## Contents

*Introduction to the Teacher*  xi
A Note about Films  xii

### Preliminary Questions 1

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stereotypes and Generalizations</td>
<td>2</td>
</tr>
<tr>
<td>Deficit Theories</td>
<td>6</td>
</tr>
<tr>
<td>Distinguishing Cultures</td>
<td>6</td>
</tr>
<tr>
<td>Globalization and the Future of Cultures</td>
<td>9</td>
</tr>
</tbody>
</table>

### Nature, Language, and Culture 14

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature and Language</td>
<td>15</td>
</tr>
<tr>
<td>Language and Dialect</td>
<td>20</td>
</tr>
<tr>
<td>The Nature of Culture</td>
<td>21</td>
</tr>
<tr>
<td>Culture Transmitted</td>
<td>21</td>
</tr>
<tr>
<td>Culture Negotiated</td>
<td>23</td>
</tr>
<tr>
<td>The Relationship between Language and Culture</td>
<td>24</td>
</tr>
<tr>
<td>Language, Culture, and Identity</td>
<td>26</td>
</tr>
<tr>
<td>Cultural Universals</td>
<td>28</td>
</tr>
</tbody>
</table>

### Words across Cultures 31

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word Meanings</td>
<td>32</td>
</tr>
<tr>
<td>Ways of Comparing Words</td>
<td>34</td>
</tr>
<tr>
<td>Universals and Particulars, Revisited: Color Terms</td>
<td>35</td>
</tr>
<tr>
<td>Universals and Particulars, Revisited: Family Terms</td>
<td>37</td>
</tr>
<tr>
<td>Universals and Particulars, Revisited: Space</td>
<td>39</td>
</tr>
<tr>
<td>Universals and Particulars, Revisited: Mental States</td>
<td>40</td>
</tr>
<tr>
<td>Metaphor</td>
<td>40</td>
</tr>
<tr>
<td>Translation</td>
<td>41</td>
</tr>
</tbody>
</table>
## Language and Interaction

- Communicative Competence 48
- Backchannels 49
- Forms of Address 51
- Contextualization Cues 54
- Speech Acts 55
- Speech Events 57
- Conversational Implicature 58
- Politeness 59

## First Language Acquisition, Individual Bilingualism, and the Schools

- Learning a First Language 64
- Bilingual Language Acquisition 68
- Learning a First Culture 69
- Classroom Language 71
- Parental Involvement 75
- Models of Bilingual Education 76

## Learning a Second Language

- Second Language Learning 83
- Language Ability 85
- Pragmatics across Cultures 86
- Acquisition of Pragmatics across Cultures 88
- The Acquisition of Pragmatic Features 90
- The Teaching of Speech Acts and Speech Behaviors 91

## Language Contact between Individuals and Cultures

- Individual Contact 99
- Pidgins and Creoles 101
- Borrowing Language 104
Varieties of Language

Ethnicity and Language
Social Class and Language
How Students Experience Class
Age and Language
Gender and Language
Gender and Education

Nonverbal Communication

Introduction
Universals and Particulars: The Case of Emotional Facial Displays
Proxemics: Space and Communication
Kinesics: Motion and Communication
  Gestures
  Cultural Differences in Emblems
  Posture
  Touching
  Eye Contact
Paralanguage
Classroom Nonverbal Communication
## 10 Sign Languages

- Dispelling Myths
- Sign as a System
- Variation in Sign Languages
- Conversation
- Deaf Culture
- Deaf Education in the United States
- ASL as a Foreign Language

## 11 Literacy

- Speech and Writing
- Orality and Literacy
- Orality and Literacy at Home and at School
- Reading across Cultures
- Bilingual Literacy
- Writing as Socially Constructed
- Writing Systems and Scripts

---

**Appendix A—Languages of the World**

**Appendix B—How Languages Are Put Together**

**Appendix C—Resources**

**Glossary**

**References**

**World Map**

**Index**