Contents

Introduction to the Second Edition 1

1 • An Introduction to Culture 9

I. Anecdote: “What Is the Real Answer?” 9
   Discussion of Key Issues 10
   Questions for Thought 11

II. Theory: What Research Tells Us 12
   The Concept of Culture 12
   Defining Culture 14
   Elements of Culture 20
   Language and Linguistic Relativity 26
   Language and Culture 29
   Teaching and Learning Connections 31
   Questions for Study and Discussion 34

III. Practice: What Activities Show Us 36
   A. Defining Culture 36
   B. Class Begins 37
   C. Our Eyes Deceive Us 38
   D. Emics and Etics of Culture 43
   E. Values 44
   F. Shared Backgrounds 48
   G. Reactions 50
   H. Draw Me! 51

IV. Suggested Projects 54

V. Internet Resources 54

VI. Further Readings 55
## Cultural Perspectives 59

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Anecdote: “Was It the Food?” Discussion of Key Issues Questions for Thought</td>
<td>59</td>
</tr>
<tr>
<td>II. Theory: What Research Tells Us Individualism and Collectivism Polychronic and Monochronic Time Face Societal Roles Ethnocentrism Pragmatics and Discourse Non-Verbal Behavior Cross-Cultural Communication Difficulties Teaching and Learning Connections Questions for Study and Discussion</td>
<td>61</td>
</tr>
<tr>
<td>III. Practice: What Activities Show Us A. Cross-Cultural Trivia Quiz B. Proverbs C. Cultural Perceptions: “We and They” D. The Elephant in the Room E. Different Eyes F. Critical Incidents (and Discussions) G. Simulation: The Milapalanders H. The Grapevine I. Knowing Another Language</td>
<td>89</td>
</tr>
<tr>
<td>IV. Suggested Projects</td>
<td>114</td>
</tr>
<tr>
<td>V. Internet Resources</td>
<td>114</td>
</tr>
<tr>
<td>VI. Further Readings</td>
<td>115</td>
</tr>
</tbody>
</table>
3 • Culture Shock

I. Anecdote: “It’s in the Details” 119
   Discussion of Key Issues 120
   Questions for Thought 121

II. Theory: What Research Tells Us 121
   Defining Culture Shock 121
   Stages of Culture Shock 122
   Causes of Culture Shock 125
   Aspects of Culture Shock 128
   A Learning Process 134
   Teaching and Learning Connections 135
   Questions for Study and Discussion 136

III. Practice: What Activities Show Us 138
   A. Defining Culture Shock 138
   B. Knowing What’s Coming 139
   C. Colliding Cultures 141
   D. Semantic Associations 142
   E. Critical Incidents (and Discussions) 143
   F. Evaluating Anxiety 150
   G. What’s Normal? 152
   H. Who Am I? 153

IV. Suggested Projects 155

V. Internet Resources 156

VI. Further Readings 157
# Non-Verbal Communication

I. **Anecdote: “That’s Not What I Meant”**  
   Discussion of Key Issues  
   Questions for Thought  

II. **Theory: What Research Tells Us**  
   Definition of Non-Verbal Behavior  
   Different Types of Non-Verbal Behavior  
   Emotions and Non-Verbal Behavior  
   Non-Verbal Interaction across Cultures  
   Functions of Non-Verbal Behavior  
   Teaching and Learning Connections  
   Questions for Study and Discussion  

III. **Practice: What Activities Show Us**  
   A. Getting Together  
   B. Closing the Distance  
   C. My Home  
   D. Cross-Cultural Trivia Quiz  
   E. Observation Protocol  
   F. Critical Incidents (and Discussions)  
   G. Talk! Talk! Talk!  
   H. What, for Me?  

IV. **Suggested Projects**  

V. **Internet Resources**  

VI. **Further Readings**
5 • Societal Roles

I. Anecdote: “It’s Inevitable” 211
   Discussion of Key Issues 212
   Questions for Thought 213

II. Theory: What Research Tells Us 213
   Defining Societal Roles 213
   Societal Identities 215
   High/Low Power Distance 220
   High/Low Uncertainty-Avoidance 221
   Roles and Gender 222
   Self-Identity 224
   Household and Family Roles 224
   Education and Societal Roles 231
   Age Roles 232
   Teaching and Learning Connections 233
   Questions for Study and Discussion 235

III. Practice: What Activities Show Us 236
   A. Who Is It? 236
   B. Mind Bender 237
   C. Being a Friend Means . . . 238
   D. Who Am I? 241
   E. Critical Incidents (and Discussions) 242
   F. Self-Discovery 248
   G. Relationship Circles 249

IV. Suggested Projects 253

V. Internet Resources 254

VI. Further Readings 254
6 Pragmatics and Communication

I. Anecdote: “It’s Academic” 257
   Discussion of Key Issues 258
   Questions for Thought 259

II. Theory: What Research Tells Us 259
   Language and Communication 259
   Required Competencies 264
   Communicative Styles or Registers 273
   Teaching and Learning Connections 282
   Questions for Study and Discussion 286

III. Practice: What Activities Show Us 287
   A. In the Limelight 287
   B. Meet and Greet 289
   C. Critical Incidents (and Discussions) 291
   D. Evaluate Your Voice 299
   E. Phone Endings 301
   F. Learning to Look 303
   G. On the Spot 309

IV. Suggested Projects 310

V. Internet Resources 313

VI. Further Readings 313

Appendix: Additional Critical Incidents and Discussions 317

References 325