

The Cambridge Handbook of intercultural communication

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20519886&lokasi=lokal>

Abstrak

A highly interdisciplinary overview of the wide spectrum of current international research and professional practice in intercultural communication, this is a key reference book for students, lecturers and professionals alike. Key examples of contrastive, interactive, imagological and interlingual approaches are discussed, as well as the impact of cultural, economic and socio-political power hierarchies in cultural encounters, essential for contemporary research in critical intercultural communication and postcolonial studies. The Handbook also explores the spectrum of professional applications of that research, from intercultural teaching and training to the management of culturally mixed groups, facilitating use by professionals in related fields. Theories are introduced systematically using ordinary language explanations and examples, providing an engaging approach to readers new to the field. Students and researchers in a wide variety of disciplines, from cultural studies to linguistics, will appreciate this clear yet in-depth approach to an ever-evolving contemporary field.