DESCRIPTION

This newly revised edition is both a lively introduction and practical guide to the main concepts and challenges of intercultural communication. Grounded in interactional sociolinguistics and discourse analysis, this work integrates theoretical principles and methodological advice, presenting students, researchers, and practitioners with a comprehensive and unified resource.

- Features new original theory, expanded treatment of generations, gender and corporate and professional discourse
- Offers improved organization and added features for student and classroom use, including advice on research projects, questions for discussion, and references at the end of each chapter
- Extensively revised with newly added material on computer mediated communication, sexuality and globalization

ABOUT THE AUTHOR

Ron Scollon (1939-2009) was a Professor of Linguistics at Georgetown University. His publications include Professional Communication in International Settings, co-authored with Yuling Pan and Suzanne Wong Scollon (Blackwell 2001), Discourses in Place: Language and the Material World co-authored with Suzie Wong Scollon (2003), and Nexus Analysis: Discourse and the Emerging Internet co-authored with Suzie Wong Scollon (2004).
Suzanne Wong Scollon is an independent researcher in the North Pacific Rim. She has written extensively on intercultural communication, holding academic positions in North American universities as well as in Taiwan, South Korea, and Hong Kong. She also acted as a consultant, along with Ron Scollon, with over fifty governmental and corporate organizations in North America, Asia, and Europe.

Rodney H. Jones is the Associate Head of the Department of English at City University of Hong Kong. He has published widely in international journals and is co-editor of *Discourse in Action: Introducing Mediated Discourse Analysis* (with S. Norris 2005), *Advances in Discourse Studies* (with V. K. Bhatia and J. Flowerdew 2007), and author of *Noticing, Exploring and Practicing: Functional Grammar in the ESL Classroom* (with G. Lock 2010), and *Discourse Analysis: A Resource Book for Students* (2012).

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