

Contents

Chapter 1: An Introduction	1
Background	2
Aims, Purposes, and Outline of This Book	8
Discussion Questions	10
Chapter 2: From Contrastive Rhetoric to Intercultural Rhetoric	11
English for Specific Purposes	14
New Literacies	15
Studies of Culture	17
Translation Studies	20
Concrete Developments in Intercultural Rhetoric:	21
Conferences and Books	
Discussion Questions	23
Chapter 3: Culture in Intercultural Rhetoric	25
Theories of Culture	26
Small Culture and Large Culture	28
Negotiation and Accommodation in	30
Intercultural Communication	
Discussion Questions	35
Chapter 4: Text Analysis in Intercultural Rhetoric	36
From Texts to Social Contexts	37
Fairclough's Three-Dimensional Conception	38
of Discourse	
Gee's Big D Discourse	39
Hyland's Theories of Academic Writing	43
Genre Analysis	44
Corpus Analysis	47
Multi-Modal Visual Analysis	51
Ethnographic Approaches and Text Analysis	52

General Principles of Conducting Research	54
Studies to Be Applied to Intercultural Rhetoric	
Sample IR Studies Using a Range of Methodologies	57
Discussion Questions	62
Chapter 5: Intercultural Rhetoric and Teaching	63
The ESL/EFL Writing Classroom	64
L1 Classrooms in the United States	69
The Writing Center	72
English for Specific Purposes Instruction	75
English as a Lingua Franca	81
Discussion Questions	88
Chapter 6: Intercultural Rhetoric and Health Care Communication	90
Health Literacy	91
Intercultural Health Encounters	94
IR and Language Teaching to U.S. International	95
Medical Graduates and Doctors	
Discussion Questions	104
Appendix	105
References	107
Subject Index	121
Author Index	122