By Dr Shuang Liu Zala Volcic Prof Cindy Gallois Introducing Intercultural Communication Global Cultures And Contexts

Taking a truly global perspective, this textbook presents concepts, theories and applications from the field of intercultural communication in a lively and easy-to-follow style. Covering all the essential topics, from immigration to intercultural conflict to the impact of mass media and technology, this cutting edge new edition features: A student-friendly structure with enhanced signposting to guide students through the book. Expanded coverage of ethics, digital communication and social media. A brand new set of international case studies to tie theory to real-world practices, including the European refugee crisis, Chinese food culture and Barbie dolls and beauty. A suite of student-friendly learning features, including ‘Do it!’ activity boxes, chapter summaries and applications of key theories in ‘Theory Corner’. Links to further reading and SAGE Video to help understanding. A host of online resources to reinforce students' learning, including multiple choice quizzes, discussion questions and exercises. Introducing Intercultural Communication is the ideal guide to becoming a critical consumer of information and an effective global citizen. It should be required reading for students in media and communications, business and management, linguistics and beyond. ??????????????

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