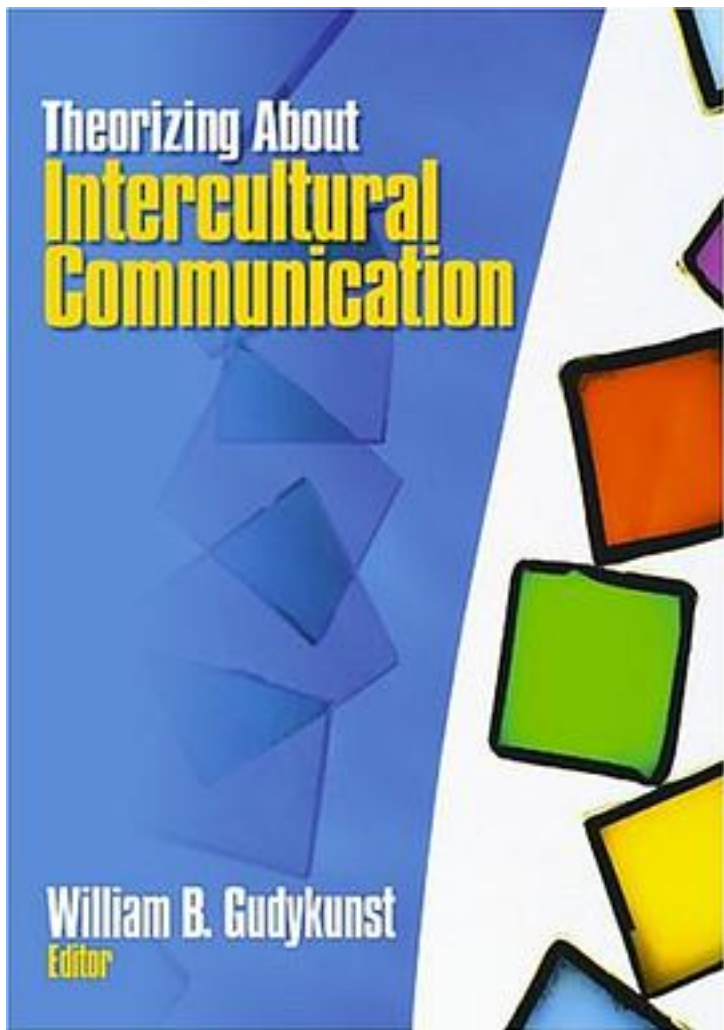


# Theorizing About Intercultural Communication



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There are several approaches to incorporating culture into communication theories.

First, culture can be integrated with the communication process in the theories of communication. Second, theories can be designed to describe how communication varies across cultures. And third, theories can be generated to explain communication between people from different cultures. In "Theorizing About Intercultural Communication", editor William B. Gudykunst brings together key theories that have shaped and influenced human intercultural communication. "Theorizing About Intercultural Communication" provides an excellent overview of the major theories currently in use and examines how these theories will also support the foundation for future research in this area. Contributors to this text include individuals who actually developed the theories covered in the book. Each contributor highlights the evolution, development, and application of the theory to provide a thorough and contemporary view of the field. It is the first student text on intercultural communication theories with consistent chapter organization, headings, and pedagogy to aid comprehension and allow for theories to be easily compared and contrasted. Intercultural communication theories are discussed by those who developed them to provide a firsthand look at how these theories originated. An introductory chapter and part overviews highlight the importance of studying and using intercultural communication theories. Each theory's testing and application is emphasized to demonstrate how the theory can be implemented. Several new hypotheses on topics such as co-cultural and dialectical concepts are examined, in addition to modifications of long-standing theories, making this the most up-to-date text on intercultural communication theories. "Theorizing About Intercultural Communication" is an excellent text for advanced undergraduate and graduate courses on Intercultural Communication, Communication Theory, and Cultural Studies.

作者介绍:

目录: Preface

Part I: Introduction

William B. Gudykunst, Carmen M. Lee, Tsukasa Nishida, and Naoto Ogawa

Chapter 1: Theorizing about Intercultural Communication: An Introduction

Part II: Theories of Communication Incorporating Culture

Chapter 2: The Coordinated Management of Meaning (CMM)

Gerry Philipsen, Lisa Coutu, and Patricia Covarrubias

Chapter 3: Speech Codes Theory: Restatement, Revisions, and Response to Criticisms

Part III: Theories Focusing on Cross-Cultural Variability in Communication

Chapter 4: The Matrix of Face: An Updated Face-Negotiation Theory

Chapter 5: Culture-Based Conversational Constraints Theory: Individual- and Culture-Level Analyses

Part IV: Theories Focusing on Adaptations in Interactions

Cindy Gallois, Tanya Ogay, and Howard Giles

Chapter 6: Communication Accommodation Theory: A Look Back and a Look Ahead

Judee K. Burgoon and Amy Ebesu Hubbard

Chapter 7: Cross-Cultural and Intercultural Applications of Expectations Violations Theory and Interaction Adaptation Theory

Mark P. Orbe and Regina E. Spellers

Chapter 8: From the Margins to the Center: Utilizing Co-Cultural Theory in Diverse Contexts

Part V: Theories Focusing on Identity

Tadasu Todd Imahori and William R. Cupach

Chapter 9: Identity Management Theory: Facework in Intercultural Relationships

Chapter 10: Identity Negotiation Perspective: A Theoretical Framework

Chapter 11: Theorizing Cultural Identifications: Critical Updates and Continuing Evolution

Michael L. Hecht, Jennifer R. Warren, Eura Jung, and Janice L. Krieger

Chapter 12: A Communication Theory of Identity: Development, Theoretical Perspective, and Future Directions

Part VI: Theories Focusing on Effective Communication & Decisions

Chapter 13: An Anxiety/Uncertainty Management (AUM) Theory of Effective Communication

Chapter 14: Association and Dissociation: A Contextual Theory of Interethnic Communication

Chapter 15: Effective Intercultural Work Group Communication Theory

Part VII: Theories Focusing on Adjustment and Acculturation

Chapter 16: Adapting to a New Culture: An Integrative Communication Theory

Chapter 17: Cultural Schema Theory

Chapter 18: An Anxiety/Uncertainty Management (AUM) Theory of Sojourner Adjustment

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