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Global Media Journal
African Edition
2012 Vol 6 (2)

Title: *Introducing Intercultural Communication, Global Cultures and Contexts*

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Publication: Sage Publications Ltd, London, 2011

Pages: 318

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ISBN: 978-1-84860-035-5 (hardback)

ISBN: 978-1-84860-036-2 (paperback)

<http://www.uk.sagepub.com/books/Book233356>

The authors introduced a textbook that is useful for introductory classes in intercultural communication.

Liu et al. (all from the University of Queensland, Australia) (2011) say their main impetus for writing this book was to situate "intercultural communication in a broader context that will help to bridge the gap left by existing textbooks and will have a wider application beyond the US context" (p. 6). Sadly, the range of the book is limited, offering insights into and explanations about culture in North America, Europe, Asia and Oceanic countries but ignoring Africa and South America.

The book is aimed at students following formal college courses, but the authors hope general readers, embarking on a journey of self-learning, will also find it useful. With that aim in mind the authors have successfully produced a book that is clear and well organised, but the pace of writing is sometimes breathless, and there is an overuse of the exclamation mark to provide emphasis, especially in the introductory chapter, which quickly becomes tiresome.

Each chapter contains a list of learning objectives and at least one 'theory corner' at which the work of an important theorist is introduced with suggestions for further reading. The

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chapters end with case studies that allow the reader to reflect on the main points discussed therein through a real-life example. Each chapter ends with a series of questions that lecturers might use for discussion as well as a list of further reading.

The book begins with an introductory chapter that sets out some of the key concepts of intercultural communication in a clear and accessible way. This is followed by a series of chapters that serve as an introduction to communication models. Chapters 2 to 4 conceptualise identity in historical and contemporary contexts before turning their attention to the influence of culture on perception. These introductory chapters are clearly presented and serve students as a competent introduction to the general theories of communication.

Chapter 5 on cultural orientations and behaviours introduces us to Hofstede's cultural dimensions (p. 100), Foucault's theory of power (p. 104) and Condon and Yousef's model of value orientations (p. 107). While these are very useful succinct abstracts on the work of these theorists, the connection with 'intercultural communication' is less clear. Sometimes, it feels as if the authors are 'bolting on' aspects of intercultural communication to chapters that would be out of place in a general textbook on communication theory.

Chapters 6 and 7 on verbal and non-verbal communication and culture are much closer to the authors' intentions for the book. They deal with cultural variations in verbal communication, verbal codes, structural linguistics and Noam Chomsky's universal grammar, including a section on the cultural variations in verbal communication. Chapter 7 offers an overview of the characteristics and functions of nonverbal codes, including body movement, spatial relations, chronemics and the influence of culture on nonverbal communication. It concludes with a treatise on Chinese culinary culture.

Chapters 8 and 9 explore inter-group communication, looking at groups, sub-groups and group identities and how culture influences relationships with others. Chapter 8 has one of the few references to African culture in the entire book -- a case study of the history of South

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African identity and apartheid. Chapter 9 covers developing relations with culturally different others, especially as part of a multicultural society. The authors offer a clear overview of the relevant communication theory in this area and relate them to East Asian cultures.

Chapter 10 builds on the previous chapter to explore the pervasiveness of intercultural conflicts, exploring the influence of culture on management styles and how intercultural conflicts might be successfully managed. The chapter also looks at globalisation and its impact on racial violence. It ends with a case study of the violent conflicts in the former Yugoslavia.

Chapter 11 addresses mass media and technology and their impact on communication, identity construction, and cultural change in society. The authors present ways of thinking about media and identity in different geographical, political and cultural contexts by offering examples of how the media influence people and shape identities and belongings. In their 'theory corner,' the authors cover a range of approaches, including cultural studies (p. 222), the Frankfurt School (p. 224), Cultivation Theory (p. 230) and Agenda-Setting Theory, giving no preference to one over the other. The chapter's case study (p. 235) in South Korea is a succinct example of an alternative news source in a country where media have been tightly controlled.

Chapter 12 on immigration and acculturation looks at large-scale migration and globalisation, culture shock, strategies that can be adopted for cross-cultural adaptation and ways to interpret multiculturalism.

Chapter 13, the concluding chapter, raises a series of current issues in the study of communication and culture and prepares readers for further study. The authors explore homogenization and fragmentation of cultures as well as social and ethnic groups, but the main thrust of this chapter is to encourage readers to strategize the development of

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‘intercultural communication competence’ (p. 273) by seeking commonalities, overcoming stereotyping and prejudice and developing flexibility and openness.

The authors provided a book that represents a useful addition to a university’s library stock, but it is limited in its use by ignoring the wide cultural differences that can be found in Africa and South America.

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