

Exploring Intercultural Communication: Language in Action (Routledge Introductions to Applied Linguistics)

By Zhu Hua

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Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study.

The books take an innovative 'practice to theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Additional features include tasks with commentaries, a glossary of key terms, and an annotated further reading section.

Exploring Intercultural Communication investigates the role of language in intercultural communication, paying particular attention to the interplay between cultural diversity and language practice.

This book brings together current or emerging strands and themes in the field by examining how intercultural communication permeates our everyday life, what we can do to achieve effective and appropriate intercultural communication, and why we study language, culture and identity together. The focus is on interactions between people from various cultural and linguistic backgrounds, and regards intercultural communication as a process of negotiating meaning, cultural identities, and – above all – differences between ourselves and others.

Including global examples from a range of genres, this book is an essential read for students taking language and intercultural communication modules within Applied Linguistics, TESOL, Education or Communication Studies courses.

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Editorial Review

Review

‘With its multitude of captivating examples and stimulating case studies this book will thoroughly engage students interested in understanding intercultural negotiations. The focus on real world problems (in the workplace, the family, the classroom, and travel) will appeal to students, while teachers will appreciate the lucid explanations and provocative reflections designed to explicate important theoretical concepts.’ - *Janet Holmes, Victoria University of Wellington, New Zealand*

‘This book addresses an impressive array of topics, concepts and debates in the field of intercultural communication. Students will enjoy its clear style and discussion points based on their readings, practical tasks and personal experience. At the end of the course, they will never give a simple answer to the question ‘Where are you from?’' - *Adam Jaworski, The University of Hong Kong*

'The book probes into a variety of issues related to intercultural communication, using clear and understandable language. It is not only well-written, but the layout is also pleasing to the eye... [The book] is readily accessible to students within the areas of Applied Linguistics, TESOL, Education and Communication Studies who will find reading it well worth their time.' - *The Journal of Asian Pacific Communication*

‘Zhu provides a comprehensive and accessible account of complex issues in intercultural communication, and, by constantly using an inclusive ‘we’ to address the readers, gives her book a very inviting tone … In her closing pages, the author states the hope ‘this book goes some way to redress’ readers’ misconceptions of intercultural communication and – whether or not they are teachers or researchers – readers will find resources here to aid in reflections on important issues in intercultural communication.’ - *Journal of Multilingual and Multicultural Development*

About the Author

Zhu Hua is Professor of Applied Linguistics and Communication at Birkbeck, University of London, UK. She is editor of *The Language and Intercultural Communication Reader* (2011, Routledge).

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