



Among Cultures: The Challenge of Communication (with InfoTrac)

By Bradford J. Hall

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Organized around basic questions related to intercultural interaction, this text explores how culture and communication are intimately related. The author explores topics not typically found in other texts, such as the roles of rituals and social dramas, and he provides an extensive and relevant discussion of differing worldviews. Making extensive use of narrative to help promote interest and learning, the text is geared to practical applications which students can incorporate into their own lives and interactions with others.



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Editorial Review

Review

"The (narrative) approach is the main virtue of the book. It enables the students to experience cultures through story-telling, which bring the theoretical concepts to life. I also appreciate the inclusion of Hymes' framework because it gives the students an ethnographic approach to studying cultures that they can apply immediately."

"I love the fresh perspective of this book. I greatly appreciate the narrative basis for this book. The textbook then offers us even more diverse perspectives for gaining that cognitive complexity that helps us refrain from judging other cultures in a negative way."

About the Author

Bradford 'J' Hall is Chair of the Communication and Journalism Department at the University of New Mexico. He loves teaching courses in intercultural communication, research methods, communication theory and the connections between language and action. His research has been published in such journals as Communication Monographs, Communication Theory, Human Relations, The International Journal of Intercultural Relations, Human Communication Research, and International Journal of Conflict Management.

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