Contents

Acknowledgements xi
Permissions xiii
Transcription conventions xiv
Series editors' introduction xv
Notes on using this book xvii

PART I
Intercultural communication in everyday life 1

1 Language classrooms 3
1.1 Culture and language learning and teaching (Does learning a language mean learning a culture?) 3
1.2 Culture of learning (How many times do I need to practise?) 12
1.3 Multicultural classrooms (Why is she so quiet in the classroom?) 16
1.4 Chapter summary 22

2 The workplace 24
2.1 Meetings (Has anything been decided in the meeting?) 24
2.2 Small talk (Haven't seen you for ages!) 32
2.3 Humour (I didn't get that!) 38
2.4 Chapter summary 42

3 Business 44
3.1 Advertising (Buy it, sell it, love it) 44
3.2 International business negotiation (Why do they talk a lot about nothing really?) 52
3.3 More language and communication matters (Dear Respected Mr Lin, how are you?) 56
3.4 Chapter summary 62

4 Family and migration **64**
4.1 Migrant families (I'm British on paper, but am I English?) 64
4.2 Intercultural couples (Can love speak without words?) 70
4.3 Language choice and learning at home (Good boy! Well done *habeebi* (My darling)) 72
4.4 Chapter summary 78

5 Study abroad and tourism **81**
5.1 Study abroad (Does 'real' experience help with my language and intercultural learning?) 81
5.2 Tourism (Can I take a picture with you?) 89
5.3 Chapter summary 98

PART II
Developing intercultural communicative competence **101**

6 What are culture-specific ways of communication and why? **103**
6.1 High versus low context: relationship and networks 103
6.2 High involvement: solidarity and connectedness 106
6.3 Directness or indirectness: face, politeness and rapport 108
6.4 Turn-taking: universals vs. cultural variations 114
6.5 Space: the silent language 115
6.6 Chapter summary 118

7 What causes turbulence in intercultural communication? **120**
7.1 Communicative turbulence 120
7.2 Symbolic power 122
7.3 Pragmatic mismatch 124
7.4 Clash of styles 128
7.5 Mismatch in schemas and cultural stereotypes 130
7.6 Mismatch in contextualisation and framing 134
7.7 Chapter summary 136

8 What contributes to successful communication? **138**
8.1 Accommodating towards your audience 138
8.2 Negotiation as the way of engagement 144
8.3 Interpreting and mediating interaction 149

8.4 Understanding professional and institutional discourse 152
8.5 Chapter summary 157

9 How to develop intercultural communicative competence 159
9.1 ICC in foreign language teaching and learning 159
9.2 A multidisciplinary overview of ICC 164
9.3 Intercultural learning through education and training 166
9.4 Intercultural learning from a language socialisation perspective 173
9.5 Chapter summary 178

PART III
Understanding intercultural communication critically 181

10 The relation between language, culture and thought: the classical question 183
10.1 The Sapir-Whorf hypothesis: language controls or influences thought 183
10.2 Colour terms: language influences, but does not determine, perception 187
10.3 'The geography of thought': culture influences thought independent of language 188
10.4 Cultural key words: vocabulary as index of a culture 190
10.5 The language of thought: language as a window into human nature; and thought exists independently of language 191
10.6 The bilingual mind: thinking and speaking in two languages 192
10.7 Thinking back: relevance to intercultural communication 193

11 Theories of culture: a fundamental question 197
11.1 Compositional approach: culture as a collection of things shared by people 197
11.2 Interpretive approach: culture as semiotic 203
11.3 Action approach: culture as a process 204
11.4 Critical approach: culture as power and ideological struggle 206
11.5 Overview: complexity of culture 207
11.6 Thinking back: from what culture is to what intercultural communication is 209

12 Language, identity and interculturality: a paradigm-shifting question **212**
12.1 'Where are you from?' 212
12.2 Identity: multiplicity and types 212
12.3 Cultural identity 215
12.4 Interculturality: from being to doing cultural identities 219
12.5 Thinking back and looking forward 230

Task commentaries 233
Glossary of key terms 245
References 254
Index of subjects 281
Index of languages, cultures and geographical areas 284