FOURTH EDITION

Communication Between Cultures

LARRY A. SAMOVAR / RICHARD E. PORTER

Communication Between Cultures

Fourth Edition

Larry A. Samovar
San Diego State University

Richard E. Porter
California State University, Long Beach, Emeritus

Wadsworth
Thomson Learning™

Australia • Canada • Mexico • Singapore • Spain
United Kingdom • United States

Executive Editor: Deirdre Cavanaugh
Publisher: Clark Baxter
Marketing Manager: Stacey Purviance
Print Buyer: Mary Noel
Permissions Editor: Susan Walters
Production Service: Vicki Moran, Publishing Support Services
Text and Cover Designer: Ellen Pettengell
Cover Image: Corbis
Copy Editor: Martha Ghent
Compositor: TBH Typecast, Inc.
Text and Cover Printer: Custom/VHP

COPYRIGHT © 2001 by Wadsworth, a division of Thomson Learning, Inc. Thomson Learning™ is a trademark used herein under license.

ALL RIGHTS RESERVED. No part of this work covered by the copyright hereon may be reproduced or used in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, Web distribution, or information storage and retrieval systems—without the written permission of the publisher.

Printed in the United States of America
1 2 3 4 5 6 7 04 03 02 01 00

For permission to use material from this text, contact us by
Web: http://www.thomsonrights.com
Fax: 1-800-730-2215
Phone: 1-800-730-2214

For more information, contact
Wadsworth/Thomson Learning
10 Davis Drive
Belmont, CA 94002-3098
USA
http://www.wadsworth.com

International Headquarters
Thomson Learning
International Division
290 Harbor Drive, 2nd Floor
Stamford, CT 06902-7477
USA

UK/Europe/Middle East/South Africa
Thomson Learning
Berkshire House
168-173 High Holborn
London WC1V 7AA
United Kingdom

Asia
Thomson Learning
60 Albert Street, #15-01
Albert Complex
Singapore 189969

Canada
Nelson Thomson Learning
1120 Birchmount Road
Toronto, Ontario M1K 5G4
Canada

Library of Congress Cataloging-in-Publication Data
Samovar, Larry A.
Communication between cultures / Larry A. Samovar, Richard E. Porter.
—4th ed.
p. cm.
Includes bibliographical references and index.
ISBN 0-534-53460-0
1. Intercultural communication. 2. Communication and culture.
I. Porter, Richard E. II. Title.
P94.6 .S26 2000
303.48'2—dc21 00-035176

www.wadsworth.com

wadsworth.com is the World Wide Web site for Wadsworth and is your direct source to dozens of online resources.

At *wadsworth.com* you can find out about supplements, demonstration software, and student resources. You can also send email to many of our authors and preview new publications and exciting new technologies.

wadsworth.com
Changing the way the world learns®

From the Wadsworth Series in Speech Communication

Babbie	*The Basics of Social Research*
Babbie	*The Practice of Social Research*, Ninth Edition
Barranger	*Theatre: A Way of Seeing*, Fourth Edition
Braithwaite/Wood	*Case Studies in Interpersonal Communication: Processes and Problems*
Campbell	*The Rhetorical Act*, Second Edition
Campbell/Burkholder	*Critiques of Contemporary Rhetoric*, Second Edition
Cragan/Wright	*Communication in Small Groups: Theory, Process, Skills*, Fifth Edition
Crannell	*Voice and Articulation*, Third Edition
Freeley/Steinberg	*Argumentation and Debate: Critical Thinking for Reasoned Decision Making*, Tenth Edition
Govier	*A Practical Study of Argument*, Fourth Edition
Hamilton	*Essentials of Public Speaking*
Hamilton/Parker	*Communicating for Results: A Guide for Business and the Professions*, Sixth Edition
Jaffe	*Public Speaking: Concepts and Skills for a Diverse Society*, Third Edition
Kahane/Cavender	*Logic and Contemporary Rhetoric: The Use of Reason in Everyday Life*, Eighth Edition
Larson	*Persuasion: Reception and Responsibility*, Ninth Edition
Littlejohn	*Theories of Human Communication*, Sixth Edition
Lumsden/Lumsden	*Communicating with Credibility and Confidence*
Lumsden/Lumsden	*Communicating in Groups and Teams: Sharing Leadership*, Third Edition
Miller	*Organizational Communication: Approaches and Processes*, Second Edition
Morreale/Spitzberg/Barge	*Human Communication: Motivation, Knowledge and Skills*
Orbe/Harris	*Interracial Communication: Theory into Practice*
Peterson/Stephan/White	*The Complete Speaker: An Introduction to Public Speaking*, Third Edition
Rubin/Rubin/Piele	*Communication Research: Strategies and Sources*, Fifth Edition
Rybacki/Rybacki	*Communication Criticism: Approaches and Genres*
Samovar/Porter	*Intercultural Communication: A Reader*, Ninth Edition
Samovar/Porter	*Communication Between Cultures*, Fourth Edition
Trenholm/Jensen	*Interpersonal Communication*, Fourth Edition
Ulloth/Alderfer	*Public Speaking: An Experiential Approach*
Verderber	*The Challenge of Effective Speaking*, Eleventh Edition
Verderber	*Communicate!*, Ninth Edition
Verderber/Verderber	*Inter-Act: Interpersonal Communication Concepts, Skills and Contexts*, Ninth Edition
Wood	*Communication Mosaics: An Introduction to the Field of Communication*, Second Edition
Wood	*Communication in Our Lives*, Second Edition
Wood	*Communication Theories in Action: An Introduction*, Second Edition
Wood	*Gendered Lives: Communication, Gender, and Culture*, Fourth Edition
Wood	*Interpersonal Communication: Everyday Encounters*, Second Edition
Wood	*Relational Communication: Continuity and Change in Personal Relationships*, Second Edition

试读结束：需要全本请在线购买： www.ertongbook.com

Preface

Culture, the acquainting ourselves with the best that has been known and said in the world, and thus with the history of the human spirit.

MATTHEW ARNOLD

Every tale can be told in a different way.

GREEK PROVERB

We approached the occasion of a fourth edition with three very different responses: gratification, excitement, and caution. Our pride and egos were delighted that our previous efforts were successful enough to warrant this new edition. We were also excited over the prospects of tinkering with what we had done in the earlier editions. We knew we had to be prudent when advancing additional perspectives and material so that we did not abandon the orientation that contributed to the popularity of the last three editions. We believe that in this fourth edition we have been able to balance the past, present, and future of intercultural communication. We have retained the core of the field, added current thinking and research, and staked out some new territory.

This book is still about the unique relationship between communication and culture. More specifically, it is about what happens when people from different cultures come together to share ideas, feelings, and information. Because communication and culture work in tandem we have tried to incorporate the basic principles from both topics throughout this book.

This text is intended for those whose professional or private life is likely to include encounters with people from cultures or co-cultures different from their own. We, therefore, deal with both communication among international cultures and communication among co-cultures in the United States.

RATIONALE

Worldwide interest in intercultural communication grows out of two assumptions. First, you live in an age when changes in technology, travel, economic and political systems, immigration patterns, and population density have created a world in which you increasingly interact with people from different cultures. And whether you like it or not, those interactions will continue to grow in both frequency and intensity. Huston Smith said much the same thing when he wrote: "When historians look back on our century they may remember it most, not for space travel or the release of nuclear

energy, but as the time when the peoples of the world first came to take one another seriously."[1]

Second, people now know that culture affects communication in subtle and profound ways. Your cultural backgrounds and experiences help determine how the world looks to you and how you interact in that world.

APPROACH

Fundamental to our approach to intercultural communication is the belief that *all forms of human communication involve action*. Put in slightly different terms, communication is an activity that affects you as well as other people. Whether you are generating or receiving words or movements, you are creating and producing action. Any study of communication, therefore, must include information about the choices that you make in selecting your messages, as well as a discussion of the consequences of those choices. Hence, this book takes the view that engaging in intercultural communication is pragmatic, philosophical, and ethical. We have attempted throughout to translate ideas and concepts into practices that can improve your communication and help you attain your communication goals. We also continue to remind you in each chapter about the consequences of your choices.

PHILOSOPHY

A dual philosophy has guided us in the preparation of this book. First, it is to the advantage of all 6 billion of us who share the planet to improve our interpersonal and intercultural communication abilities. The world has grown so small that we all depend on each other now. What happens in one place in the world affects other places. Second, most of the obstacles to understanding can be overcome with motivation, knowledge, and appreciation of cultural diversity. We hope to supply you with all three.

Culture and communication, we have come to believe, involve personal matters, and we have, therefore, developed our own philosophy about intercultural interaction that can be summarized by the notion that the First Commandment of any civilized society must be: Let people be different. At times, as you read this book, you will observe that we have openly stated our own positions, and we make no apologies for them. We have also made a conscious effort to keep our own ethnocentrism in check, but for those instances in which it has accidentally emerged, we do apologize.

ORGANIZATION

We have organized the book in manageable increments that build on each other. What you learn in one chapter, you will carry into the next. The book is divided into four interrelated parts. Part 1 introduces you to the study of communication and culture. After pointing out the importance of intercultural communication in Chapter 1, we use Chapter 2 to examine communication, culture, and intercultural communication.

[1]Huston Smith, *The World's Religions* (New York: HarperCollins, 1991), 7.

Part 2 focuses on the ability of culture to shape and modify your view of reality. Chapter 3 examines how your culture influences perception and communication. In that chapter we identify some specific cultural patterns that are reflected during human interaction. In Chapter 4, we examine the sources of those perceptions, behaviors, and patterns by looking at cultural differences in world view, family experiences, and history.

Part 3 puts the theory of intercultural communication into practice. Chapters 5 and 6 explore differences between verbal and nonverbal messages. Chapters 7, 8, and 9 explain the ways in which cultures respond differently to business, educational, and health care settings.

In Part 4, we extend what you have learned throughout the preceding chapters by converting knowledge into action. In Chapter 10, we offer guidelines for improvement as well as a philosophy for a future that we believe will be filled with intercultural experiences.

NEW FEATURES

The fourth edition of *Communication Between Cultures* brings a number of significant changes and new features. Our addition of new content has been guided by the excellent feedback provided by our readers and reviewers. We have, of course, infused a great deal of current material that reflects our own interpretation and vision of the field of intercultural communication. Although some of the new features will be obvious to users of the third edition, many other changes are less visible. Let us mention a few of the alterations from both categories.

- Because of our strong belief that an understanding of culture must be at the heart of any study of human interaction, we have added three new sections to our discussion of the deep structure of culture. First, we have now included a detailed analysis on *cultural identity* and the roots of that identity in Chapter 4. Second, because of the increased contact between Americans and the people from Mexico, we have added a section on *Mexican History*. Third, while we alluded to the role of Confucianism in intercultural communication throughout the last edition, in this new volume we greatly augmented our discussion and have placed the world view of *Confucianism* alongside the other religious traditions.
- Due to the increased racial tensions in the United States and abroad, we have added new material in the areas of racism, stereotyping, prejudice, discrimination, and ethnocentrism.
- In addition to adding new material to the fourth edition we have expanded numerous portions of the book. For example, new material has been added to our critique of culture shock, ethics, social perception, intercultural competence, cultural adaptation, and the social contexts in which intercultural communication occurs.
- As more immigrants move from one culture to another, the issues of cultural adaptation take on added significance. Hence, we have added a new section on that particular topic. This edition also offers an increased focus on the role of co-cultures in North America.
- As with prior editions, we have integrated fresh examples throughout the book. We have also added hundreds of new references to this current volume.

ACKNOWLEDGMENTS

No book is the sole domain of the authors. Many people contributed to this new edition, and we would like to thank them. We begin by thanking our publisher, Wadsworth Publishing Company. In this day of fads and short-lived friendships, we greatly appreciate an association that spans nearly thirty years and includes fourteen books. The staff and editors at Wadsworth have offered us support, sound advice, and the freedom to advance new ideas. We especially acknowledge the editorial direction provided by Deirdre Cavanaugh.

We thank Connie Ruzich of Robert Morris College in Pittsburgh, Pennsylvania, for writing the InfoTrac College Edition questions that appear at the end of each chapter.

We are grateful to our manuscript reviewers for their many helpful suggestions:

Peter Oehlkers, Emerson College
Lisa M. Orick, Albuquerque Technical-Vocational Institute
Susan Mallon Ross, SUNY-Potsdam
Liliana Castaneda Rossman, Texas A&M University
Gustavo Yep, San Francisco State University

Finally, we express our appreciation to the thousands of students who have read past editions. They have allowed us to "talk to them" about intercultural communication and, by finding something useful in our exchange, have justified yet another edition of *Communication Between Cultures*.

Larry A. Samovar

Richard E. Porter

Contents

Preface ix

Part 1
Communication and Culture 1

Chapter 1
The Challenge of Intercultural Communication: Interaction in a Diverse World 2
The Challenge of Intercultural Communication 2
Intercultural Communication 2
The Importance of Intercultural Communication 3
Points of Contact 5
International Contacts 5
Domestic Contacts 12
Studying Intercultural Communication 16
Individual Uniqueness 17
Objectivity 17
Preview of the Book 18
Summary 19
InfoTrac College Edition Exercises 19
Activities 20
Discussion Ideas 20

Chapter 2
Communication and Culture: The Voice and the Echo 21
The Importance of Communication 22
Defining Communication 22
Some Principles of Communication 22
Communication Is a Dynamic Process 23
Communication Is Symbolic 24
Communication Is Systemic 25
Communication Involves Making Inferences 26
Communication Is Self-Reflective 27
Communication Has a Consequence 27
Communication Is Complex 28
Understanding Culture 31
The Basic Functions of Culture 32
Definitions of Culture 33
Characteristics of Culture 34
Intercultural Communication 46
A Definition of Intercultural Communication 46
Forms of Intercultural Communication 46
Summary 49
InfoTrac College Edition Exercises 49
Activities 50
Discussion Ideas 50

Part 2
The Influence of Culture 51

Chapter 3
Cultural Diversity in Perception: Alternative Views of Reality 52
Defining Perception 53
Perception and Culture 53

Beliefs 55
Attitudes 56
Values 57
Cultural Patterns 58
We Are More Than Our Culture 58
Cultural Patterns Are Points on a Continuum 59
Cultural Patterns Are Interrelated 59
Heterogeneity Influences Cultural Patterns 59
There Are Numerous Cultural Patterns in Each Culture 59
Cultural Patterns Change 59
Cultural Patterns Are Often Contradictory 60
Dominant American Cultural Patterns 60
Individualism 61
Equality 62
Materialism 62
Science and Technology 63
Progress and Change 63
Work and Leisure 64
Competition 64
Diverse Cultural Patterns 65
Hofstede's Value Dimensions 65
Confucian Dynamism 73
Kluckhohns and Strodbeck's Value Orientations 73
Hall's High-Context and Low-Context Orientation 79
Et Cetera 82
Summary 86
InfoTrac College Edition Exercises 87
Activities 87
Discussion Ideas 88

Chapter 4
The Deep Structure: Roots of Reality 89
The Deep Structure of Culture 90
Deep Structure Institutions Carry a Culture's Most Important Beliefs 91
Deep Structure Institutions and Their Messages Endure 91
Deep Structure Institutions and Their Messages Are Deeply Felt 91
Deep Structure Institutions Supply Much of Our Identity 92
World View 92
Religion as a World View 94
Religious Similarities 96
Six Religious Traditions 98
A Comparison of World Views 113
A Mechanistic View 113
A Dualistic View 114
Family 115
The Importance of Families 116
Types of Families 116
Culture and Family 116
History 122
United States History 124
African American History 126
Jewish History 127
Russian History 127
Chinese History 128
Japanese History 129
Mexican History 130
Summary 133
InfoTrac College Edition Exercises 133
Activities 133
Discussion Ideas 134

Part 3
From Theory to Practice 135

Chapter 5
Language and Culture: Words and Meanings 136
The Importance of Language 136
Functions of Language 137
Language and Culture 139
Verbal Processes 139
Patterns of Thought 141
Culture and Meaning 142
Culture and the Use of Language 143

试读结束：需要全本请在线购买： www.ertongbook.com

Foreign Language and Translation 148
Problems of Translation and Equivalence 149
Working with a Translator 152
Language Diversity in the United States 154
Alternative Languages 154
Co-Cultures and Language Use 157
Summary 161
InfoTrac College Edition Exercises 162
Activities 162
Discussion Ideas 163

Chapter 6
Nonverbal Communication: The Messages of Action, Space, Time, and Silence 164
The Importance of Nonverbal Communication 165
Judging Internal States 165
First Impressions 165
Subconscious Actions 166
Culture-Bound 166
Defining Nonverbal Communication 167
Functions of Nonverbal Communication 167
Repeating 168
Complementing 168
Substituting 168
Regulating 168
Contradicting 168
Nonverbal Communication: Guidelines and Limitations 169
Nonverbal Communication Is Often Ambiguous 169
We Are More Than Our Culture 169
Overstating Differences 169
Nonverbal Communication Seldom Operates in Isolation 170
Nonverbal Communication and Culture 170
Classifications of Nonverbal Communication 171
Body Behavior 171
Space and Distance 185
Time 187
Silence 191
Summary 193
InfoTrac College Edition Exercises 194
Activities 194
Discussion Ideas 194

Chapter 7
Cultural Influences on Context: The Business Setting 196
Context and Communication 197
Communication Is Rule Governed 197
Context Specifies Communication Rules 197
Communication Rules Are Culturally Diverse 197
Culture and the Business Context 198
The International Business Context 200
Cultural Views Toward Management and Managers 200
Culture-Specific Business Practices 204
The Domestic Business Context 212
The Importance of Diversity in Advertising 213
Cultural Conflicts in the Workforce 213
Summary 216
InfoTrac College Edition Exercises 217
Activities 217
Discussion Ideas 217

Chapter 8
Cultural Influences on Context: The Educational Setting 218
Culture and Education 218
Cultural Differences in Education 220
Multicultural Education in the United States 224
Goals of Multicultural Education 225
Approaches to Multicultural Education 226
Improving Communication in the Multicultural Classroom 235
Multicultural Teaching Perspectives 236
Multicultural Teaching Competencies 237
Summary 239
InfoTrac College Edition Exercises 239
Activities 240
Discussion Ideas 240

Chapter 9
Cultural Influences on Context: The Health Care Setting 241
Health Care and Communication 241
Causes, Treatment, and Prevention of Illness 242
Health Belief Systems 242
Cultural Diversity in the Causes of Illness 244
Cultural Diversity in the Treatment of Illness 245
Cultural Diversity in the Prevention of Illness 247
Religion, Spirituality, and Health Care 248
Health Care for a Diverse Population 249
Family Roles 250
Self-Disclosure 252
Language Barriers 253
Nonverbal Messages 254
Formality 255
Improving Multicultural Health Care Interaction 256
Summary 258
InfoTrac College Edition Exercises 259
Activities 259
Discussion Ideas 259

Part 4
Knowledge into Action 261

Chapter 10
Accepting and Appreciating Similarities: A Point of View 262
A Philosophy of Change 263
The Brain Is an Open System 263
We Have Free Choice 264
Communication Has a Consequence 265
Potential Problems in Intercultural Communication 265
Seeking Similarities 266
Uncertainty Reduction 266
Stereotyping 267
Prejudice 269
Racism 270
Power 272
Culture Shock 273
Ethnocentrism 275
Becoming Competent 277
Defining Intercultural Competence 277
Approaches to the Study of Intercultural Competence 277
Improving Intercultural Communication 279
Know Yourself 279
Consider the Physical and Human Settings 282
Seek to Understand Diverse Message Systems 284
Develop Empathy 286
Encourage Feedback 290
Develop Communication Flexibility 291
Learn About Cultural Adaptation 292
Ethical Considerations 295
A Definition of Ethics 295
Relativism 295
Universalism 296
Guidelines for an Intercultural Ethic 296
Be Mindful That Communication Produces a Response 296
Respect the Worth of the Individual 297
Seek Commonalties Among People and Cultures 298
Recognize the Validity of Differences 300
Take Individual Responsibility for Your Actions 300
The Future of Intercultural Communication 301
Summary 302
InfoTrac College Edition Exercises 302
Activities 303
Discussion Ideas 303

Notes 305
Index 327

part 1

Communication and Culture

© Thomas Nebbia/Woodfin Camp Associates

chapter 1

The Challenge of Intercultural Communication: Interaction in a Diverse World

Human beings draw close to one another by their common nature, but habits and customs keep them apart.

CONFUCIAN SAYING

There is no longer division between what is foreign and what is domestic—the world economy, the world environment, the world AIDS crisis, the world arms race—they affect us all.

WILLIAM JEFFERSON CLINTON, INAUGURAL ADDRESS, 1993

THE CHALLENGE OF INTERCULTURAL COMMUNICATION

You are about to embark on an intellectual adventure that will prove challenging as you acquire the knowledge and develop the skills necessary to be successful in almost any endeavor you undertake—skills and knowledge that will serve you well for the rest of your life. That challenge is to become a successful and effective intercultural communicator. The world into which your parents were born, and the world in which you now live, is undergoing continuous change—change that puts you into contact with people from diverse cultures and co-cultures. And, if you are going to function successfully in this world, you must be able to communicate with people whose entire backgrounds, whose very way of viewing the world and doing things may be completely different from yours. This is the challenge of the twenty-first century, and we hope to help you effectively meet that challenge.

INTERCULTURAL COMMUNICATION

Intercultural communication is the circumstance in which people from diverse cultural backgrounds are engaged in communication. You might wonder what is significant or unique about this. The answer is that the diversity of backgrounds, experiences, and

assumptions resident in communicators due to their culture has the potential to make communication very difficult—and in some instances essentially impossible.

The crucial element in this form of communication is culture and the impact it has on your communicative behavior. Culture helps determine your beliefs, values, and world views; your use of language; your nonverbal behavior; and how you relate to others. It shapes your relationships with your family and friends, teaches you how to raise your children, and provides you with prescriptions for forms of communication appropriate to a variety of social situations. As you can see, culture is elaborate, multidimensional, and all pervasive; it constitutes a complete pattern of living. Aspects of culture are acted out each time members of different cultures come together to share ideas and information. In Chapter 2, we will consider communication and culture in depth and show how they intertwine in the form of intercultural communication.

Your intercultural communication will have two major points of contact: international and domestic. International contacts are those between people from different countries and cultures. Cultural differences between Chinese and Israelis, for instance, are easy to discern. It is also at the international level that perhaps the greatest cultural diversity will be found. Imagine, if you will, the vast differences in backgrounds and experiences between an Aleut villager of northeastern Canada and a Tutsi villager living in Uganda. Try to imagine how those differences lead to different perceptions of the world and different ideas about how people should lead and live their lives, and how they should communicate.

Also important is for you to understand that within each culture there are numerous co-cultures and specialized cultures. These provide the opportunity for domestic points of intercultural contact. In this situation we are referring to communication between people of diverse cultural backgrounds that live within a societal group. This includes communication involving such diverse co-cultures as African Americans, Asian Americans, Native Americans, and Latinos as well as women, gays and lesbians, and the disabled. We will investigate domestic contacts in greater depth later in this chapter.

THE IMPORTANCE OF INTERCULTURAL COMMUNICATION

Intercultural communication, as you might suspect, is not a new human endeavor. Since the dim beginnings of civilization when the first humans formed tribal groups, intercultural contact occurred whenever people from one tribe encountered others and found them to be different. Later, as civilization developed, sojourners, religious missionaries, and conquering warriors also encountered alien people different from themselves. Alien differences have long been recognized, but in the absence of accompanying cultural knowledge, this recognition most often elicited the human propensity to respond malevolently to those differences. This reaction to aliens—to those who are physically or socially different—was well expressed over two thousand years ago by the Greek playwright Aeschylus who wrote, "Everyone is quick to blame the alien." This penchant to blame the alien is still a powerful element in today's social and political rhetoric. For instance, it is not uncommon in today's society for you to hear that *immigrants cause all of the social and economic problems in the United States*.

From a historical perspective, successful intercultural communication has been the exception rather than the rule. The history of humankind details an ongoing antipathy and hostility toward those who are different. The twentieth century, for instance, witnessed two world wars that saw the introduction and use of chemical, biological, and

nuclear weapons with the potential to destroy humankind. The world also witnessed the Holocaust, various smaller scale conflicts such as Korea, Vietnam, Kuwait, Rwanda, Bosnia, and Kosovo, as well as numberless ongoing religious, ethnic, and tribal clashes that seem to be without resolution. "Ethnic cleansing" in Kosovo, ethnic fighting between Hutus and Tutsis in Uganda and Rwanda, or a recent skirmish in the Indian village of Sindani between upper-class and lower-class Hindus that left twelve dead[1] are examples of ongoing conflicts that seem almost to be beyond resolution.

Perhaps as a reaction to these events, the latter third of the twentieth century also spawned the systematic study of intercultural communication. Although a recognition and understanding of the dynamics of culture in human interaction has begun, widespread successful intercultural communication is yet an unfulfilled challenge. The dawning of the twenty-first century greets you with the opportunity to meet that challenge and learn to overcome the difficulties that can arise when people from diverse cultural backgrounds meet and communicate.

Intercultural encounters today differ from earlier meetings. They are more abundant and, because of the physical and social interconnectedness of people, nations, and the world, more significant. The rain forest on Kaui in the Hawaiian Islands, for instance, exists in nutrient poor soil but is nourished by phosphorus blown to the island from the Takla Makan desert located some 3700 miles away in western China.[2] In a dissimilar vein, during 1998, El Niño–driven winds created a band of fires that stretched from Mexico to El Salvador, Honduras, Guatemala, and Nicaragua causing smoke that drifted north into Texas, Oklahoma, Florida, and even Wisconsin.[3]

The social realm, however, is where your interconnectedness most affects intercultural communication. These relationships can be seen in such diverse arenas as international business, international education, tourism, and cultural blending. In the arena of business, for instance, 60 percent of all shoes and more than half the toys sold in the United States bear a "Made in China" label.[4] With respect to international education, the number of U.S. students studying abroad has grown in both numbers and locations. During the 1994–1995 academic year, some 645,000 U.S. students were studying abroad in Great Britain, France, Spain, Italy, Mexico, Germany, Australia, Israel, Costa Rica, Japan, Austria, Russia, and China.[5] International tourism leads both to intercultural contact and to increased economic gain. According to the World Tourism Organization, in 1996 the top ten tourist countries were the United States, Spain, France, Italy, the United Kingdom, Austria, Germany, Hong Kong, China, and Switzerland with tourist industry earnings ranging from 6.64 billion in the United States to 9.09 billion in Switzerland.[6] Perhaps one of the most telling examples of social interdependence comes through cultural blending, which is the emergence of a sense of community among people from diverse cultures. This is occurring in the Asia-Pacific region with the emergence of a Pacific community. This community will be a completely new creation—neither Asian nor American—fusing together the best practices and values from many rich civilizations both Asian and Western.[7]

You can now board a plane and fly anywhere in the world in a matter of hours, and the reality of a global economy makes today's contacts far more commonplace than in any other period of the world's history. For example, between 1993 and 1997, the private investment flow from the United States to developing countries and multinationals exceeded $253 billion.[8] The web linking us together becomes vivid when we see a newspaper headline that tells us "American Ground Troops Bound to Kosovo." Additionally, the emergence of the information age has allowed us the opportunity to

试读结束：需要全本请在线购买： www.ertongbook.com