Handbook of
INTERNATIONAL AND INTERCULTURAL COMMUNICATION
SECOND EDITION

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SECOND EDITION

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Foreword

The purpose of the second edition of the *Handbook of International and Intercultural Communication* is to summarize the state of the art of research and theory in intercultural and international communication. Our goal is to provide a reference volume for established scholars, as well as new researchers and graduate students interested in international or intercultural communication.

Intercultural communication generally involves face-to-face communication between people from different national cultures. One major area of research is cross-cultural communication (i.e., the comparison of face-to-face communication across cultures; for example, comparing speech convergence in initial interactions in Japan and the United States). The study of cross-cultural communication grew out of cultural anthropological studies of communication processes in different cultures. Most current cross-cultural communication research tends to be comparative. A related area of research that falls under this rubric is cultural communication, which focuses on the role of communication in the creation and negotiation of shared identities (e.g., cultural identities). Research on cultural communication tends to focus on understanding communication within one culture from the insiders' point of view. Understanding cross-cultural communication is a prerequisite to understanding intercultural communication.

As indicated earlier, research on intercultural communication generally focuses on communication between people from different national cultures (e.g., studying speech convergence when Japanese and U.S. Americans communicate). Some researchers, however, use broad definitions of "culture" and include studies of communication between people from different ethnic/racial groups, able-bodied/disabled communication, intergenerational communication, and other similar areas of research under the rubric of intercultural communication. We view these areas of research, including intercultural communication, as "types" of intergroup communication (i.e., communication between members of different social groups). Because of space limitations, the focus of this edition of the *Handbook* is intercultural, not intergroup, communication.

International communication deals with power, politics, and the process of influencing other nation-states. International communication grew from international propaganda research in the two World Wars. Also political in origin, development communication initially was an application of international communication focused on the newly independent states in the Middle East, Asia, Africa, and the Caribbean and the countries of Latin America that had won their independence up to 100 years earlier. Research on international and development communication quickly grew beyond U.S. process-and-effects studies.

Today, research in international and development communication involves the study of the state and transnational corporations as

media institutions, message genres, message content and how it is articulated with group (e.g., ethnicity, region, language, gender) goals, development models (e.g., top-down, participatory), and sectoral needs (e.g., agriculture, health, education). Research in these areas also considers folk systems, technology options, flows of information and who generated them, discourse analysis, social movements, and cultural identity. Researchers in international and development communication draw from political economy, geography, anthropology, and cultural studies. Whereas some researchers continue to look at media campaign effects and effectiveness questions and attempt to develop generalizations and probabilities, many produce critical political economy case studies of global and national scope; others analyze discourse in the social construction paradigm.

Intercultural communication and international communication are separate areas of research. Intercultural communication researchers tend to focus on the individual as the unit of analysis. International communication researchers, in contrast, tend to work at the macro level using units of analysis such as the nation, firm, world systems, groups, and movements. What binds the areas of research together is a substantive concern with differences, difference from the U.S. mainstream and differences between the United States and other nations. Whatever the linkage, scholars in the areas belong to the Intercultural and Development Communication Division of the International Communication Association and the International and Intercultural Communication Division of the National Communication Association. International communication and intercultural communication, therefore, are linked by the structure of the professional communication associations.

The first edition of the *Handbook of International and Intercultural Communication* (edited by Molefi Kete Asante and William B. Gudykunst) focused almost exclusively on intercultural communication. There were 5 chapters (out of 23) that focused on international or development communication in the first edition. In the second edition, we have made the coverage equal. The present volume is divided into four parts: I. Cross-Cultural Communication, II. Intercultural Communication, III. International Communication, and IV. Development Communication. Each part begins with an introduction to the part written by one of the editors, then there is a chapter on theory in the area, and each part ends with a chapter on research issues in the area. In between the theory and research chapters are chapters examining the major substantive areas of research. These chapters are overviewed in the introductions to each part.

Taken together, the chapters in this volume provide a summary of the state of our knowledge about intercultural and international communication. We have tried to provide readers with broad vantage points on international and intercultural communication. The chapters in the *Handbook* should be useful to established scholars and new researchers in international and intercultural communication.

Before concluding, we want to thank the people who made this volume possible. We are grateful to Margaret Seawell, our editor at Sage Publications, for encouraging us to edit the volume. We also want to thank Kate Peterson for her careful copyediting of the *Handbook*. Most important, we want to thank the leading researchers in our fields who undertook the painstaking task of reviewing the work of their peers in their areas of expertise. Without the authors, this volume would not exist.

—*William B. Gudykunst*
—*Bella Mody*