CONTENTS

SE	CTION ONE Introduction to			Organizational Layer	38
Intercultural Communication				Cultural Layer	41
_				Connecting the Layers	51
1	Defining Intercultural			Summary	52
	Communication	1		Review Questions	54
	Introduction	2		Exercises	54
	Defining Intercultural Communication	4			
	Culture and Cultural Diversity	4	SE	CTION TWO The Individual	
	Communication	11	3	*1	
	Intercultural Communication	15	3	Identity	55
	Why Study Intercultural Communication?	16		Introduction	56
	Global Demographics	16		Characteristics of Identity	57
	(In)effective Outcomes	17		Multifaceted	57
	Peace and Conflict	18		Social and Personal	58
	Ethical Considerations	19		Salience and Strength	59
	How Can We Study Intercultural			Fluid and Stable	61
	Communication?	22		Avowed and Ascribed	62
	Different Perspectives	22		Passing and Outing	62
	Pedagogical Approaches in This Book	24		Performance and Expression	63
	Summary	25		Concept Check	66
	Review Questions	27		Explaining Cultural Identities:	
	Exercises	27		Development, Differentiation, Negotiation, and Deconstruction	66
2	A I assembly Ammunical to International			Development of Cultural Identities	67
_	A Layered Approach to Intercultural Communication	28		Differentiation of Cultural Identities	69
				Negotiation of Cultural Identities	71
	Introduction	29		Deconstruction of Cultural Identities	74
	A Layered Approach: The Social Ecological Framework	30 31 33		Concept Check	77
	_			Layers of Identity	78
	Layered Model			Bottom-Up Effects	78
	Benefits and Challenges of a Layered Perspective			Top-Down Effects	79
	Four Layers of Intercultural	00		Challenges and Skills	80
	Communication	35		Summary	84
	Individual Layer	35		Review Questions	86
	Interpersonal Layer	37		Exercises	87

4	Attributions and Attitudes	88		Communication Accommodation Theory	137
	Introduction	89		Concept Check	141
	Attributions	90		Layers of Initial Intercultural	1.41
	Nature of Attributions	90		Interactions	141 141
	Cultural Differences in Attributions	93		Bottom-Up Effects	141
	Attribution Errors	95		Top-Down Effects: Initial Interactions and Individual Effects	142
	Concept Check	98		Top-Down Effects: Culture, Media and	
	Attitudes	98		Initial Interactions	143
	Intercultural Sensitivity	98		Challenges and Skills	145
	Prejudice	101		Summary	146
	Communicating Prejudice	105		Review Questions	147
	Layers of Attributions and Attitudes	112		Exercises	148
	Bottom-Up Effects	112			
	Top-Down Effects	113	6	Intercultural Friendships and	
	Challenges and Skills	115		Relationships	149
	Summary	116		Introduction	150
	Review Questions	118		Friendships	152
	Exercises	118		Factors for Intercultural Friendship Formation	152
SECTION THREE Interpersonal				Challenges to Intercultural Friendship	153
Relationships				Building Intercultural Alliances	157
				Concept Check	159
5	Initial Intercultural Interactions	119		Romantic Relationships	159
	Introduction	120		Managing Relationships: Negotiating	
	Types of Initial Intercultural Interactions	121		Dialectics	160
	Travel	121		Managing Conflict and Differences	165
	Sojourners	123		Concept Check	173
	Migrants: Refugees and Immigrants	124		Layers of Intercultural Friendships and Relationships	173
	Explaining Initial Intercultural			Bottom-Up Effects	173
	Interactions: Cultural Adaptation Perspectives	125		Top-Down Effects: An Intercultural	
	Culture Shock	126		Relationship's Impact on	
	Cultural Adaptation	129		Attitudes	174
	Concept Check	134		Top-Down Effects: Society's Impact on	175
	Explaining Initial Intercultural			Relationships	176
	Interactions: Communication			Challenges and Skills	178
	Strategy Perspectives	134		Summary	177
	Anxiety and Uncertainty	134		Review Questions	
	Management (AUM) Theory	134		Exercises	178

				Contents	vii
SEC	CTION FOUR Organizational			Managing People	225
Contexts			Individuals' Reactions to the		
_				Organization	229
7	Higher Educational Contexts	179		Concept Check	231
	Introduction	180		Layers of Intercultural Communication in the Workplace	231
	Disparities in Educational Outcomes	182		Bottom-Up Effects	231
	Instructional Communication	185		Top-Down Effects: The Workplace's	
	Classroom Management	185		Impact on Attitudes and Individual	222
	Learning Styles	190		Behavior	232
	Peer-to-Peer Communication	195		Top-Down Effects: Society's Impact on the Workplace	233
	Concept Check	197		Challenges and Skills	235
	Layered Perspective of Educational	177		Summary	237
	Contexts	197		Review Questions	238
	Bottom-Up Effects	197		Exercises	239
	Top-Down Effects: Educational Institutions' Impact on Individuals	198	9	Health Care Contexts	240
	Top-Down Effects: Society's Impact on				
	Educational Institutions	200		Introduction	241
	Challenges and Skills	204		Health Disparities	243
	Summary	205		Factors Related to Health Disparities	248
	Review Questions	206		Socioeconomic Status	248
	Exercises	207		Health Care System Problems	250
8	The Workplace	208		Cultural Health Beliefs and Behaviors	252
	Introduction	209		Service Utilization Obstacles	255
	Workplace as a Context for Cultural	209		Culturally Competent Communication	258
	Diversity	211		Concept Check	262
	Benefits and Challenges of Cultural Diversity	214		Layers of Health Care Contexts	263
	Value Added Perspective on Diversity	214		Bottom-Up	264
	Potential Barrier Perspective on			Top-Down: Influence of Health Care	
	Diversity	216		Contexts on Individuals	264
	Poor Analysis of Diversity Issues	217		Top-Down: Influence of Society on	
	Concept Check	219		Health Care Contexts	265
	Intercultural Communication in the			Challenges and Skills	269
	Workplace	220		Summary	274
	Organizational Culture	220		Review Questions	276
	Work Group Processes	222		Exercises	276

SECTION FIVE Community and Societal Contexts			Cultivation Hybridity	325 327
J J J J			Concept Check	328
10	Intercultural Communities	277	Layered Perspective of Media Bottom-Up Effects	329 329
	Introduction	278	Top-Down Effects	330
	Community and Culture	279	Challenges and Skills	331
	Challenges to Intercultural Communities: Community Conflict	284	Summary	333
	Scarce Resources and Disenfranchisement	285	Review Questions	335
	Cultural and Value Differences	286	Exercises	335
	Institutionalized and Internalized Racism	293		
	Concept Check	296	12 History(ies) and Future(s) Shaping	
	Layers of Intercultural Communities	297	Intercultural Communication	337
	Bottom-Up Effects	297	Introduction	338
	Top-Down Effects	299	Why Does History Matter?	339
	Challenges and Skills	299	Memory and Identity	340
	Summary	306	Historical Trauma	344
	Review Questions	308	Consequences of History for Today	347
	Exercises	309	Concept Check	350
			Future of Intercultural Communication	351
11	Media and Popular Culture	310	Globalization	351
	Introduction	311	Intercultural Relations	355
	Media Production	313	Concept Check	359
	Agenda Setting	313	Layered Perspective of History(ies)	
	Cultural Studies	314	and the Future(s)	359
	Cultural Industries and Media		Bottom-Up Effects	359
	Ownership	316	Top-Down Effects	360
	Homogeneous Sources and Cultural		Challenges and Skills	360
	Imperialism	317	Summary	362
	Concept Check	318	Review Questions	363
	Media Messages	318	Exercises	364
	Homogenization of Content	319		
	Patterns of Coverage	319	Glossary 365	
	Concept Check	323	References 372	
	Media Reception Uses and Gratification	324 325	Index 300	
	USES AND Crafification	175	index (91)	