

# Contents

**Dedication: In Honor of Dr. Everett M. Rogers (1931–2004)** ix

*Molefi Kete Asante, Yoshitaka Miike, and Jing Yin*

**Acknowledgments** xiii

**Introduction: New Directions for Intercultural Communication Research** 1

*Molefi Kete Asante, Yoshitaka Miike, and Jing Yin*

## Part I The Emergence and Evolution of Intercultural Communication

1. **Notes in the History of Intercultural Communication: The Foreign Service Institute and the Mandate for Intercultural Training** 17  
*Wendy Leeds-Hurwitz*
2. **The Evolution of International Communication as a Field of Study: A Personal Reflection** 35  
*Gary R. Weaver*
3. **The Centrality of Culture in the 20th and 21st Centuries** 48  
*Robert Shuter*
4. **Theories of Culture and Communication** 58  
*Bradford 'J' Hall*
5. **Mapping Cultural Communication Research: 1960s to the Present** 76  
*Ronald L. Jackson II*
6. **Sojourning Through Intercultural Communication: A Retrospective** 92  
*William J. Starosta*

## Part II Issues and Challenges in Cross-Cultural and Intercultural Inquiry

7. **Afrocentricity: Toward a New Understanding of African Thought in the World** 101  
*Molefi Kete Asante*
8. **The Asiacentric Turn in Asian Communication Studies: Shifting Paradigms and Changing Perspectives** 111  
*Yoshitaka Miike*
9. **Indigenous and Authentic: Hawaiian Epistemology and the Triangulation of Meaning** 134  
*Manulani Aluli-Meyer*



10. **The Four Seasons of Ethnography: A Creation-Centered Ontology for Ethnography** 151  
*Sarah Amira de la Garza*
11. **Encounters in the Third Space: Links Between Intercultural Communication Theories and Postcolonial Approaches** 174  
*Britta Kalscheuer*
12. **Thinking Dialectically About Culture and Communication** 190  
*Judith N. Martin and Thomas K. Nakayama*

### Part III Cultural Wisdom and Communication Practices in Context

13. **Nommo, Kawaida, and Communicative Practice: Bringing Good Into the World** 211  
*Maulana Karenga*
14. **Ubuntu in South Africa: A Sociolinguistic Perspective to a Pan-African Concept** 226  
*Nkonko M. Kamwangamalu*
15. **Communication and Cultural Settings: An Islamic Perspective** 237  
*Hamid Mowlana*
16. **The Functions of Silence in India: Implications for Intercultural Communication Research** 248  
*Nemi C. Jain and Anuradha Matukumalli*
17. **Language and Words: Communication in the *Analects* of Confucius** 255  
*Hui-Ching Chang*
18. **The Two Faces of Chinese Communication** 273  
*Guo-Ming Chen*

### Part IV Identity, Multiculturalism, and Intercultural Competence

19. **Popular Culture and Public Imaginary: Disney vs. Chinese Stories of *Mulan*** 285  
*Jing Yin*
20. **The Mexican Diaspora: A Critical Examination of Signifiers** 305  
*Susana Rinderle*
21. **The Masculine–Feminine Construct in Cross-Cultural Research: The Emergence of a Transcendent Global Culture** 321  
*James W. Chesebro, David T. McMahan, Preston Russett, Eric J. Schumacher, and Junliang Wu*
22. **Encounters With the “Other”: Personal Notes for a Reconceptualization of Intercultural Communication Competence** 339  
*Gust A. Yep*
23. **Applying a Critical Metatheoretical Approach to Intercultural Relations: The Case of U.S.–Japanese Communication** 357  
*William Kelly*
24. **Superheroes in Shanghai: Constructing Transnational Western Men’s Identities** 374  
*Phiona Stanley*
25. **Beyond Multicultural Man: Complexities of Identity** 393  
*Lise M. Sparrow*



26. **Moving the Discourse on Identities in Intercultural Communication: Structure, Culture, and Resignifications** 415  
*S. Lily Mendoza, Rona T. Halualani, and Jolanta A. Drzewiecka*

## Part V Globalization and Ethical Issues in Intercultural Relations

27. **Ethnic Discourse and the New World Disorder: A Communitarian Perspective** 431  
*Majid Tehranian*
28. **The Hegemony of English and Strategies for Linguistic Pluralism: Proposing the Ecology of Language Paradigm** 445  
*Yukio Tsuda*
29. **Languages and Tribal Sovereignty: Whose Language Is It Anyway?** 457  
*Rebecca Blum Martinez*
30. **Development and Communication in Sri Lanka: A Buddhist Approach** 467  
*Wimal Dissanayake*
31. **Global Village vs. Gandhian Villages: A Viable Vision** 480  
*Kuruvilla Pandikattu*
32. **The Context of Dialogue: Globalization and Diversity** 496  
*Tu Weiming*

## Appendix: Intercultural Communication as a Field of Study: A Selected Bibliography of Theory and Research 515

- Yoshitaka Miike*
- Notes on Contributors 557
- Permissions 568

## Index 571