Intercultural Communication Chapter 5

This book breaks open the 'black box' of the workplace, where successful immigrants work together with their Dutch colleagues. In their intercultural team meetings the work itself consists of communication and the question is how that work is done. The teams consist of Dutch, Turkish, Moroccan, and Surinamese educational experts whose job it is to advise schools and teachers on the form and content of language teaching. Their meetings are structured according to institutional patterns, such as 'interactive planning' and 'reporting', and according to intercultural discourse structures. For instance, Dutch team members identify their immigrant colleagues as 'immigrant specialists' and are themselves identified as 'institutional specialists'. Further, the intercultural pattern 'thematizing and unthematizing racism' provides the team members with communicative methods to deal with the societal contradictions that exist between different cultural groups, in the Netherlands as well as elsewhere. These intercultural discourse structures concur with the institutional patterns so that, for instance, they affect the outcomes of planning discussions. Most studies on intercultural communication focus on misunderstandings and miscommunications. This book demonstrates that also communication without miscommunication can be shown to be intercultural.
ICT has had a huge impact on businesses and organizations in general, with new business models, new marketing channels, and new markets being reached using these technologies. ICT can promote new strategies and enhancers to optimize various aspects of business, but this technology also provides important tools that can empower social entrepreneurship initiatives to develop, fund, and implement new and innovative solutions to social, cultural, and environmental problems. With the upheaval caused by the COVID-19 pandemic and its subsequent impact on the economy, the methods and tools used within this field will be forever impacted. ICTs and the digital economy are huge trends that will affect organizations in several dimensions, such as how to communicate and improve performance. Thus, new perspectives and research are needed to identify the trends emerging in these fields. The Handbook of Research on Entrepreneurship, Innovation, Sustainability, and ICTs in the Post-COVID-19 Era broadens the exploitation of entrepreneurship, innovation, and ICTs in a global approach to draw attention to multidisciplinary perspectives of these contexts and their influence in modern organizations. In addition, the book explores and discusses, through innovative studies, case studies, systematic literature reviews, and reports, the key developments in digital entrepreneurship, circular economy and digitalization, digital business models, digital market and internationalization, digital economy, trends and challenges for organizations, digital entrepreneurial ecosystems, IS/ICT in organizations, social aspects of information systems, and more. This book is ideally intended for business managers, industry professionals, entrepreneurs, practitioners, stakeholders, researchers, academicians, and students looking for how business and organizations are going to shift and advance in the post-COVID-19 era. International Management and Intercultural Communication consists of cases of direct observation and personal involvement in a wide variety of communication challenges in international management settings; and discusses them in terms of management theories. The cases explore interactions across national cultures and regional boundaries, demonstrating both traditional and unusual approaches to problems that sooner or later are likely to challenge all managers who operate internationally. The book is presented in two volumes. Volume 1 contains case studies concerning different aspects of international management and intercultural communication in business, marketing and politics. Volume 2 deals with cases of international management in social and educational settings.
This handbook summarises the state of the art in international, cultural and developmental communication and sets the agenda for future research.
This book explores communication, culture, and intercultural communication. The emphasis is

on promoting understanding of and appreciation for the rich and varied perspectives encountered in intercultural communication opportunities. Interdisciplinary in nature, the book focuses on the need to develop self-understanding as a first step to intercultural understanding, and highlights the need for the intercultural state of mind to match our multicultural world, the difficulties inherent in the quest of such an objective, the excitement of challenges on the way and the rewards of the success that are sputtering with new energy and yet waiting to be discovered. Furthermore, the book represents an initial step in the process of building competencies which may facilitate effective communication in all types of cross-cultural settings. It gives a unique outlook of how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures. The book grows out of the philosophy that developing better interpersonal, intercultural communication skills will profoundly benefit the seven billion people who share this planet and who increasingly interact with each other by producing some guidelines with which people can successfully cope with the realities of cultural diversity, the challenges of living in a multicultural world, the need to transcend the unpredictability of intercultural interactions, the accompanying fears that such interactions often encompass, and the feeling of joy and comfort in the discovery of cultural diversity.

This text is a practical guide that provides readers with effective approaches to communication theories and strategies and offers a wealth of tools for enhancing communication both in Canada and abroad. Informed by the authors' intersection of cultural identities and lived experiences, Intercultural Communication demonstrates how communicative practices are established and influenced within societal realms. Readers' understanding of culture is widened beyond discussions of race and ethnicity by critically examining factors like age, familial roles, sex, gender, socioeconomic status, and disability. Guided through real and complex scenarios, this text explores how different social and cultural practices present implications for communication, demonstrating how to manage conversations in appropriate and meaningful ways. Key topics include verbal and non-verbal communication, cultural values, self-awareness, and digital communications. Case studies, practical activities, and thought-provoking questions accompany each chapter, helping students to explore their own attitudes and actions through self-reflection. This invaluable and comprehensive guide is ideal for students enrolled in intercultural communication and cross-cultural communication courses, including studies in business, education, social work, health care, and law enforcement.

This edited research volume explores the development of what can be described as the 'critical turn' in intercultural communication pedagogy, with a particular focus on modern/foreign language education. The main aim is to trace the realisations of this critical turn against a background of unequal power relations, and to illuminate the role that radical culture educators can play in the making of a more democratic and egalitarian social order. The volume takes as a starting point the idea that criticality draws on a number of intellectual traditions, which do not always focus on social and political critique, and argues that because ideological hegemony impacts on the meanings that people create and share, intercultural communication pedagogy ought to locate itself within wider socio-political contexts. With reference points drawn from critical and transnational social theory, critical pedagogy and intercultural theory, contributors to this volume provide readers with powerful ways that show how this can be achieved, and together assess the impact that their understanding of criticality can make on modern/foreign language education. The volume is divided into three major parts, namely: 'theorising critically', 'researching critically' and 'teaching critically'.

We live in an increasingly more globalized world, where living and working with people of various cultures is a nearly everyday occurrence. These interactions, combined with ever-growing opportunities for students to explore and study in foreign settings, make it important to master effective ways to engage and learn from these experiences. Intercultural

Communication will engage readers interested in developing intercultural competence with an eye towards fostering diverse and vibrant communities that coexist peacefully. The authors begin by defining competent communication and describing how it contributes to peaceful communities before considering how cultural differences relate to the effects of cultural frames, emotions, and nonverbal and verbal communication. The second half of the book surveys how culture influences friendships, families, classrooms, workplaces, the media, and our visits to cultures different from our own. Recognizing the effects of these influences allows readers to take advantage of opportunities and overcome obstacles to more fully immerse themselves in a different way of life. Each chapter offers various boxed inserts with important and entertaining insights to supplement topics and provide opportunities for discussion.

The comprehensive how-to guide to preparing students for the demands they'll face on the job. Dwyer thoroughly addresses the new-media skills that employees are expected to have in today's business environment. Now titled Communication for Business and the Professions: Strategies and Skills, the fifth edition presents these technologies in the context of proven communication strategies and essential business English skills. With new and updated content on social media and technology, Dwyer provides comprehensive coverage of communication strategies and skills by linking theory and research with practical skills and examples. Dwyer believes in expanding our knowledge of what we can do to interact effectively and provides us with working models to practise and refine how well we do it. This edition continues to provide a solid background in communication, stimulate critical thinking, and promote active learning through a variety of features and activities.

Combining perspectives from discourse analysis and sociolinguistics, this introduction provides students with a comprehensive, up-to-date and critical overview of the field of intercultural communication.Ingrid Piller explains communication in context using two main approaches.The first treats cultural identity, difference and similarity as discursive constructions. The second, informed by bilingualism studies, highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them.Linguistics students will find this book a useful tool for studying language and globalization as well as applied linguistics.

With so many individuals, couples, and families now living in the United States from diverse cultural and educational backgrounds, there are various communication styles among the different ethnic groups that play a key role in determining the success and failure of today's marriages and family relationships. Throughout the years of personal struggles as a formal political refugee from Southeast Asia, the author survived many levels of challenges, such as escaping from Laos to Thailand to be freed from political persecution, surviving in a refugee camp from sicknesses and hunger, coming to America with zero English skill, in order to become a language instructor, marriage and family counselor, and Mien language and cultural consultant. The combined years of his research and personal experiences in working with individuals, couples, and families from different cultural, social, and educational settings, he has the honor and privilege

to write this book, with practical implications for individuals, couples, parents, pastors, community leaders, counselors, educators, and researchers. Using diverse language examples and tasks, this book illustrates how intercultural communication theory can inform second language teaching. The new Southern African edition of this popular introductory textbook offers students a practical and accessible framework for developing their intercultural communication skills. It provides a global perspective on intercultural communication while allowing students to contextualise their knowledge with relevant examples, applications and perspectives. Recognising that students in Southern African come from diverse cultural, ethnic and linguistic backgrounds, it provides discussion of issues and perspectives they can apply to everyday life and to broader contexts.

This book provides a practical set of guidelines for people wishing to communicate professionally in Japan, following the model of the similar book by Kelm and Victor on Brazil. Good communication requires more than knowing the language. Haru Yamada, Orlando Kelm, and David Victor, seasoned cross-cultural trainers for businesspeople, provide a guide through Victor's LESCANT model (Language, Environment, Social Organization, Context, Authority, Nonverbal, and Time). Each chapter addresses one of these topics and demonstrates how to evaluate the differences between Japan and North America, presenting examples to help people avoid common communication mistakes. The book is generously peppered with photographs to provide visual examples. The authors complete the book with a case study chapter on a business interaction between Japanese and North Americans (NA). They then gathered comments from various NA professionals working in Japan and Japanese working with US professionals about the interactions in the case, providing helpful observations about the situation. The book straddles some language and communication topics, international relations, and reaches into the business community, a strong academic program at GU, presenting us with a new opportunity to reach a wider audience.

Winner of the National Communication Association's International and Intercultural Communication Division's 2014 Outstanding Authored Book of the Year award This book engages the notion of cosmopolitanism as it applies to intercultural communication, which itself is undergoing a turn in its focus from post-positivistic research towards critical/interpretive and postcolonial perspectives, particularly as globalization informs more of the current and future research in the area. It emphasizes the postcolonial perspective in order to raise critical consciousness about the complexities of intercultural communication in a globalizing world, situating cosmopolitanism—the notion of global citizenship—as a multilayered lens for research. Cosmopolitanism as a theoretical repertoire provides nuanced descriptions of what it means to be and communicate as a global citizen, how to critically study interconnectedness within and across cultures, and how to embrace differences without glossing over them. Moving

intercultural communication studies towards the global in complex and nuanced ways, this book highlights crucial links between globalization, transnationalism, postcolonialism, cosmopolitanism, social injustice and intercultural communication, and will help in the creation of classroom spaces devoted to exploring these links. It also engages the links between theory and praxis in order to move towards intercultural communication pedagogy and research that simultaneously celebrates and interrogates issues of cultural difference with the aim of creating continuity rather than chasms. In sum, this book orients intercultural communication scholarship firmly towards the critical and postcolonial, while still allowing the incorporation of traditional intercultural communication concepts, thereby preparing students, scholars, educators and interculturalists to communicate ethically in a world that is simultaneously global and local.

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.

Competence in communicating across cultures is a prerequisite for success in today's fast-changing global community. In Intercultural Communication, Patel, Li and Sooknanan draw on their deep intercultural experience to show us how to build successful communication bridges across diverse cultures. The book explores various theoretical positions on global communication ethics and norms by providing an overview of the contemporary socio-cultural situation and seeking ways in which common ground may be found between these different positions. The authors raise points of critical reflection on intercultural events and issues in various areas of communication including health, work, environment and education. The book also covers a range of issues, from the interactions of various cultures to the expansion of social organizations and the growing global infrastructure. By integrating 'glocal' perspectives in intercultural communication, the book addresses the long-term strategy of developing a global community

without sacrificing indigenous local values.

Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study. The books take an innovative 'practice to theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Additional features include tasks with commentaries, a glossary of key terms, and an annotated further reading section. Exploring Intercultural Communication investigates the role of language in intercultural communication, paying particular attention to the interplay between cultural diversity and language practice. This book brings together current or emerging strands and themes in the field by examining how intercultural communication permeates our everyday life, what we can do to achieve effective and appropriate intercultural communication, and why we study language, culture and identity together. The focus is on interactions between people from various cultural and linguistic backgrounds, and regards intercultural communication as a process of negotiating meaning, cultural identities, and – above all – differences between ourselves and others. Including global examples from a range of genres, this book is an essential read for students taking language and intercultural communication modules within Applied Linguistics, TESOL, Education or Communication Studies courses.

>

In this fully updated Fourth Edition of Intercultural Communication, author James W. Neuliep provides a clear contextual model (visually depicted by a series of concentric circles) for examining communication within cultural, microcultural, environmental, sociorelational, and perceptual contexts. Beginning with the broadest context-the cultural component of the model-the book progresses chapter by chapter through the model, to the most specific traits of communication, verbal and nonverbal messages. Each chapter focuses on one context and explores the combination of factors within that context, including setting, situation, and circumstances. Highlighting values, ethnicity, physical geography, and attitudes, the book examines means of interaction, including body language, eye contact, and the exchange of words, as well as the stages of relationships, cross-cultural management, intercultural conflict, and culture shock. Features Features a new chapter on Cross-Cultural Conflict (Chapter 10) that includes discussions of face-negotiation theory, facework and facework strategies, conflict communication styles, and cultural preferences for conflict styles Includes new sections on White/European American culture, an expanded discussion of Arab Americans, new material on Indian culture, and an expanded discussion on Chinese groups and communication, especially as it pertains to the

business world Includes new discussion questions at the end of each chapter that ask students to critically think about the chapter material Offers realistic, cross-cultural dialogues throughout the book to demonstrate how key theoretical concepts manifest themselves in human interaction. Includes self-assessment instruments that measure concepts such as intercultural communication apprehension, ethnocentrism, individualism, and collectivism to help students understand themselves and evaluate their skill development
Written for students studying intercultural communication for the first time, this textbook gives a thorough introduction to inter- and cross-cultural concepts with a focus on practical application and social action. Provides a thorough introduction to inter- and cross-cultural concepts for beginning students with a focus on practical application and social action Defines "communication" broadly using authors from a variety of sub disciplines and incorporating scientific, humanistic, and critical theory Constructs a complex version of culture using examples from around the world that represent a variety of differences, including age, sex, race, religion, and sexual orientation Promotes civic engagement with cues toward individual intercultural effectiveness and giving back to the community in socially relevant ways Weaves pedagogy throughout the text with student-centered examples, text boxes, applications, critical thinking questions, a glossary of key terms, and online resources for students and instructors Online resources for students and instructors available upon publication at www.wiley.com/go/baldwin
This unique handbook provides an organizational framework for planning and establishing intercultural communication training programs. Drawing from intercultural communication and cross-cultural training, this guide emphasizes those aspects of training that explicitly involve face-to-face communication. The approaches covered apply to any situation where good personal relations and effective communication need to be established with people from different cultural backgrounds.
A comprehensive introduction to the multidisciplinary field of intercultural communication, drawing on the expertise of leading scholars from diverse backgrounds.
This textbook provides a succinct, contemporary introduction to intercultural communication with a focus on actual language use. With English as a lingua franca and Communicative Accommodation Theory as the underpinning concepts, it explores communication, language use, and culture in action. Each chapter includes discourse extracts so that students can apply what they have learned to real text examples, and supplementary instructor materials including suggestions for discussion points and activities are hosted on springer.com. The book will be key reading for students taking modules on Intercultural Communication or Language, Culture and Communication as part of a degree in Linguistics and Applied Linguistics, or English Language both at undergraduate and postgraduate level.
What is intercultural communication? How does perspective shape a person's

definition of the key tenets of the term and the field? These are the core questions explored by this accessible global introduction to intercultural communication. Each chapter explores the topic from a different geographic, religious, theoretical, and/or methodological perspective, with an emphasis on non-Western approaches, including Buddhist, South American, Muslim, and Chinese perspectives. Featuring the voices of a range of international contributors, this new textbook presents the full breadth of diverse approaches to intercultural communication and showcases the economic, political, and cultural/societal needs for and benefits of communicative competence. From high-level business negotiations to casual conversations among friends, every interpersonal interaction is shaped by cultural norms and expectations. Seldom is this more clearly brought to light than in encounters between people from different cultural backgrounds, when dissimilar communication practices may lead to frustration and misunderstanding. This thought-provoking text presents a new framework for understanding the impact of culture on communication and for helping students build intercultural communication competence. With illustrative examples from around the globe, the book shows that verbal and nonverbal communication involves much more than transmitting a particular message--it also reflects each participant's self-image, group identifications and values, and privacy and relational needs. Readers learn to move effectively and appropriately through a wide range of transcultural situations by combining culture-specific knowledge with mindful listening and communication skills. Throughout, helpful tables and charts and easy-to-follow guidelines for putting concepts into practice enhance the book's utility for students.

This book provides an introduction to the theory and practice of intercultural business communication. It offers surveys of some key cultural dimensions as well as case studies.

Introducing Language and Intercultural Communication is a lively and accessible introduction for undergraduates who are new to the area of intercultural communication. Incorporating real-life examples from around the world and drawing on current research, this text argues against cultural stereotyping and instead provides students with a skill-building framework to enhance understanding of the complexities of language and intercultural communication in diverse international settings. Readers will learn to understand and become aware of power relations, positioning and the impact of social and political forces on language choice and the intercultural communication process. This is the essential text for undergraduate students studying courses in intercultural communication for the first time. Features include: clear learning objectives to structure your study end of chapter discussion questions to test your knowledge highlighted glossary terms to provide a strong understanding of the relevant vocabulary an array of photos including signs which make use of non-verbal codes and many examples that illustrate such issues as intercultural misunderstandings and the effects of culture shock substantial online resources for students including learning objectives, suggested readings, links to media resources and real-world intercultural scenarios and activities. Additional in-depth instructor resources feature test materials, powerpoints, key terms, extended chapter outlines and sample assignments and syllabi.

This book features 18 essays that explore the ways people communicate in the Arab world, from the Unites Arab Emirates to Qatar, Saudi Arabia to Oman. While there is a concentration of studies from the Gulf Arab states, the collection spans perspectives

from Iraq, Syria, Lebanon, Egypt, Libya, Tunisia, and Sudan. Written by both Arab authors and foreign scholars who live or have lived in the region, it will help readers to better understand and communicate with Arab culture and society. The book is divided into three main sections that include studies in educational, professional, and societal contexts. Based on ethnographies, case studies, and real life experiences, the essays provide insight into the ways Arabs communicate in different situations, contexts, and settings such as business, education, politics, media, healthcare, and society at large. Drawing on current theory, research, and practice, this book will help readers better understand and, as a result, better engage with the Arab world.

The Global Intercultural Communication Reader is the first anthology to take a distinctly non-Eurocentric approach to the study of culture and communication. In this expanded second edition, editors Molefi Kete Asante, Yoshitaka Miike, and Jing Yin bring together thirty-two essential readings for students of cross-cultural, intercultural, and international communication. This stand-out collection aims to broaden and deepen the scope of the field by placing an emphasis on diversity, including work from authors across the globe examining the processes and politics of intercultural communication from critical, historical, and indigenous perspectives. The collection covers a wide range of topics: the emergence and evolution of the field; issues and challenges in cross-cultural and intercultural inquiry; cultural wisdom and communication practices in context; identity and intercultural competence in a multicultural society; the effects of globalization; and ethical considerations. Many readings first appeared outside the mainstream Western academy and offer diverse theoretical lenses on culture and communication practices in the world community. Organized into five themed sections for easy classroom use, The Global Intercultural Communication Reader includes a detailed bibliography that will be a crucial resource for today's students of intercultural communication.

Now in its 6th edition, Fred Jandt's international bestseller continues to offer students an accessible and exciting introduction to the art of effectively communicating across group barriers. Packed with thought-provoking examples, photos, vignettes, quotes, cases, and stories that spark students' interest and challenge them to reassess existing viewpoints, An Introduction to Intercultural Communication remains an invaluable text and a leader in its field. New and continuing features include: • An environment-focused box in each chapter discusses how the environment relates to each topic • 'Focus on Theory' boxes ground practical material in communication and social theory • Expanded coverage of immigration • Global examples updated throughout • New and expanded photo essays • New companion website featuring test questions, student activities, sample syllabi, and PowerPoint presentations • Student site featuring web activities and resources, study quizzes, e-Flashcards, and SAGE journal articles • An accompanying reader, Intercultural Communication: A Global Reader, is also available and can be used alone or in conjunction with this text.

Filled with thought-provoking examples, photos, quotes, cases, and stories that spark students' interest and challenge them to reconsider existing viewpoints, the Seventh Edition of Fred Jandt's An Introduction to Intercultural Communication—a historical framework featuring extensive relevant updates—prepares today's readers to successfully navigate our increasingly global community.

This book is the third in a three-volume set that celebrates the career and achievements of Cliff

Goddard, a pioneer of the Natural Semantic Metalanguage approach in linguistics. This third volume explores the potential of Minimal English, a recent offshoot of the Natural Semantic Metalanguage, with special reference to its use in Language Teaching and Intercultural Communication. Often considered the most fully developed, comprehensive and practical approach to cross-linguistic and cross-cultural semantics, Natural Semantic Metalanguage is based on evidence that there is a small core of basic, universal meanings (semantic primes) that can be expressed in all languages. It has been used for linguistic and cultural analysis in such diverse fields as semantics, cross-cultural communication, language teaching, humour studies and applied linguistics, and has reached far beyond the boundaries of linguistics into ethnopsychology, anthropology, history, political science, the medical humanities and ethics. How and why is silence used interculturally? Approaching the phenomenon of silence from multiple perspectives, this book shows how silence is used, perceived and at times misinterpreted in intercultural communication. Using a model of key aspects of silence in communication – linguistic, cognitive and sociopsychological – and fundamental levels of social organization – individual, situational and sociocultural - the book explores the intricate relationship between perceptions and performance of silence in interaction involving Japanese and Australian participants. Through a combination of macro- and micro- ethnographic analyses of university seminar interactions, the stereotypes of the 'silent East' is reconsidered, and the tension between local and sociocultural perspectives of intercultural communication is addressed. The book has relevance to researchers and students in intercultural pragmatics, discourse analysis and applied linguistics.

An Introduction to Intercultural CommunicationIdentities in a Global CommunitySAGE Examines the political, social, economic and cultural interactions between Greeks and non-Greeks from the Archaic to the Hellenistic period.

Critically surveys the contemporary theories of intercultural communication, advocates a synthesis based on postmodernism, and suggests approaches for social workers, teachers, paramedical workers nurses, lawyers, doctors, and others who have professional contacts with people from different cultures. Argues not only that we can find a common ground for understanding while preserving genuine difference and diversity, but also that we must in order to avoid on the one hand a uniform worldwide cultureless society or on the other, misunderstanding growing into constant warfare. Annotation copyright by Book News, Inc., Portland, OR

Social workers today operate in an increasingly ethnically diverse society, yet many of the models that they use fail to reflect that diversity. Lena Robinson's exciting and innovative text draws on literature from Britain and North America to explain child development from a cross-cultural, black and ecological perspective. Using practice examples to illuminate key points for social workers, she considers a range of key topics from attachment to identity and communication to socialization. This will be essential reading for social workers at all stages of their careers who want to develop strength-based, anti-racist and culturally sensitive practice. Any educational environment involves the interaction of diverse groups and individuals. To foster productive and effective communication, it becomes imperative to understand people's different linguistic and cultural backgrounds, as well as their value systems. Promoting Intercultural Communication Competencies in Higher Education is a pivotal reference source for the latest scholarly material on the presence of cultural diversity in educational contexts and how to promote effective dialogues in these environments. Highlighting extensive coverage on topics relating to intercultural learning, such as social identity, gender diversity, and formative feedback, this book is ideally designed for academics, upper-level students, educators, professionals, and practitioners seeking pedagogical research on communication between diverse cultural groups.

Diploma Thesis from the year 2005 in the subject Business economics - Marketing, Corporate

Communication, CRM, Market Research, Social Media, grade: 2,0, University of Heidelberg, 106 entries in the bibliography, language: English, abstract: This research examines the relevance of intercultural communication for international marketing, focusing on corporate advertising via the Internet. The first chapter outlines the importance of cultural competence in the field of translation by analyzing the role of modern translators as language, culture and information mediators. Reference is also made to a relatively new field of translation, namely localization. Chapter 2 deals with different definitions and concepts of culture, and various approaches concerning which elements comprise it. Furthermore, it analyzes important culture-related terms also influencing intercultural communication, such as language, cultural differences, culture shock, ethnocentrism and stereotypes. The third chapter is devoted to communication, its components, forms and media. Chapter 4 illustrates the significance of intercultural communication by examining different intercultural aspects and concepts, and providing information on a definition and history of the term and on important intercultural communication theorists. Chapter 5 focuses on the phenomenon of globalization, both in cultural and economic terms. The next chapter refers to the significance of communication and culture skills for international managers and to key competences of international management that can be trained. Chapter 7 explores the broad field of marketing, emphasizing corporate identity and the elements comprising it, essential marketing strategies implemented by multinational companies and the international marketing principle "Think global, act local", indicating how intercultural communication can determine the success of marketing activities. The last part of this chapter approaches the debate "standardization versus differentiation". Chapter 8 is dedicated to advertising as a form of communication, common advertising strategies illustrated through concrete examples, cultural elements that advertisers should take into consideration and the two variants of international advertising campaigns: standardized versus culture-adapted advertising. The last chapter, after giving an insight into the history of the Internet and its multiple functions, explores its use as an instrument of international marketing communication and public relations, and as an advertising medium, focusing on corporate websites of multinational companies.