Intercultural Business Communication and Simulation and Gaming Methodology
Table of Contents

Acknowledgements........................................................................................................... 9

Dedication to Enrique Alcaraz Varó................................................................................... 11

VICTORIA GUILLEN-NIETO / CARMEN MARIMÓN-LLORCA / CHELO VARGAS-SIERRA
Preface................................................................................................................................. 17

Part I: Explaining Intercultural Communication

VICTORIA GUILLEN-NIETO
Crossing Disciplines in Intercultural Communication Research......................... 29

VICTORIA ESCANDELL-VIDAL
Social Cognition and Intercultural Communication ............................................... 65

JOSÉ MATEO / FRANCISCO YUS
Business Language from a Cognitive Perspective.................................................. 97

Part II: Applied Linguistic Research on Intercultural Business Communication

ANNETTE GRINDSTED
Intercultural Negotiations: Theories Revisited ......................................................... 119
PAULA RONKAINEN
Multi-cultural Meetings ................................................................. 133

MIGUEL ÁNGEL CAMPOS-PARDILLOS / ISABEL BALTEIRO-FERNÁNDEZ
Building Bridges...and Properties Aplenty: Cultural Problems in Spanish Marketing for Real Estate Prospective British Buyers ... 155

MIGUEL ÁNGEL GARCÍA-YESTE
The Language of Graphic Advertising in Spain: Bridging the Cultural Gap................................................................. 175

FRANCISCO JAVIER DÍAZ-PÉREZ
Perspective Selection and Politeness in the Production of Face-Threatening Acts in English and Spanish.............................. 189

Mª ANTONIA MARTÍNEZ LINARES
From Hiding the Speaker to Persuasion: se-Passive and se-Impersonal Constructions................................................... 223

CARMEN MARIMÓN-LLORCA
Cultural Models and Social Discourses in Business: the Case of - Ideological – Politeness Strategies in Service Encounters ................ 261

Part III: Simulation and Gaming Methodology as a Vehicle for Communicative Competence in Intercultural Business Settings

AMPARO GARCÍA-CARBONELL / FRANCES WATTS
Simulation and Gaming Methodology in Language Acquisition ................................................................. 285

BEVERLY RISING
Business Simulations as a Vehicle for Language Acquisition ................................................................. 317
GERT JAN HOFSTEDE / PAUL B. PEDERSEN / GEERT HOFSTEDE
The Synthetic Cultures Model as a Simulation and Gaming Methodology for Intercultural Sensitization and Training in Business Settings .......................................................... 355

Notes on Contributors ........................................................................................................ 385