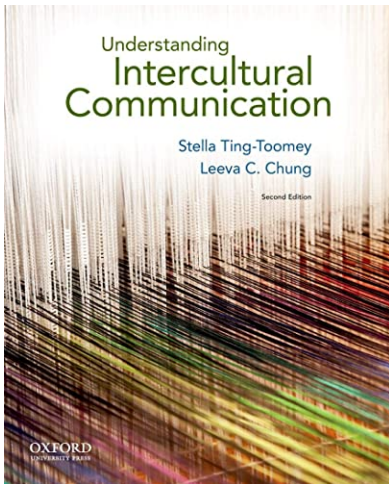


[PDF] Understanding Intercultural Communication - 2nd Edition

Stella Ting-Toomey - pdf download free book



Books Details:

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Description:

Written in a conversational style, this book introduces students to the foundations of intercultural communication, a vibrant discipline within the field. Authors Stella Ting-Toomey and Leeva Chung take a multicontextual, inclusive approach that balances international and intercultural communication issues against U.S. domestic diversity issues. In addition to emphasizing a value-oriented perspective on intercultural encounters, the text contains a robust ethical chapter, complete with specific guidelines that will help students become ethical intercultural communicators. By integrating current empirical research with lively intercultural examples, the authors ask thought-provoking questions and pose ethical dilemmas for students to ponder. The text offers a sprawling treatment of such topics as ethnic and cultural identity change, culture shock and intercultural adjustment, romantic relationships and raising bicultural children, global identity challenges, and decision-making choices in intercultural ethics. NEW TO THIS EDITION: * Two new special features, "Blog Pic" and "Blog Post," which update all the photos and poignant personal stories found

throughout the first edition * A greater focus on the impact of technology on intercultural communication message exchange processes * An updated discussion of multiracial and biracial identity in Chapter 4 * Updates to the popular "Jeopardy Boxes" More than 250 new references * "Live-chat," a special boxed feature, which emphasizes the importance of adaptive code-switching in managing intercultural misunderstanding via lively dialogue

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Understanding the Importance and Different types of Intercultural Communication with Examples and FAQs. Intercultural business communication takes place within a business group or among many business concerns, both having people of diverse cultures. In intercultural communication, people of one culture try to know the information conveyed to them by other cultures. For example, in a hotel establishment, the hoteliers assess their customers' requirements, tastes, and provide services accordingly. Intercultural communication is a necessary part of today's world, whether in business, school, or everyday life. It is essential in being a part of the growing global community and knowing how to communicate cross-culturally is a skill you must have to succeed. But just what is intercultural communication? Adapt your behavior, check your understanding, reflect on your experiences and follow our tips to foster excellent intercultural communication. You might also be interested in Intercultural communication necessitates understanding the unique experience of others as the key to coordinating meaning and action towards some common goal. Another argument in favor of intercultural communication is that culture must be understood relative to its own context. Culture cannot be judged against an absolute standard of civilization, and therefore people of one culture are not intrinsically superior or inferior to people of another culture. They are just different. Intercultural Communication.