application of Theory 46

An Emphasis on International Settings 46

An Interdisciplinary Focus 47

Perception and Worldview of the Researcher 49

Three Approaches to Studying Intercultural Communication 50

The Social Science Approach 54

The Interpretive Approach 59

The Critical Approach 65

A Dialectical Approach to Understanding Culture and Communication 71

Combining the Three Traditional Paradigms: The Dialectical Approach 71

Six Dialectics of Intercultural Communication 73

Keeping a Dialectical Perspective 76

Internet Resources 76

Summary 77

Discussion Questions 78

Activities 78

Key Words 79

References 79

Chapter 3 *Culture, Communication, Context, and Power* 83

What Is Culture? 84

Social Science Definitions: Culture as Learned, Group-Related Perceptions 87

Interpretive Definitions: Culture as Contextual Symbolic Patterns of Meaning, Involving Emotions 87

Critical Definitions: Culture as Heterogeneous, Dynamic, and a Contested Zone 90

What Is Communication? 94

The Relationship Between Culture and Communication 95

How Culture Influences Communication 95

How Communication Reinforces Culture 107

Communication as Resistance to the Dominant Cultural System 109

The Relationship Between Communication and Context 109

The Relationship Between Communication and Power 110

Internet Resources 116

Summary 116

Discussion Questions 117

Activities 117

Key Words 118

References 118

Chapter 4 *History and Intercultural Communication* 120

From History to Histories 122

Political, Intellectual, and Social Histories 123

Family Histories 124

National Histories 125

Cultural-Group Histories 126

History, Power, and Intercultural Communication 128

The Power of Texts 128

The Power of Other Histories 130

Power in Intercultural Interactions 133

History and Identity 133

Histories as Stories 133

Nonmainstream Histories 135

Intercultural Communication and History 146

Antecedents of Contact 146

The Contact Hypothesis 149
Negotiating Histories Dialectically in Interaction 152

Internet Resources 153

Summary 154

Discussion Questions 155

Activities 156

Key Words 156

References 156

PART II INTERCULTURAL COMMUNICATION PROCESSES 159

Chapter 5 *Identity and Intercultural Communication* 161

Thinking Dialectically About Identity 162
The Social Science Perspective 163
The Interpretive Perspective 166
The Critical Perspective 167

Identity and Language 171

Identity Development Issues 172
Minority Identity Development 173
Majority Identity Development 177

Social and Cultural Identities 180
Gender Identity 180
Sexual Identity 182
Age Identity 182
Racial and Ethnic Identities 184
Characteristics of Whiteness 187
Religious Identity 192
Class Identity 194
National Identity 197
Regional Identity 199

Personal Identity 199

Multicultural People 200

Identity, Stereotypes, and Prejudice 205

Identity and Communication 208

Internet Resources 211

Summary 212

Discussion Questions 212

Activities 213

Key Words 213

References 214

Chapter 6 ***Language and Intercultural Communication* 218**

Social Science Perspective on Language 219
Language and Perception 221
Recent Research Findings 224
Language and Thought: Metaphor 225
Cultural Variations in Communication Style 227

Interpretive Perspective on Language 228
Variations in Contextual Rules 231

Critical Perspective on Language 233
Co-Cultural Communication 234
Discourse and Social Structure 237
The "Power" Effects of Labels 238

Moving Between Languages 241
Multilingualism 241
Translation and Interpretation 243

Language and Identity 246
Language and Cultural Group Identity 247
Code Switching 249

Language Politics and Policies 251

Language and Globalization 254

Internet Resources 260

Summary 260

Discussion Questions 261

Activities 262

Key Words 262

References 262

Chapter 7 *Nonverbal Codes and Cultural Space* 265

Thinking Dialectically About Nonverbal Communication: Defining Nonverbal Communication 267

Comparing Verbal and Nonverbal Communication 268

What Nonverbal Behavior Communicates 270

The Universality of Nonverbal Behavior 271

Recent Research Findings 271

Nonverbal Codes 273

Stereotype, Prejudice, and Discrimination 281

Semiotics and Nonverbal Communication 285

Defining Cultural Space 287

Cultural Identity and Cultural Space 287

Changing Cultural Space 293

Postmodern Cultural Spaces 295

Internet Resources 297

Summary 298

Discussion Questions 299

Activities 299

Key Words 300

References 300

PART III INTERCULTURAL COMMUNICATION APPLICATIONS 303

Chapter 8 *Understanding Intercultural Transitions* 305

Thinking Dialectically About Intercultural Transitions 307

Types of Migrant Groups 309

Voluntary Migrants 310

Involuntary Migrants 311

Migrant-Host Relationships 314
Assimilation 314
Separation 315
Integration 316
Marginalization 318
Cultural Hybridity 318

Cultural Adaptation 320
Social Science Approach 320
Interpretive Approach 327
Critical Approach: Contextual Influences 336

Internet Resources 342

Summary 343

Discussion Questions 343

Activities 343

Key Words 344

References 344

Chapter 9 ***Popular Culture and Intercultural Communication 347***

Learning About Cultures Without Personal Experience 348
The Power of Popular Culture 349
What Is Popular Culture? 350

Consuming and Resisting Popular Culture 354
Consuming Popular Culture 354
Resisting Popular Culture 356

Representing Cultural Groups 360
Migrants' Perceptions of Mainstream Culture 362
Popular Culture and Stereotyping 363

U.S. Popular Culture and Power 367
Global Circulation of Images and Commodities 367
Cultural Imperialism 370

Internet Resources 375

Summary 376

Discussion Questions 376

Activities 376

Key Words 377

References 377

Chapter 10 *Culture, Communication, and Intercultural Relationships* 380

Benefits and Challenges of Intercultural Relationships 382

Benefits 382

Challenges 384

Thinking Dialectically About Intercultural Relationships 388

Personal-Contextual Dialectic 389

Differences-Similarities Dialectic 390

Cultural-Individual Dialectic 391

Privilege-Disadvantage Dialectic 391

Static-Dynamic Dialectic 391

History/Past–Present/Future Dialectic 392

Intercultural Relationships 392

Social Science Approach: Cross-Cultural Differences 392

Interpretive Approach: Communicating in Intercultural Relationships 398

Critical Approach: Contextual Influences 413

Internet Resources 418

Summary 418

Discussion Questions 419

Activities 420

Key Words 420

References 420

Chapter 11 *Culture, Communication, and Conflict* 425

Characteristics of Intercultural Conflict 427

Two Orientations to Conflict 431

Conflict as Opportunity 431

Conflict as Destructive 433
Cultural Differences in Conflict Views: A Dialectical Perspective 435

The Social Science Approach to Conflict 436
Strategies and Tactics for Dealing with Conflict 436
Gender, Ethnicity, and Conflict 440
Value Differences and Conflict Styles 441

Interpretive and Critical Approaches to Social Conflict 443
Social Contexts 443
Economic Contexts 445
Historical and Political Contexts 446

Managing Intercultural Conflict 447
Productive Versus Destructive Conflict 447
Competition Versus Cooperation 448
Dealing with Conflict 450
Mediation 457

Internet Resources 460

Summary 460

Discussion Questions 461

Activities 461

Key Words 462

References 462

Chapter 12 ***Striving for Engaged and Effective Intercultural Communication 464***

The Components of Competence 465
Social Science Perspective: Individual Components 465
Interpretive Perspective: Competence in Contexts 475
Critical Perspective: Competence for Whom? 477

Applying Knowledge About Intercultural Communication 478
Entering Into Dialogue 478
Becoming Interpersonal Allies 480

Building Coalitions 482
Social Justice and Transformation 483
Forgiveness 488

What the Future Holds 491

Internet Resources for Intercultural Interaction 495

Summary 496

Discussion Questions 497

Activities 497

Key Words 497

References 498

Credits C-1

Name Index I-1

Subject Index I-7