



Introducing Language and Intercultural Communication

Jane Jackson

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Introducing Language and Intercultural Communication is a lively and accessible introduction for undergraduates who are new to the area of intercultural communication.

Incorporating real-life examples from around the world and drawing on current research, this text argues against cultural stereotyping and instead provides students with a skill-building framework to enhance understanding of the complexities of language and intercultural communication in diverse international settings. Readers will learn to understand and become aware of power relations, positioning and the impact of social and political forces on language choice and the intercultural communication process. This is the essential text for undergraduate students studying courses in intercultural communication for the first time.

Features include:

- clear learning objectives to structure your study
- end of chapter discussion questions to test your knowledge
- highlighted glossary terms to provide a strong understanding of the relevant vocabulary
- an array of photos including signs which make use of non-verbal codes and many examples that illustrate such issues as intercultural misunderstandings and the effects of culture shock
- substantial online resources for students including learning objectives, suggested readings, links to media resources and real-world intercultural scenarios and activities. Additional in-depth instructor resources feature test materials, powerpoints, key terms, extended chapter outlines and sample assignments and syllabi.

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