



Intercultural Communication

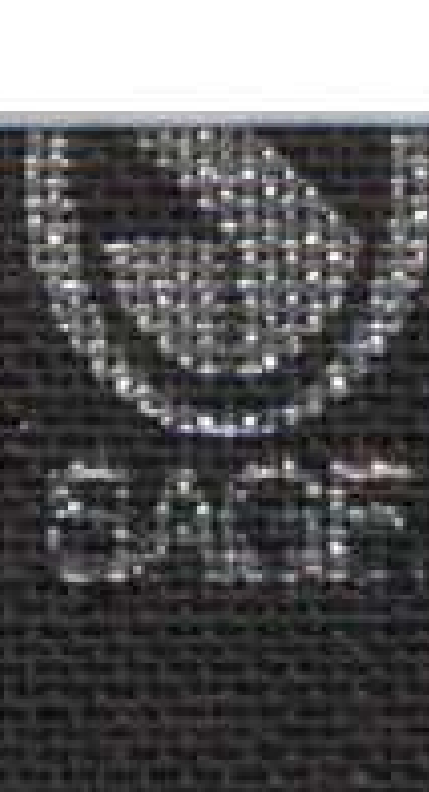
Volume I



SAGE Benchmarks in Communication

— Inter cultural Communication

Edited by
Deborah A.



SAGE BENCHMARKS IN COMMUNICATION

INTERCULTURAL COMMUNICATION

VOLUME I

Structural and Ideational Foundations

Edited by
Deborah A. Cai



Los Angeles | London | New Delhi
Singapore | Washington DC

Introduction and editorial arrangement © Deborah A. Cai 2010

First published 2010

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Mathura Road
New Delhi 110 044

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33 Pekin Street #02-01
Far East Square
Singapore 048763

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-84860-120-8 (set of four volumes)

Library of Congress Control Number: 2009924335

Typeset by Star Compugraphics Private Limited, Delhi

Printed on paper from sustainable resources

Printed in Great Britain by the MPG Books Group, Bodmin and King's Lynn



INTERCULTURAL COMMUNICATION

Communication is a cornerstone of the social, and the study of communication and media has always moved across academic fields in the social sciences and humanities. Today it is a critical focus of study in cultural studies, business, organizational development, health, philosophy, international policy, literary criticism and psychology. Launched with Denis McQuail's definitive four-volume major work *Mass Communication*, SAGE Benchmarks in Communication is an exciting series that will bring together the best of the best from across the disciplines – both classics and material previously difficult to access. With sets on political communication, health communication and intercultural communication, this series systematically presents the key issues of one of the most dynamic fields of research in the social sciences, setting out the debates and defining the subfields of research.

Deborah A. Cai is Professor and Chair of the Department of Strategic and Organizational Communication at Temple University in Philadelphia. As an international researcher with ties to China, her scholarly expertise is in intercultural communication, persuasion, and negotiation and conflict management, with particular interest in international negotiation as a specific context of persuasive activity within organizations. Her current research focuses on the way people from different cultures emphasize different cognitive processes and the effect such differences may have on decision-making. In the past, her research has included studies on cultural differences in negotiation plans, enactment of face-management strategies, and the mediating effects of role on culture in business negotiation. Her research has been presented at national and international conferences and is published in the field's premier journals and serials, including *Communication Monographs*, *Communication Yearbook*, *Human Communication Research*, *Journal of Applied Communication*, and *Progress in Communication Research*.

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