Communication Across Cultures

Mutual understanding in a global world

Second edition

The study of intercultural communication continues to grow in importance in response to greater population mobility, migration and globalisation.

Communication Across Cultures explores how cultural context affects the use and (mis)interpretation of language. It provides an accessible and interdisciplinary introduction to language and language variation in intercultural communication. This is done by drawing on both classic and cutting-edge research from pragmatics, discourse analysis, sociolinguistics, linguistic anthropology and politeness studies.

This new edition has been comprehensively updated to incorporate recent research, with an emphasis on the fluid and emergent practice of intercultural communication. It provides increased coverage of variation in language within and between cultures, drawing on real-world examples of spoken and written communication. The authors review classic concepts like 'face', 'politeness' and 'speech acts', but also critique these concepts and introduce more recent approaches.

Each chapter provides a set of suggested readings, questions and exercises to enable the student to work through concepts and consolidate their understanding of intercultural communication. The culmination of each chapter is a simple project, which encourages students to conduct their own research. Further resources are available to instructors online at www.cambridge.edu.au/academic/communication2e.

Communication Across Cultures remains an excellent resource for students of linguistics and related disciplines, including anthropology, sociology and education. It is also valuable resource for professionals concerned with language and intercultural communication in this global era.

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Heather Bowe, Kylie Martin and
Howard Manns

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Transcription conventions

THIS BOOK has dialogue examples drawn from a variety of
works. We have sought wherever possible to maintain the original transcription conventions of these works. Consequently, the reader will notice slight
variations in the transcription conventions used in this book. Transcription
conventions and variations in these conventions are outlined here.

. or \	final pitch contour, falling intonation
!	exclamatory or animated intonation
> <(e.g. >actually<)	marks emphasis of word(s)
? *or* / *or* ↑	rising intonation
xxxxx	inaudible or incomprehensible talk
<X word X>	uncertain hearing; the most likely text
+ *or* (.)	slight pause
+n+ *or* (n)	pause of n (number) seconds length
: *or* double consonants	an extension of the syllable or sound indicated (e.g. a:ah *or* mmm . . .)
[ ] *or* ∗ ∗	speakers' utterances overlap
= *or* (0) (0)	latching, indicates no interval between contiguous utterances such that the second latches immediately onto the first without overlapping with it
~~	speaker breaks off before completion of word
(( ))	depending on context, used to mark omitted names or relevant body movement

Preface and acknowledgements

THE STUDY of intercultural communication continues to grow in importance in response to greater population mobility, migration and globalisation. Howard Manns has joined Heather Bowe and Kylie Martin in this revision of *Communication Across Cultures: Mutual Understanding in a Global World* to incorporate insights from research in the field since the publication of the first edition in 2007.

The first edition sought to present relevant research approaches in the field of linguistic aspects of intercultural communication, including pragmatics, discourse analysis, studies of politeness and cross-cultural communication, and to explain and exemplify these for beginning researchers, drawing on material from a variety of languages and cultures. It has been adopted as a required or recommended text for students of intercultural communication, language culture and communication, cross-cultural pragmatics and related fields at undergraduate and postgraduate level in Australia and elsewhere, and has also been adopted as a resource for university students of non-English-speaking background exploring issues in using English as a global language.

This second edition incorporates recent research in the field, which now includes research from more global and pluralised perspectives, including hybrid or mixed language practices, and takes account of cultural and linguistic diversity within groups as well as between groups. More recent research involving actual intercultural communication complements the cross-cultural comparative nature of much early research, which, though crucial to an understanding of some of the issues involved, fails to take account of the creative strategies that speakers can use when communicating across cultures.

Heather Bowe's interest in the multifaceted nature of language and the way the components of vocabulary, grammar, metaphor, style, politeness and inference are shaped by sociocultural practices was kindled when she was a student at the University of Southern California. Here, she observed the interaction of the work of Bernard Comrie, Edward Finegan, Elaine Anderson, Elinor Ochs and Robert Kaplan, and fellow students Doug Biber, Bill Eggington, Tsukao Kawahigashi, Keiji Matsumoto and Charles Randriamasimanana.

In addition to her research in the area of Australian Aboriginal languages, Heather responded to the interest of students in the applications of linguistics to intercultural communication in business and global contexts through a focus on language form and the interpretation of similar forms in different cultural contexts. She developed units in intercultural communication at Monash University at the Monash campuses in the Melbourne area for students at both undergraduate and graduate level from the Faculties of Arts and Business, and also at the Monash campuses in Malaysia and South Africa.

Heather's interest in intercultural communication was informed by the work of Michael Clyne and other colleagues in the areas of languages and linguistics at Monash, particularly Marissa Cordella, Georgina Heydon, Helen Marriott, Kylie Martin and Farzad Sharifian, as well as past and present students from a rich variety of cultures, including Margaret à Beckett, Zosia Golebiowski, Angelina Kioko, Kei Miyazawa Reid, Deborah Neil and Mingjian Zhang. Heather also wishes to acknowledge her parents for encouraging her interest in cultures beyond her own, and her husband, Robin, for his ongoing support of her work.

Kylie Martin's interest in intercultural and international communication began at the University of Adelaide where she was a student of Peter Mühlhäusler, and where she worked on a research project concerning the development of pidgins and creoles in the Pacific region. It was also at this university that she began to develop a research focus on understanding the diverse communication styles adopted by first-language (L1) and second-language (L2) speakers of Australian English in emerging intercultural settings.

Kylie's interest in intercultural communication continued into her postgraduate studies at Monash University, with her MA focusing on the convergence and divergence of Bahasa Malaysia and Bahasa Indonesia language norms used by Malaysian and Indonesian international students

undertaking their studies at Australian universities. Her PhD thesis has focused on new innovative and emerging ways of language usage among the Indigenous Ainu people in the urban metropolis of Tokyo, Japan. Her research examines the influences of globalisation processes on the functions and values of Ainu, a severely endangered language, to better understand the relationship between this language and identity maintenance within the urban Kanto Ainu diaspora.

Kylie has worked at universities in both Japan and Australia in the areas of sociolinguistics, intercultural communication and English for academic purposes. She is currently based in the Research Faculty of Media and Communication at Hokkaido University in the northernmost island of Japan.

Howard Manns had his first encounter with intercultural communication as a student at the Defense Language Institute in Monterey, California. Howard worked for three years as a specialist in Iranian languages and cultures for the US Navy, travelling throughout the Persian Gulf region. He subsequently earned a BA in linguistics at the University of Pittsburgh. A love of language, culture, volcanoes and surf led him to spend the next three years travelling throughout Latin America and Asia.

Howard's PhD thesis explored how Indonesian youth and media negotiate linguistic and social change on the island of Java. Howard works in the Linguistics Program at Monash University, which is a vibrant, convivial and intellectually stimulating place to be. At Monash, he would like to thank Julie Bradshaw and Louisa Willoughby, whose materials and ideas have certainly informed the revisions incorporated in this edition. He would also like to thank Kate Burridge, Anna Margetts, Simon Musgrave and Farzad Sharifian who have all helped in their own ways. Howard is also grateful to many hundreds of students who have inspired, engaged with and challenged the ideas contained herein.

Howard would also like to thank Heather and Kylie who have been enthusiastically supportive of this edition's revisions, and David Jackson at Cambridge University Press (CUP) who has been both supportive and patient while awaiting them. He would also like to thank Isabella Mead at CUP, who oversaw the final stages of this project, and Angela Damis, whose keen editorial eye was invaluable in the project's closing weeks.

Howard acknowledges that any factual infelicities and typos in this revised edition are his own. One or two of these might belong to Howard's

son, Oisín, who sat on his lap during its writing. Howard couldn't do much of what he does without Oisín's and his wife Ali's support.

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