

Contents

To the Reader	ix
PART I: CULTURAL VALUES	1
1.1 Race, History, and Culture <i>Claude Lévi-Strauss</i>	3
1.2 Business Cultures <i>Geert Hofstede</i>	8
1.3 Human Factors on the Flight Deck: The Influence of National Culture <i>Ashleigh C. Merritt and Robert L. Helmreich</i>	13
1.4 Conflict Management in Thai Organizations <i>Rujira Rojjanaprapayon, Porntipha Chiemprapha, and Achaya Kanchanakul</i>	28
1.5 An Examination of Taoist and Buddhist Perspectives on Interpersonal Conflicts, Emotions, and Adversities <i>Rueyling Chuang</i>	38
1.6 Cultural Values and Argumentative Orientations for Chinese People in Taiwan, Hong Kong, and Mainland China <i>Jung-huel Becky Yeh and Ling Chen</i>	51
1.7 Information Accessibility, User Sophistication, and Source Credibility: The Impact of the Internet on Value Orientations in Mainland China <i>Jonathan J. H. Zhu and Zhou He</i>	65
1.8 What is the Basis of American Culture? <i>M. Gene Aldridge</i>	84
PART II: LANGUAGE	99
2.1 Babel Revisited <i>Peter Mühlhäusler</i>	103

2.2	Africa: The Power of Speech <i>Amadou Hampâté Bâ</i>	108
2.3	Mexican American Ethnicity in Biola, CA: An Ethnographic Account of Hard Work, Family, and Religion <i>Eric Aoki</i>	112
2.4	Korean's Politeness Strategies <i>Kil-Ho Kang</i>	131
2.5	Online Communication Between Australians and Koreans: Learning to Manage Differences That Matter <i>Hee-Soo Kim, Greg Hearn, Caroline Hatcher, and Ian Weber</i>	143
2.6	Language Choice Online: Globalization and Identity in Egypt <i>Mark Warschauer, Ghada R. El Said, and Ayman Zobry</i>	160
2.7	Research and Context for a Theory of Maori Schooling <i>Wally Penetito</i>	173
2.8	Naming the "Outsider Within": Homophobic Pejoratives and the Verbal Abuse of Lesbian, Gay, and Bisexual High-School Pupils <i>Crispin Thurlow</i>	189

PART III: IDENTITIES 203

3.1	Decoding Domination, Encoding Self-Determination: Intercultural Communication Research Processes <i>Fred E. Jandt and Dolores V. Tanno</i>	205
3.2	Gender Differences in Communication: An Intercultural Experience <i>Becky Michele Mulvaney</i>	221
3.3	Acculturation, Communication, and the U.S. Mass Media: The Experience of an Iranian Immigrant <i>Flora Keshishian</i>	230
3.4	Reconfiguring Borders: Health-Care Providers and Practical Environmentalism in Cameron County, Texas <i>Tarla Rai Peterson, Susan J. Gilbertz, Kathi Groenendyk, Jay Todd, and Gary E. Varner</i>	243
3.5	Nuestro Espacio Cyber: The Internet as Expressive Space for Latina/os in the United States <i>Richard D. Pineda</i>	252
3.6	Nike's Communication With Black Audiences <i>Ketra L. Armstrong</i>	264
3.7	Toward Theorizing Japanese Interpersonal Communication Competence From a Non-Western Perspective <i>Akira Miyahara</i>	279

3.8	Differences in the Perception of Face: Chinese Mien-Tzu and Japanese Metsu <i>Kiyoko Suedo</i>	292
PART IV: LIVING TOGETHER IN PEACE		305
4.1	On Intercultural Rhetoric <i>William J. Starosta</i>	307
4.2	The Concept of an Intercultural Philosophy <i>Ram Adhar Mall</i>	315
4.3	Women's Rights as Human Rights—Rules, Realities and the Role of Culture: A Formula for Reform <i>Berta Esperanza Hernandez-Truyol</i>	328
4.4	Mediating Conflict in Central America <i>Paul Webr and John Paul Lederach</i>	345
4.5	Islamic Mediation Techniques for Middle East Conflicts <i>George E. Irani</i>	360
4.6	Creating a Culture of Peace: The Performing Arts in Interethnic Negotiations <i>Kjell Skyllstad</i>	376
PART V: COLONIALIZATION AND GLOBALIZATION		385
5.1	Nobel Lecture, December 8, 1986 <i>Wole Soyinka</i>	387
5.2	Consumerism: Its Hidden Beauties and Politics <i>Ashis Nandy</i>	400
5.3	Interculturalism in Singapore: Looking for the Big, Bad Other <i>William Peterson</i>	403
5.4	The Impact of Universities on Globalisation <i>Lalita Rajasingham</i>	413
5.5	Globalization, Informatization, and Intercultural Communication <i>Randy Kluver</i>	425
5.6	Five Ways to Reduce the Foreign Terrorist Threat to the United States <i>Mohan R. Limaye</i>	438
	Index	447