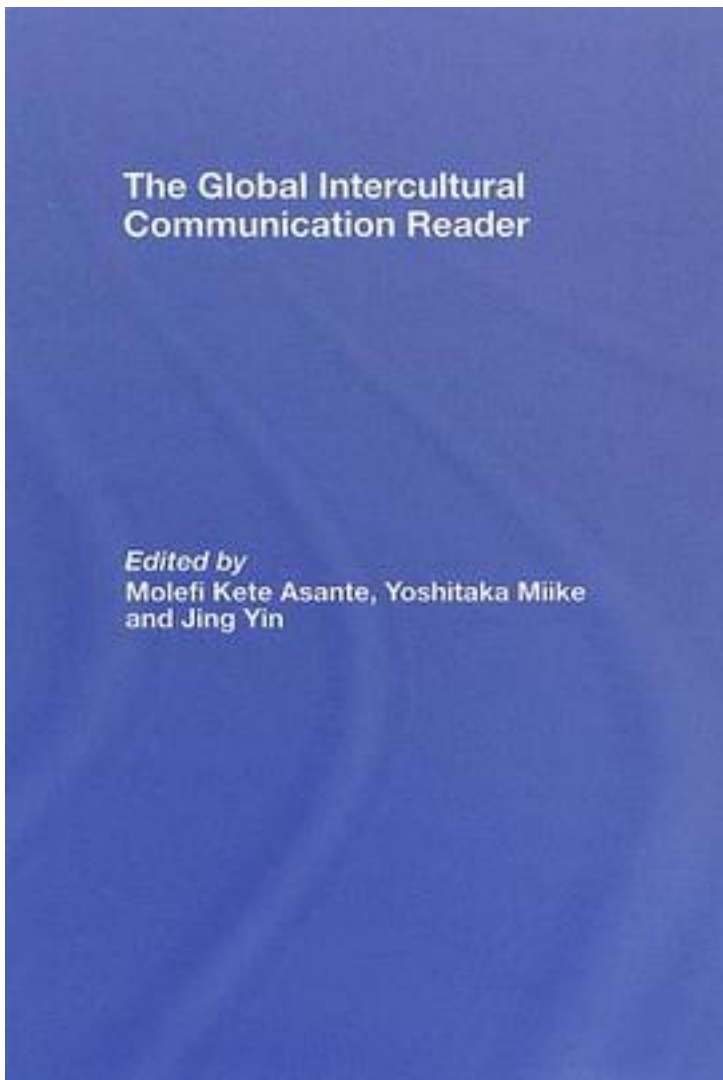


# The Global Intercultural Communication Reader



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著者:Asante, Molefi Kete (EDT)/ Miike, Yoshitaka (EDT)

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Ideal for undergraduate and graduate courses in intercultural communication, "The Global Intercultural Communication Reader" is the first comprehensive anthology to take a distinctly non-Eurocentric approach to analyzing and appreciating the diverse ways of communicating in different cultures, and incorporates African and Asian as well as Western perspectives. The volume's international scope aims to expand and enlarge the field by promoting greater engagement with the closely related field of international communication. Featuring twenty readings by prominent intercultural and international communication scholars, "The Global Intercultural Communication Reader" is edited by Molefi Kete Asante, one of the founders of the field of intercultural communication, along with international scholars Yoshitaka Miike and Jing Yin. The field of intercultural communication seeks to understand the process of communicating across cultural boundaries with an aim toward promoting positive relations between different cultures and nations.

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