



Intercultural Communication

Everett M. Rogers, Thomas M. Steinfatt

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As communication and transportation technologies shrink global distances and contact with unlike others expands, the necessity for effective intercultural communication becomes paramount. This text provides a solid foundation for applying communication principles to intercultural interactions. A key element in effective intercultural communication is recognizing ethnocentrism. To do so, one must first be aware of the pervasive influence of culture. This book uses the history of intercultural contact to emphasize the layers of collective consciousness that shape the attitudes and beliefs of various peoples. Different worldviews color perceptions, values, and communication patterns. Without an awareness of these differences, intercultural communication can result in misunderstandings, prejudice, stereotypes, and discrimination. Ineffective communication prevents the exchange and exploration of diverse perspectives that can enrich our lives. Through multiple examples, this book teaches the skills of competent intercultural communication so that active, interested participants can engage in the limitless benefits of sharing viewpoints with others in a rapidly changing world.

Not-for-sale instructor resource material available to college and university faculty only; contact publisher directly.

Title of related interest also available from Waveland Press: Remland, *Intercultural Communication: A Peacebuilding Perspective* (ISBN: 9781478622055).

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