

Table of Contents

- Acknowledgements p. xi
- Permissions p. xii
- Transcription conventions p. xiii
- Series editors' introduction p. xiv
- Part I Intercultural communication in everyday life: what are the practical concerns? p. 1
- 1 Language classrooms p. 3
- 1.1 Culture and language learning and teaching (Does learning a language mean learning a culture?) p. 3
- 1.2 Culture of learning (How many times do I need to practise?) p. 10
- 1.3 Multicultural classrooms (Why is she so quiet in the classroom?) p. 14
- 1.4 Chapter summary p. 20
- 2 The workplace p. 22
- 2.1 Meetings (Has anything been decided in the meeting?) p. 22
- 2.2 Small talk (Haven't seen you for ages!) p. 29
- 2.3 Humour (I didn't get that!) p. 36
- 2.4 Chapter summary p. 41
- 3 Business p. 42
- 3.1 Advertising (Buy it, sell it, love it) p. 42
- 3.2 International business negotiation (Why do they talk a lot about nothing really?) p. 49
- 3.3 More language and communication matters (Dear Respected Mr Lin, How are you?) p. 54
- 3.4 Chapter summary p. 59
- 4 Family p. 60
- 4.1 Migrant families (I'm British on paper, but am I English?) p. 60
- 4.2 Intercultural couples (Can love speak without words?) p. 67
- 4.3 Chapter summary p. 72
- 5 Study abroad and tourism p. 73
- 5.1 Study abroad (Does 'real' experience help with my language and intercultural learning?) p. 73
- 5.2 Tourism (Can I take a picture with you?) p. 81
- 5.3 Chapter summary p. 90
- Part II Developing intercultural communicative competence: how to communicate effectively and appropriately p. 93
- 6 What are culture-specific ways of communication and why? p. 95
- 6.1 High versus low context: relationship and networks p. 95
- 6.2 High involvement: Solidarity and connectedness p. 98
- 6.3 Directness or indirectness: face, politeness and rapport p. 100
- 6.4 Turn-taking: universals vs. cultural variations p. 106
- 6.5 Space: the silent language p. 107
- 6.6 Chapter summary p. 110
- 7 What are the key factors that may cause misunderstanding in intercultural communication? p. 112
- 7.1 Defining misunderstanding p. 113

- 7.2 Inadequate linguistic proficiency p. 115
- 7.3 Pragmatic mismatch p. 116
- 7.4 Clash of styles p. 120
- 7.5 Mismatch in schemas and cultural stereotypes p. 122
- 7.6 Mismatch in contextualisation and framing p. 126
- 7.7 Chapter summary p. 129
- 8 What contributes to successful communication? p. 131
- 8.1 Accommodating towards your audience p. 131
- 8.2 Negotiating misunderstanding p. 137
- 8.3 Interpreting and mediating interaction p. 140
- 8.4 Understanding professional and institutional discourse p. 144
- 8.5 Chapter summary p. 149
- 9 How to develop intercultural communicative competence p. 150
- 9.1 ICC in foreign language teaching and learning p. 150
- 9.2 A multidisciplinary overview of ICC p. 154
- 9.3 Intercultural learning through education and training p. 157
- 9.4 Intercultural learning from a language socialisation perspective p. 164
- 9.5 Chapter summary p. 169
- Part III Studying and researching intercultural communication p. 171
- 10 The relation between language, culture and thought: the classical question p. 173
- 10.1 The Sapir-Whorf hypothesis: language controls or influences thought p. 173
- 10.2 Colour terms: language influences, but does not determine perception p. 177
- 10.3 'The geography of thought': culture influences thought independent of language p. 178
- Cultural key words: vocabulary as index of a culture p. 180
- 10.5 The language of thought: language as a window into human nature; and thought exists independently of language p. 181
- 10.6 The bilingual mind: thinking and speaking in two languages p. 182
- 10.7 Thinking back: relevance to intercultural communication p. 183
- 11 Theories of culture: a fundamental question p. 186
- 11.1 Compositional approach: culture as a collection of things shared by a group of people p. 186
- 11.2 Interpretive approach: culture as semiotic p. 192
- 11.3 Action approach: culture as a process p. 193
- 11.4 Critical approach: culture as power and ideological struggle p. 195
- 11.5 Overview: complexity of culture p. 196
- 11.6 Thinking back: from what culture is to what intercultural communication is p. 198
- 12 Language, identity and interculturality: a paradigm-shifting question p. 201
- 12.1 Identity: multiplicity and types p. 201
- 12.2 Cultural identity p. 204
- 12.3 Interculturality: from being to doing cultural identities p. 208
- 12.4 Thinking back and looking forward p. 218
- Task commentaries p. 221
- Glossary of key terms p. 233
- Annotated further reading p. 242
- References p. 250

- Index of subjects p. 275
- Index of languages, cultures and geographical areas p. 278