

Intercultural Communication A Critical Introduction 1st Edition

~~Introduction to intercultural communication~~ ~~INTERCULTURAL THEORY~~ *Introduction.*
Topic 2 of 3. Diversity Pathways. Cross-cultural Communication *Intercultural*
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Intercultural communication in real life is embedded in economic, social and cultural globalisation, transnational migration and overseas study. The main challenges of intercultural communication are the linguistic challenges of language learning, the discursive challenges of stereotyping, and the social challenges of inclusion and justice. Let me exemplify this with a case study of intercultural communication in higher education.

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Intercultural Communication provides a critical introduction to the dynamic arena of communication across different cultural and social strata. Throughout this book, topics are revisited, extended, interwoven and deconstructed, with the reader's understanding strengthened by tasks and follow-up questions.

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Multicultural, cross-cultural, and intercultural communication Although they are often used interchangeably, it is important to note the distinctions between the terms multicultural, cross-cultural, and intercultural communication. Multiculturalism is a rather surface approach to the coexistence and tolerance of different cultures.

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Intercultural communication is the sending and receiving of messages across languages and cultures. It is also a negotiated understanding of meaning in human experiences across social systems and societies.

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Intercultural communication shares with multiculturalism a similar perspective on cultural diversity and, to an extent, the historical and political context of emergence, but expanded

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- Familiarise yourself with the principles of linguistic and communicative relativity and to engage with them critically.
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