

CONTENTS

Preface	9
<i>PART I. Theoretical Considerations</i>	
1 The Field of Intercultural Communication Molefi K. Asante, Eileen Newmark, and Cecil A. Blake	11
2 Theoretical Directions for Intercultural Communication William S. Howell	23
3 On the Relevance of Cognitive Anthropology and Ethnomethodology Jerry L. Burk and Janet G. Lukens	43
4 Integrating Etic and Emic Approaches in the Study of Intercultural Communication Stanley E. Jones	57
<i>PART II. Conceptual Frameworks</i>	
5 The Consciousness Theory of Intercultural Communication Tulsi B. Saral	77
6 Rhetoric and Intercultural Communication Cecil A. Blake	85
7 Demystification of the Intercultural Communication Encounter Molefi K. Asante and Alene Barnes	95
8 Nonverbal Behavior: An Intercultural Perspective Sheila J. Ramsey	105
<i>PART III. Issues In Intercultural Communication</i>	
9 The Role of Values in Intercultural Communication K. S. Sitaram and Lawrence W. Haapanen	147
10 International Communication and Its Media: A Crossnational Study K. Kyoong Hur	161
11 An Analysis of Diplomatic Communication Eileen Newmark	179
12 Five Dimensions in Racial-Based Communication Stereotypes Steven M. Alderton	189
13 Terramedian Value Systems and Their Significance George O. Roberts	203

	<i>PART IV. General Problems with Data</i>	229
14	Intercultural Communication Data Acquisition V. Lynn Tyler, Peggy Hall, and James S. Taylor	231
15	Still Photography: An Approach to Intercultural Communication Robert Shuter	253
16	Ethnocentric Bias in Developmental Research Njoku E. Awa	263
17	A Multidimensional Scaling Methodology for Crosscultural Research in Communications Oliver C.S. Tzeng and Dan Landis	283
	<i>PART V. Research in Specific Cultures</i>	319
18	Communication Characteristics of Asian Americans in Urban Settings: The Case of Honolulu Japanese Dennis M. Ogawa	321
19	A Crosscultural study of Mate Recruiting Through Mass Media Erika Vora and Jay A. Vora	339
20	Cultural Self-Comprehension in Ethnically Plural Societies: The Case of Sub-Saharan Africa Akinade O. Sanda	357
21	Native American Communication Patterns: The Case of the Lakota Speakers Bea Medicine	373
22	Black-White Communication: An Assessment of Research Dorothy L. Pennington	383
	<i>PART VI. Practical Applications: Training Methods</i>	403
23	Counseling Clients from Other Cultures: Two Training Designs Paul Pedersen	405
24	Case Methods in International Management Training Joseph J. DiStefano	421
25	Multinational Training for Multinational Corporations Melvin Schnapper	447
	About the Authors	475