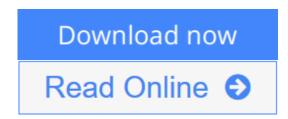


Intercultural Communication for Everyday Life

By John R. Baldwin, Robin R. Means Coleman, Alberto González, Suchitra Shenoy-Packer



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Written for students studying intercultural communication for the first time, this textbook gives a thorough introduction to inter- and cross-cultural concepts with a focus on practical application and social action.

- Provides a thorough introduction to inter- and cross-cultural concepts for beginning students with a focus on practical application and social action
- Defines "communication" broadly using authors from a variety of sub disciplines and incorporating scientific, humanistic, and critical theory
- Constructs a complex version of culture using examples from around the world that represent a variety of differences, including age, sex, race, religion, and sexual orientation
- Promotes civic engagement with cues toward individual intercultural effectiveness and giving back to the community in socially relevant ways
- Weaves pedagogy throughout the text with student-centered examples, text boxes, applications, critical thinking questions, a glossary of key terms, and online resources for students and instructors
- Online resources for students and instructors available upon publication at www.wiley.com/go/baldwin



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Editorial Review

Review

"The combination has the advantage bringing into one's hand a somewhat integrated presentation, guidance and a direction without the leakage and serendipity of online meanderings." (*Diversophy.com*, 1 November 2014)

Review

"This broad introduction to intercultural communication, uncommon for its inclusion of ethics, civic engagement, and global media, also integrates popular culture examples likely to appeal to students." — Wendy Leeds-Hurwitz, Villanova University, USA

"Well written, lively, and practical, *Intercultural Communication for Everyday Life* is the first intercultural communication textbook to challenge students to think critically about civic and political engagement in intercultural contexts. Bravo!" — *Robert Shuter, Diederich College of Communication, Marquette University, USA*

"Baldwin, Means Coleman, González, and Shenoy-Packer have written an intercultural communication text that starts with a rich conceptualization of culture while, at the same time, focusing students on basic concepts, key terms and frameworks in a rigorous but approachable style. Avoiding the "binary" contrasts that characterize so many books, the authors provide examples from around the world so students learn about cultures rather than about US culture compared to "the others." In addition, the book has a number of other exciting features, including social scientific and interpretive/critical approaches, a fuller discussion of ethics and globalization, and a community engagement focus that invites students to understand and critique materials and then explore how they can be applied in communities. This book will engage and challenge your students and, as well, you as a teacher to explore the complex and shifting world of culture in order to reach new understandings and develop new practices." — *Michael Hecht, The Pennsylvania State University, USA*

From the Back Cover

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Pennsylvania State University, USA

Even if you never leave your own country, you cannot help but cross paths with people of different cultures in our connected and fast-paced world. Written for students studying intercultural communication for the first time, this textbook gives a thorough introduction to inter- and cross-cultural concepts with a focus on practical application and social action. The book brings together a group of authors from diverse backgrounds (rhetoric, media studies, organizational approaches, and interpersonal communication) to present a broad view of "communication" that incorporates scientific, humanistic, and critical theories.

The text highlights and critiques key theory and research in an accessible and engaging manner but is written with a complex version of culture in mind. It incorporates examples from around the world that represent a variety of differences, including age, sex, race, religion, and sexual orientation. Pedagogy is woven throughout the text with student-centered examples, text boxes, applications, critical thinking questions, and a glossary of key terms, and it extends beyond the book with online resources for both students and instructors. The text not only helps students understand other cultures, but it also encourages them to be more aware of and civically engaged in their own culture with suggestions for individual intercultural effectiveness and giving back to the community in socially relevant ways.

Online resources for instructors can be found at www.wiley.com/go/baldwin.

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