

Contents

Foreword ix

1. The Histories of Intercultural, International, and Development Communication 1
Everett M. Rogers and William B. Hart

PART I: CROSS-CULTURAL COMMUNICATION (continued)

- X Cross-Cultural Communication: Introduction 19
William B. Gudykunst

2. Cross-Cultural Communication Theories 25
William B. Gudykunst and Carmen M. Lee

3. Cultural Communication 51
Gerry Philipsen

4. Language and Verbal Communication Across Cultures 69
Tae-Seop Lim

5. Nonverbal Communication Across Cultures 89
Peter A. Andersen, Michael L. Hecht, Gregory D. Hoobler, and Maya Smallwood

6. Cultural Influences on the Expression and Perception of Emotion 107
David Matsumoto, Brenda Franklin, Jung-Wook Choi, David Rogers, and Haruyo Tatani

7. Cognition and Affect in Cross-Cultural Relations 127
Cookie White Stephan and Walter G. Stephan

8. Cross-Cultural Face Concerns and Conflict Styles: Current Status and Future Directions 143
Stella Ting-Toomey and John G. Oetzel

9. Issues in Cross-Cultural Communication Research 165
William B. Gudykunst

PART II: INTERCULTURAL COMMUNICATION

- X Intercultural Communication: Introduction
William B. Gudykunst 179
10. Intercultural Communication Theories
William B. Gudykunst 183
11. Intercultural Communication Competence
Richard L. Wiseman 207
12. Identity and Intergroup Communication
Jessica Abrams, Joan O'Connor, and Howard Giles 225
13. Communication in Intercultural Relationships
Ling Chen 241
14. Adapting to an Unfamiliar Culture:
An Interdisciplinary Overview
Young Yun Kim 259
15. Issues in Intercultural Communication Research
George A. Barnett and Meihua Lee 275

PART III: INTERNATIONAL COMMUNICATION

- International Communication: Introduction
Bella Mody 291
16. Theory and Research in International Communication:
A Historical and Institutional Account
Stephen D. McDowell 295
17. Media Corporations in the Age of Globalization
Edward Comor 309
18. Global Communication Orders
Oliver Boyd-Barrett 325
19. Media, War, Peace, and Global Civil Society
Thomas L. Jacobson and Won Yong Jang 343
20. Transnational Advertising
K. Viswanath and Liren Benjamin Zeng 359
21. Differing Traditions of Research on International Media Influence
Bella Mody and Anselm Lee 381
22. A Pandemonic Age: The Future of International
Communication Theory and Research
Sandra Braman 399

PART IV: DEVELOPMENT COMMUNICATION

Development Communication: Introduction <i>Bella Mody</i>	415
23. Theories of Development Communication <i>Srinivas R. Melkote</i>	419
24. State, Development, and Communication <i>Silvio Waisbord</i>	437
25. Development Communication Campaigns <i>Leslie B. Snyder</i>	457
26. Communication Technology and Development: Instrumental, Institutional, Participatory, and Strategic Approaches <i>J. P. Singh</i>	479
27. Participatory Approaches to Communication for Development <i>Robert Huesca</i>	499
28. Development Communication as Marketing, Collective Resistance, and Spiritual Awakening: A Feminist Critique <i>H. Leslie Steeves</i>	519
29. International Development Communication: Proposing a Research Agenda for a New Era <i>Karin Gwinn Wilkins</i>	537
Author Index	551
Subject Index	577
About the Editors	599
About the Contributors	601