

■ Dynamics of ■ INTERCULTURAL COMMUNICATION

Fourth Edition

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■ Dynamics of ■ INTERCULTURAL COMMUNICATION

Preface

Intercultural communication has become a truly exciting field of study. From the letters I have received and the meetings I have attended over the years inquiring about the first three editions of this text, I have learned how experts from a variety of places and backgrounds use intercultural communication principles. It is interesting and rewarding to know how many of you are contributing to so many people. Now in its fourth edition, this text represents an ongoing story of how people from diverse cultures communicate. In this edition you will find the usual updates on research and new concepts from the multiple areas associated with intercultural communication.

The examples and user-friendliness of the text continue to be positively evaluated by reviewers, students, and colleagues. Also, this edition contains a significantly increased amount of material about communicating with diverse cultures. Not only are diverse cultures discussed in a unique chapter on heritage cultures, but many cocultures and relevant principles of communication appear throughout the text. At the same time, the text preserves and adds to the theories, principles, and skills needed for dealing with intercultural communication between individuals and groups on a macrocultural level. I have merged chapters that dealt with similar themes, where previously the chapters were split for pedagogical reasons. In addition to the new chapter on heritage cultures, a new chapter on intercultural conflict appears. Furthermore, new data and models on competency, preparation, and development necessary for competency leading to intercultural effectiveness are stressed along with original models and selfevaluation scales. Some of the scales are retained in relevant places in the chapters, while other inventories are placed for general use in the appendix. These measurements are useful for personal growth, for intercultural training, for "people helping" opportunities, and certainly for research.

Finally, the central model for the book is employed throughout the text. The perception of difference or diversity motivates a drive toward intercultural competencies designed to create effectiveness in functional, intercultural communication. In dysfunctional, intercultural communication, the drive to deal with difference leads to distortion, withdrawal, hostility, alienation, and poor relationships. All this is explored in the text, but I think you will like the way the theme is carried in every chapter from the central model in chapter 1.

Overall, this book traces the imprint of cultural communication. This influence ranges widely. Consequently, this text covers a wide range of issues. I try not to overwhelm with research and data, but try to be faithful to the research, illuminating concepts, principles, and skills that you can understand and use.

Also, although a central model and theory are evident, you will notice how I use a number of research perspectives and approaches from the literature to build a topic. The purpose of such variety occurs in order to achieve several perspectives and achieve more comprehensive results for intercultural interaction.

An instructor's manual is available, providing professors with a computer test bank, semester and quarterly daily syllabi, overviews, and numerous skills exercises. In this edition, like the last three editions, I have not hesitated to bring analogies, illustrations, and examples from my students as well as from research and consulting, work that spans twenty-five years that included field work in numerous countries and consultations with small and large groups including Fortune 500 organizations and private organizations. The data and experiences are broad and have taught me many lessons in my growth in attempting successful intercultural outcomes. Fortunately, I am still learning and look forward to exploring together these questions raised in the book. You will observe that sometimes the writing is from a dominant U.S. cultural perspective. I hope you will observe also the desire for cultural sensitivity, awakening, and empathy that we intend for all cocultures communicating in a diverse world.

A number of people have been very helpful in developing various aspects of the book. Cecile Garmon, Richard Paine, Peggy Kirby, Diane Schwalm, and Gary Hughes uncovered a great deal of primary research for me in the first edition for which I am truly grateful. Reviewers of the first edition of the book in 1982 include Bill Gudykunst, Young Kim, Nemi Jain, and Jess Yoder. Second edition manuscript reviews were provided by Mara Adelman, Don Boggs, Carolyn Wilkins Fountenberry, Wallace Schmidt, and Andrew Wolvin. The reviewers for the third edition include Roger Conaway, Paul Lakey, Michael Prosser, and Curt Seimers. Thank you for the very helpful insights you provided and the specific suggestions you offered. The fourth edition reviewers and people with helpful comment include: Val Clark, Spokane Community College; Scherrie Foster, Minneapolis Community College; Janie Fritz, Duquesne University; Paul Frye, Trenton State College; and Sue Pendell, Colorado State University.

The staff at Brown and Benchmark have been fantastic. I appreciate their many hours of work and give special credit to Stan Stoga, Kassi Radomski, Robin Storm, and Peggy Selle. I am sure there are others about whom I do not know whose tireless efforts contributed greatly. Also, I owe thanks to the staff and faculty in the Department of Communication at Abilene Christian University for their support and encouragement. Chris Heard and Lynda Thornton were invaluable in providing line drawings. I gratefully acknowledge the ACU Department of Journalism and Mass Communication for various photographs.

I want to thank my parents, Carlysle and Leota Dodd, for the encouragement they have provided me all these years.

Most of all, I dedicate the book to my wife, Ada, who is my best friend and counselor, and to our children Jeremy, Matthew, Philip, and Jennifer. They sacrificed family time for me to complete this project.

Carley H. Dodd 1994

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Introduction and Background to Intercultural Communication

Chapter

Overview to Intercultural Communication

Objectives

After completing this chapter, you should be able to

- 1. Define intercultural communication
- Describe crucial elements within the intercultural communication process
- 3. Diagram and explain a model of intercultural communication
- Identify the general or major variables involved as two persons or a group from differing cultural backgrounds communicate
- Discuss conditions of intercultural communication among groups, identifying types of cultures
- 6. Identify intercultural communication effectiveness outcomes