

CONTENTS

I.	INTRODUCTION	1
II.	BETWEEN LITERARY STUDIES AND CULTURAL STUDIES	
1.	Paul Christensen Signs and Recognitions	11
2.	Maureen Devine Multi-Cultural Feminisms: Louise Erdrich, or Expanding Feminist Literary Criticism	23
3.	Hermine Krassnitzer Understanding Australian Culture: The Approach through Literature	45
4.	Franz Kuna Understanding Australian Culture: The Approach through Film	65
5.	Heinz Tschachler "L'Exigence du pays," or: Cross-Cultural Perspectives to an Understanding of Lewis Mumford	81
6.	Adi Wimmer The Spirit of Individualism, or: Thomas Jefferson, Rambo, and Ronnie Reagan as the Children of the American Adam	103
7.	Axel Zafoschnig Experiencing Baseball: An Insight into the Values of American Culture Through a Popular Sport and its Literature	127
III.	BETWEEN LINGUISTICS AND CULTURAL STUDIES	
8.	Johann Köberl As Others Hear Us (In the Mind's Ear)	151

9.	Carolyn Köfer Mother Tongue Language Loss in a Foreign Language Environment: The Case of American English in Austria	167
10.	Günther Sigott Learner Characteristics of Austrian Learners of English and French	185
IV.	EXPERIENCING A FOREIGN CULTURE THROUGH FOREIGN LANGUAGE ACQUISITION	
11.	Gertraud Havranek Meeting the Challenge: Making Use of Language Learning Strategies	197
12.	William Nemser Experiencing a Foreign Lexicon: Word Confusion and Creation in Austrian English	217
13.	Veronica Smith Retrieving Words from Memory	239
V.	CULTURAL STUDIES AND THE TEACHING OF ENGLISH	
14.	Thomas Cullen Understanding Businesses Across Cultures: An Organizational Development Framework	259
15.	Werner Delanoy "Come to Mecca": Assessing a Literary Text's Potential for Intercultural Learning	275
VI.	THE AUTHORS	303