



Research Methods in Intercultural Communication: A Practical Guide

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DESCRIPTION

Research Methods in Intercultural Communication introduces and contextualizes the most important methodological issues in the field for upper-level undergraduate and graduate students. Examples of these issues are which paradigms and how to research multilingually, interculturally and ethnically.

- Provides the first dedicated and most comprehensive volume on research methods in intercultural communication research in the last 30 years
- Explains new and emerging methods, as well as more established ones. These include: Matched Guise Technique, Discourse Completion Task, Critical Incident Technique, Critical Discourse Analysis, Ethnography, Virtual Ethnography, Corpus Analysis, Multimodality, Conversation Analysis, Narrative Analysis, Questionnaire and Interview.
- Assists readers in determining the most suitable method for various research questions, conceptualizing the research process, interpreting results, and drawing conclusions
- Supports students from start to finish with key terms, suggestions for further reading, research summaries, and sound guidance from experienced scholars and researchers

ABOUT THE AUTHOR

Zhu Hua is Professor of Applied Linguistics and Communication at Birkbeck College, University of London, UK. Her main research interests are intercultural pragmatics, language and intercultural communication, and child language development. Most recently, she is the author of *Exploring Intercultural Communication: Language in Action* (2014), editor of *The Language and Intercultural Communication Reader* (2011), and co-editor of *Weaving Intercultural Work, Life, and Scholarship in Globalizing Universities* (2016). She is a joint editor for the book series *Routledge Studies in Language and Intercultural Communication*.

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