

## <<社会.历史背景下的跨文化交际>>

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### 前言

THE INCREASING IMPORTANCE OF INTERCULTURAL COMMUNICATION IN THE RAPIDLY CHANGING WORLD When we look back upon the international and intercultural situation at the time we first began writing this book , we recognize how rapidly the world has changed , with even more pressing issues for intercultural communication scholars and practitioners. In the third edition of this book , we were writing in the shadow of the events of September 11. Since then , human events such as the invasion of Iraq and bombings in London , Russia , and Spain have focused more attention on interethnic and religious conflicts. Natural disasters such as the tsunami in Indonesia and hurricanes Katrina and Rita that hit the Gulf Coast summoned a variety of positive responses , including tremendous caring and com-passion across intercultural and international divides , but these tragedies also exacerbated enduring social-group inequities. In addition , the increasing use of the Internet and cell phones has made intercultural interactions that may once have seemed distant or peripheral to our lives now far more immediate. In this climate , the study of intercultural communication takes on special significance , offering tools to help us as we grapple with questions about religious and ethnic differences , hate crimes , and many other related issues. Those who study , teach , and conduct research in intercultural communication are faced with an increasing number of challenges and difficult questions to address : Is it enough to identify differences among people ? Are we actually reinforcing stereotypes in emphasizing differences ? Is there a way to understand the dynamics of intercultural communication without resorting to lists of instructions ? Dont we have to talk about the broader social , political , and historical contexts when we teach intercultural communication ? How can we use our intercultural communication skills to help enrich our lives and the lives of those around us ? Can intercultural communication scholars promote a better world for all ?

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### 内容概要

本书作者客观地审视了目前跨文化交际研究的众多方法，在综合和批判的基础上，提出了一个新的研究视角——辩证法。

作者首先强调应在社会、政治、历史等大环境中研究和探索跨文化交际；其次，作者非常重视权势与交际的关系，交际中的交往双方地位“永远不平等”的观点，是本书两位作者的独特见解；再之，本书把研究重点放在美国国内不同亚文化或不同共存文化之间的交际方面，对读者了解和认识美国不同群体文化的交际大有帮助。

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### 作者简介

Judith Martin grew up in Mennonite communities , primarily in Delaware and Pennsylvania. She has studied at the Universite de Grenoble in France and has taught in Algeria. She received her doctorate at the Pennsylvania State University. By background and training , she is a social scientist who has focused on intercultural communication on an interpersonal level and has studied how peoples communication is affected as they move or sojourn between international locations. She has taught at the State University of New York at Oswego , the University of Minnesota , the University of New Mexico , and Arizona State University. She enjoys gardening , going to Mexico , and hosting annual Academy Awards parties , and she does not miss the harsh Midwestern winters. Tom Nakayama grew up mainly in Georgia , at a time when the Asian American presence was much less than it is now. He has studied at the Universite de Paris and various universities in the United States. He received his doctorate from the University of Iowa. By background and training , he is a critical rhetorician who views intercultural communication in a social context. He has taught at the California State University at San Bernardino and Arizona State University. He is a voracious reader and owns more books than any other faculty member in his department. He watches TV-especially baseball games-and lifts weights. Living in the West now , he misses springtime in the South.

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### 章节摘录

About a quarter of Americans live unconnected to the Internet, meaning that they have never been online and don't know many others who use the Internet ( Lenhart et al., 2003 ) . Of those who do not use the Internet, 41% live in households earning less than \$30,000; only 6% come from households earning more than \$75,000 ( Lenhart et al., 2003 ) . Even when education and income are the same, blacks and Latinos are less likely to go online than whites ( Hacker & Steiner, 2002; Jackson, Barbatsis, Biocca, von Eye, Zhao, & Fitzgerald, 2004 ) .

Even larger inequities exist outside the United States: There are more telephones in New York City than in all of rural Asia, more Internet accounts in London than all of Africa. As much as 80% of the world's population has never made a phone call. Finland alone has more Internet users than the whole of Latin America. The estimated number of personal computers in Australia is 10 million, in New Zealand is 1.5 million, in the United States is 178 million, and in all of Africa 7.55 million. The United States, Canada, France, Germany, Italy, Japan, Russia, and the United Kingdom account for less than 20% of the world's population but "own" 80% of Internet hosts and most traffic.

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