



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

Zhu Hua

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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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