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Understanding Intercultural Communication: Negotiating a Grammar of Culture

Adrian Holliday

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In this book, Adrian Holliday provides a practical framework to help students analyse intercultural communication. Underpinned by a new grammar of culture developed by Holliday, this book will incorporate examples and activities to enable students and professionals to investigate culture on very new, entirely non-essentialist lines. This book will address key issues in intercultural communication including:

- the positive contribution of people from diverse cultural backgrounds
- the politics of Self and Other which promote negative stereotyping
- the basis for a bottom-up approach to globalization in which Periphery cultural realities can gain voice and ownership

Written by a key researcher in the field, this book presents cutting edge research and a framework for analysis which will make it essential reading for upper undergraduate and postgraduate students studying intercultural communication and professionals in the field.

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