experiencing intercultural communication

an introduction

MCGRAW-HILL DONATION FOR RESALE

judith n. martin thomas k. nakayama

second edition

Experiencing Intercultural Communication

An Introduction

Second Edition

Judith N. Martin

Thomas K. Nakayama

Arizona State University

Boston Burr Ridge, IL Dubuque, IA Madison, WI 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

The McGraw-Hill Companies

Mc Graw Hill **Higher Education**

EXPERIENCING INTERCULTURAL COMMUNICATION:
AN INTRODUCTION
Published by McGraw-Hill, a business unit of The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, 10020. Copyright © 2005, 2001, by The McGraw-Hill Companies, Inc. All rights reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of The McGraw-Hill Companies, Inc., including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning. Some ancillaries, including electronic and print components, may not be available to customers outside the United States.

This book is printed on acid-free paper.

3 4 5 6 7 8 9 0 DOC/DOC 0 9 8 7 6

ISBN-13: 978-0-07-286289-8
ISBN-10: 0-07-286289-0

Publisher: *Phillip A. Butcher*
Senior sponsoring editor: *Nanette Giles*
Developmental editor: *Josh Hawkins*
Senior marketing manager: *Leslie Oberhuber*
Producer, Media technology: *Jessica Bodie Richards*
Project manager: *Ruth Smith*
Lead production supervisor: *Randy L. Hurst*
Design manager: *Laurie J. Entringer*
Media project manager: *Meghan Durko*
Manager, Photo research: *Brian Pecko*
Cover design: *Laurie Entringer*
Cover image: *Lisa Henderling/Images.com*
Typeface: *10/12 Janson*
Compositor: *G&S Typesetters*
Printer: *R. R. Donnelley and Sons Inc.*

Library of Congress Cataloging-in-Publication Data

Martin, Judith N.
Experiencing intercultural communication : an introduction / Judith N. Martin, Thomas K. Nakayama.—2nd ed.
p. cm.
Includes bibliographic references and index.
ISBN 0-07-286289-0 (softcover : alk. paper)
1. Intercultural communication. I. Nakayama, Thomas K. II. Title.
HM1211.M37 2005
303.48'2—dc22

2004049895

www.mhhe.com

Preface

As we continue to teach and write about intercultural communication, we are struck by the continued need for information covering the practical aspects of communicating across cultures. Since we wrote the first edition, the field of intercultural communication has changed at a rapid pace. The events of September 11, 2001, the increasing complexity of global relations, increasing conflicts that are not state sponsored, the increasing diversity of our country, the increasing interconnectedness of nations in a global economy—all mean that our lives and jobs depend more and more on intercultural communication skills. Are there general intercultural communication skills that can be used in a variety of cultural contexts? Is there culture-specific information that can help us become better intercultural communicators? Is there a way to tap into information on the Internet that may provide useful guidelines for intercultural communication?

We wrote this book to address these questions and issues. As in our other books, we have tried to use information from a variety of approaches in the field of intercultural communication, drawing from traditional social psychological approaches as well as from ethnographic studies and more recent critical media studies. However, the emphasis in this book is on the practical, experiential nature of intercultural communication. We attempt to give solid practical guidelines while noting the layers of complexity in communicating across cultural boundaries.

FEATURES OF THE BOOK

This book addresses the core issues and concerns of intercultural communication by introducing a group of general skills in Chapter 1 and by emphasizing the concepts and the skills of communicating interculturally throughout the text. This textbook:

- Includes a balanced treatment of skills and theory. The skills focus is framed by the presentation of the conceptual aspects of culture and communication. Each chapter has a section called "Building Intercultural Skills" that provides guidelines for improving students' intercultural communication skills.
- Provides a framework for understanding intercultural communication by focusing on four building blocks (culture, communication, context, and power) and four barriers (ethnocentrism, stereotyping, prejudice, and discrimination).

- Focuses on personal experiences by including students' narratives and authors' personal experiences throughout the text.
- Presents material in a student-friendly way. There are four types of thoughtful and fun bits of information in the margin provided for student interest. This edition contains new updated examples and websites:

"What Do You Think?" includes information and questions that challenge students to think about their own culture and communication styles.

"Surf's Up!" suggests websites that students can visit for more information about culture and communication.

"Pop Culture Spotlight" presents popular culture examples of culture and communication.

"Info Bites" provides fun facts and figures that illustrate issues related to intercultural communication.

- Includes separate chapters on history and identity, with sections on Whiteness and assisting European American students in exploring their own cultural issues.
- Focuses on popular culture, both in a separate chapter and in examples woven throughout the book.
- Applies concepts to real-life contexts; the book includes four chapters on how intercultural communication works in everyday settings in tourism, business, education, and health.

NEW TO THE SECOND EDITION

To reflect the increasing importance of religion in global conflicts, particularly in the September 11, 2001, terrorist attacks, we have interwoven a discussion of the role of religion in intercultural communication throughout the text.

For example, in Chapter 1, we explore the intercultural conditions that may have led to these attacks and their relationship to the Peace imperative in the study of intercultural communication. In Chapter 2 we added a discussion of stereotypes that develop based on recent religious struggles. In Chapter 3, we've expanded our discussion of religious identity and in Chapter 8, we explore the role of religion in intercultural conflict.

To acknowledge the increasing role technology plays in human communication, we expanded our discussion of the technology imperative in Chapter 1 to include a discussion of the "digital divide"; we also added a discussion of cyberspace as cultural space in Chapter 6. In Chapter 9, we discuss the role of culture and computer-mediated communication in a new section "Culture and Internet Relationships."

We have also expanded our discussion of cultural variations in communication style and models for effective intercultural communication. For example, in Chapter 5, we added a section on cultural variations in attitudes toward speak-

此为试读,需要完整PDF请访问: www.ertongbook.com

ing, writing, and silence. There is also a new section on "third culture building" and "intercultural communication as improvised performance."

Finally, to acknowledge the importance of the impact of societal contexts on human communication, we expanded our discussion of the social and political impacts on international business (e.g., terrorism and international business) and tourist (impact of terrorism, SARS scare) encounters.

OVERVIEW OF THE BOOK

Chapter 1 focuses on the changing dynamics of social life and global conditions that provide a rationale for the study of intercultural communication. In this edition, we provide an extensive look at the complexities and possible causes of the 9/11 attacks and how these events impact the lives of everyday communicators. We also incorporate statistics of the 2000 census in our discussion of the demographic imperative.

Chapter 2 outlines a framework for the book and identifies four building blocks of intercultural communication—culture, communication, context, and power—and four attitudinal and behavioral barriers to effective intercultural communication—ethnocentrism, stereotyping, prejudice, and discrimination (including racism and other "isms"). This edition explores how events of 9/11 are related to current stereotyping, prejudice, and discrimination directed at specific cultural groups.

Chapter 3 focuses on helping students see the importance of history in understanding contemporary intercultural communication issues. The edition includes a discussion of global religious histories and their implications for intercultural communication.

Chapter 4 discusses issues of identity and intercultural communication. In this chapter we address a number of identities (gender, age, race and ethnicity, physical ability, religion, class, national and regional identity). We also discuss issues of multicultural identity—and the people who live on the borders—as well as issues of crossing borders and culture shock and adaptation. This edition includes the most recent thinking about white identity and post-ethnicity.

Chapter 5 addresses verbal aspects of intercultural communication, describing the components of language and cultural variations in language and communication style as well as issues of power and language. This edition includes a new section on cultural variations in attitudes toward speaking, writing and silence, and an expanded discussion of models for effective intercultural communication including "third culture building" and "intercultural communication as improvised performance."

Chapter 6 focuses on the role of nonverbal behavior in intercultural interaction, describing universal and culture-specific aspects of nonverbal communication and how nonverbal behavior can provide a basis for stereotyping and prejudice. This chapter also addresses cultural space and its dynamic, changing nature. This edition includes a new discussion of cyberspace as cultural space.

Chapter 7 addresses popular culture and intercultural communication, defining pop culture and discussing the ways in which pop culture forms our images of cultural groups and the ways in which we may consume (or resist) popular culture products. This edition includes a discussion of recent rise in popularity of "reality tv" and its implications for intercultural communication.

Chapter 8 discusses the role of culture and conflict. The chapter identifies characteristics of intercultural conflict, describes both personal and social/political aspects of conflict and how conflict management varies from culture to culture. This edition includes a section on "religion and conflict" and a refined presentation of conflict styles, to reflect recent developments in conflict style scholarship.

Chapter 9 focuses on intercultural relationships in everyday life. It identifies the challenges and benefits of intercultural relationships, examines how relationships may differ across cultures, and explores a variety of relationship types: friendship, gay, dating, and marriage relationships. The edition includes a new section on "culture and Internet relationships."

Chapters 10 through 13 focus on intercultural communication in specific contexts. Chapter 10 addresses issues of intercultural communication in the tourism industry, exploring various ways in which host and tourist may interact, how varying cultural norms may affect tourist encounters, and language issues and communication style. This edition includes an expanded discussion of the sometimes-complex attitudes of hosts toward tourists and a new section on "the social/political contexts of tourism" discussing the impact of terrorism, health risks (e.g., SARS, mad cow disease) on tourism.

Chapter 11 focuses on intercultural communication in business contexts and identifies several communication challenges (work-related values, differences in management styles, language issues, and affirmative action) in both domestic and international contexts. This edition includes a new section on the social and political contexts of business.

Chapter 12 explores intercultural communication and education, discussing different kinds of educational experiences (such as study abroad and culture-specific settings) and communication challenges (such as varying roles for teachers and students and grading and power) and also addressing social concerns and identity issues in educational settings. This edition includes a new section exploring the role of culture in admissions, affirmative action, and standardized tests.

Chapter 13 addresses intercultural communication and health care, focusing on intercultural barriers to effective health care, the historical treatment of cultural groups, and how power dynamics have influenced communication in health care settings. This edition includes a discussion of the role of religion in health care delivery and the implications for intercultural communication.

SUPPLEMENTAL RESOURCES

The Online Learning Center, at www.mhhe.com/experiencing2, provides interactive resources to address the needs of a variety of teaching and learning styles. For every chapter, students and instructors can access chapter outlines, sample

quizzes with feedback, crossword puzzles using key terms, and Internet activities. For instructors specifically, the Online Learning Center offers an online Instructor's Resource Manual with sample syllabi, discussion questions, and pedagogical tips designed to help teach the course in general.

ACKNOWLEDGMENTS

As always, we owe a great deal to our colleagues in the Hugh Downs School of Human Communication, College of Liberal Arts, at Arizona State University as well as colleagues outside our school. Our colleagues at ASU helped us work through our ideas and shared insights from their lives and those of their students. In particular, we are grateful for the assistance provided by Dr. Ben Broome, Tamie Kanata, and Etsuko Fujimoto. Our students have contributed a great deal to this book; they willingly shared examples and stories from their lives and enthusiastically supported this project.

Special thanks go to our editorial assistants: To graduate student Elvinet Wilson, who spent hours culling through journals and magazines, surfing the Web and talking with colleagues and students to provide us with lively and relevant material—including the updated margin material. And thanks also to graduate student Hsueh Hua Chen for her patient and competent tracking of copyright permissions. We especially appreciate these students' assistance, given the many demands in their own lives and work.

Many other colleagues contributed including Professor Anneliese Harper (Scottsdale Community College), who gave us the idea of writing this book by pointing out the need for more context-specific and experientially based materials in the intercultural communication curriculum. Professors Shelley Smith (University of Minnesota), Dawn Braithwaite (University of Nebraska) and Denis Leclerc (ASU Department of Recreation Management and Tourism) provided us with resources and suggestions for framing the "context" chapters in the first edition. Thanks also go to Robert Barr, M.S. of Mecklenburg Radiology Associates in Charlotte, North Carolina, for the helpful tips on health communication.

Thanks to the fine team at McGraw-Hill who make it all happen. Thanks to senior sponsoring editor Nanette Kauffman Giles who skillfully guided us through the McGraw Hill publishing process. We also want to acknowledge the fine work of project manager Ruth Smith and development editor Joshua Hawkins, who kept us on track. Thanks also to marketing manager Leslie Oberhuber, designer Laurie Entringer, photo researcher Brian Pecko and media producer Jessica Bodie Richards.

In addition, we want to thank the reviewers, whose thoughtful and insightful comments led to careful revisions and a much improved manuscript: Anneliese Harper, Scottsdale Community College; Mary C. Hopkins, Spokane Falls Community College; Margaret J. O'Connor, Reinhardt College; Peter Ross, Central Michigan University; Curtis L. VanGeison, St. Charles Community College; and Julie Zink, University of Southern Maine.

And to those friends and colleagues who enrich our lives and our scholarship by helping us understand what it means to live interculturally, we are grateful: Dr. Amalia Villegas, Laura Laguna, Cruzita and Aurelio Mori, Lucia Madril and family, as well as many of the faculty, staff, and participants at the Summer Institute for Intercultural Communication in Portland, Oregon, and Jean-Louis Sauvage (Université de Mons-Hainaut). Finally, we thank our partners, Ronald S. Chaldu and David L. Karbonski, for hanging in there with us once again!

About the Authors

Judith Martin grew up in Mennonite communities, primarily in Delaware and Pennsylvania. She has studied at the Université de Grenoble in France and has taught in Algeria. She received her doctorate at the Pennsylvania State University. By background and training, she is a social scientist who has focused on intercultural communication on an interpersonal level and has studied how people's communication is affected as they move or sojourn between international locations. She has taught at the State University of New York at Oswego, the University of Minnesota, the University of New Mexico, and Arizona State University. She enjoys gardening, going to Mexico, and hosting annual Academy Awards parties, and she does not miss the harsh Midwestern winters.

Tom Nakayama grew up mainly in Georgia, at a time when the Asian American presence was much less than it is now. He has studied at the Université de Paris and various universities in the United States. He received his doctorate from the University of Iowa. By background and training, he is a critical rhetorician who views intercultural communication in a social context. He has taught at the California State University at San Bernardino and Arizona State University. He is a voracious reader and owns more books than any other faculty member in his department. He watches TV—especially baseball games—and lifts weights. Living in the West now, he misses springtime in the South.

Brief Contents

Preface xv

PART I: Foundations of Intercultural Communication

Chapter 1 Studying Intercultural Communication 1

Chapter 2 Intercultural Communication: Building Blocks and Barriers 25

Chapter 3 History and Intercultural Communication 57

Chapter 4 Identity and Intercultural Communication 79

PART II: Intercultural Communication Processes

Chapter 5 Verbal Issues in Intercultural Communication 114

Chapter 6 Nonverbal Communication Issues 148

PART III: Intercultural Communication in Everyday Life

Chapter 7 Popular Culture and Intercultural Communication 173

Chapter 8 Culture, Communication, and Conflict 193

Chapter 9 Intercultural Relationships in Everyday Life 217

PART IV: Intercultural Communication in Applied Settings

Chapter 10 Intercultural Communication in Tourism Contexts 247

Chapter 11 Intercultural Communication and Business 263

Chapter 12 Intercultural Communication and Education 283

Chapter 13 Intercultural Communication and Health Care 300

Glossary G-1
Credits C-1
Index I-1

此为试读,需要完整PDF请访问: www.ertongbook.com

Contents

Preface xv

PART I: Foundations of Intercultural Communication

Chapter 1 Studying Intercultural Communication 1

The Peace Imperative 3

The Economic Imperative 5

The Workplace 5

The Global Economy 6

The Technological Imperative 8

Technology and Human Communication 8

Mobility and Its Effect on Communication 10

The Demographic Imperative 11

Changing U.S. Demographics 11

Changing Immigration Patterns 17

The Self-Awareness Imperative 17

The Ethical Imperative 18

Ethical Judgments and Cultural Values 18

Becoming an Ethical Student of Culture 20

Summary 22

Building Intercultural Skills 22

Activities 23

Endnotes 23

Chapter 2 Intercultural Communication: Building Blocks and Barriers 25

Building Block 1: Culture 27

Culture Is Learned 27

Culture Involves Perception and Values 28

Culture Is Shared 29

Culture Is Expressed as Behavior 30

Culture Is Dynamic and Heterogeneous 31

Building Block 2: Communication 32
Culture and Communication 35
Communication, Cultural Worldviews, and Values 35
Communication and Cultural Rituals 43
Communication and Resistance to the Dominant Culture 44
Building Block 3: Context 44
Building Block 4: Power 45
Barriers to Intercultural Communication 46
Ethnocentrism 46
Stereotyping 47
Prejudice 50
Discrimination 51
Summary 53
Building Intercultural Skills 54
Activities 54
Endnotes 55

Chapter 3 History and Intercultural Communication 57
From History to Histories 60
Political, Intellectual, and Social Histories 60
Family Histories 60
National Histories 61
Cultural Group Histories 62
The Power of Other Histories 63
History and Identity 64
Histories as Stories 64
Nonmainstream Histories 65
Intercultural Communication and History 72
Historical Legacies 74
Summary 76
Building Intercultural Skills 76
Activities 77
Endnotes 77

Chapter 4 Identity and Intercultural Communication 79

Understanding Identity 81

Identities Are Created Through Communication 81
Identities Are Created in Spurts 81
Identities Are Multiple 82
Identities Are Influenced by Society 82
Identities Are Dynamic 84
Identities Are Developed in Different Ways in Different Cultures 84

Social and Cultural Identities 85

Gender Identity 85
Sexual Identity 86
Age Identity 87
Racial and Ethnic Identity 88
Physical Ability Identity 91
Religious Identity 91
Class Identity 92
National Identity 93
Regional Identity 94
Personal Identity 95

Identity Development 96

Minority Identity Development 96
Majority Identity Development 98
Characteristics of Whiteness 100

Multicultural Identity 102

Multiracial People 102
Identity and Adaptation 104
Living "On the Border" 106
Post-Ethnicity 107

Identity, Language, and Intercultural Communication 108

Summary 109

Building Intercultural Skills 110

Activities 110

Endnotes 111

PART II: Intercultural Communication Processes

Chapter 5 Verbal Issues in Intercultural Communication 114

The Study of Language 116
The Components of Language 116
Language and Perception 119
Cultural Variations in Language 121
Attitudes Toward Speaking, Writing, and Silence 122
Variations in Communication Style 123
Variations in Contextual Rules 127
Communicating Across Differences 129
Language and Power 130
Language and Social Position 130
Assimilation Strategies 131
Accommodation Strategies 132
Separation Strategies 133
The "Power" Effects of Labels 134
Moving Between Languages 138
Multilingualism 138
Translation and Interpretation 141
Language Politics and Policies 143
Summary 145
Building Intercultural Skills 145
Activities 146
Endnotes 146

Chapter 6 Nonverbal Communication Issues 148

Defining Nonverbal Communication 149
Comparing Verbal and Nonverbal Communication 150
What Nonverbal Behavior Communicates 151
Cultural Variations in Nonverbal Behavior 153
Nonverbal Codes 154
Cultural Variation or Stereotype? 161
Defining Cultural Space 163
Cultural Identity and Cultural Space 164
Changing Cultural Space 167
The Dynamic Nature of Cultural Spaces 168

Summary 169
Building Intercultural Skills 170
Activity 171
Endnotes 171

PART III: Intercultural Communication in Everyday Life

Chapter 7 Popular Culture and Intercultural Communication 173
Popular Culture and Intercultural Communication 174
What Is "Popular Culture"? 175
Consuming and Resisting Popular Culture 178
Consuming Popular Culture 178
Resisting Popular Culture 180
Representing Cultural Groups 181
Migrants' Perceptions of Mainstream Culture 182
Popular Culture and Stereotyping 183
U.S. Popular Culture and Power 185
Global Circulation of Images/Commodities 186
Popular Culture from Other Cultures 187
Cultural Imperialism 188
Summary 189
Building Intercultural Skills 190
Activities 190
Endnotes 191

Chapter 8 Culture, Communication, and Conflict 193
Characteristics of Intercultural Conflict 195
Ambiguity 196
Language Issues 196
Contradictory Conflict Styles 197
Conflict Types and Contexts 197
Types of Conflict 197
The Importance of Context 198
Cultural Influences on Conflict Management 199
Family Influences 199
Two Approaches to Conflict 200

Intercultural Conflict 202
Gender, Ethnicity, and Conflict 203
Religion and Conflict 204
Value Differences and Conflict Styles 205
Managing Intercultural Conflict 206
Productive Versus Destructive Conflict 206
Competitive Versus Cooperative Conflict 206
Understanding Conflict and Society 208
Social and Economic Forces 208
Historical and Political Forces 211
Summary 213
Building Intercultural Skills 213
Activity 214
Endnotes 215

Chapter 9 Intercultural Relationships in Everyday Life 217
Benefits of Intercultural Relationships 219
Challenges in Intercultural Relationships 221
Differences in Communication Styles, Values, and Perceptions 221
Negative Stereotypes 222
Anxiety 222
Affirming Another Person's Cultural Identity 223
The Need for Explanations 224
Foundations of Intercultural Relationships 225
Similarities and Differences 226
Cultural Differences in Relationships 227
Relationships Across Differences 233
Communicating in Intercultural Relationships 233
Intercultural Dating 236
Intercultural Marriage 237
Internet Relationships 239
Society and Intercultural Relationships 240
Summary 242
Building Intercultural Skills 243
Activity 243
Endnotes 244

此为试读,需要完整PDF请访问: www.ertongbook.com