Intercultural Rhetoric and Professional Communication: Technological Advances and Organizational Behavior

Barry Thatcher (New Mexico State University, USA)

Understanding cultural differences and determining their relevance in a broader context are the key goals of any intercultural inquiry.

Intercultural Rhetoric and Professional Communication: Technological Advances and Organizational Behavior explores the theory and practice of rhetoric and professional communication in intercultural contexts. This book provides a framework for translating, localizing, and internationalizing communications and information products around the world. Taking a theoretically integrated approach, this book provides the analytical tools and methods for examining the relations between culture and rhetoric and understanding the deep cultural foundation of rhetorical patterns.

Topics Covered:

- Contrastive Rhetoric
- Distance Education and E-Learning
- Intercultural Inquiry
- Intercultural Organizational Training
- Intercultural Teaching and Research
- Knowing and Defining Relevant Cultural Differences
- Organizational Theory and Communication
- Professional Communication across Cultures
- Relationships between Culture and Rhetoric
- Website Design and Globalization

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Chapter 1
Approaching Intercultural Rhetoric and Professional Communication

Chapter 2
Borders and Etics as Units of Analysis for Intercultural Rhetoric and Professional Communication

Chapter 3
Contrastive Rhetorics and World Englishes

Chapter 4
Information and Communication Technologies and Intercultural Professional Communication

Chapter 5
Website Designs as an Indicator of Globalization

Chapter 6
Organizational Theory and Communication across Cultures

Chapter 7
Distance Education and E-Learning across Cultures

Chapter 8
Legal Traditions, the Universal Declaration of Human Rights, and Intercultural Professional Communication

Chapter 9
Intercultural Rhetorical Dimensions of Health Literacy and Medicine

Chapter 10
Writing Instructions and How-to-do Manuals across Cultures

Chapter 11
Core Competencies in Intercultural Teaching and Research

Chapter 12
Teaching Intercultural Rhetoric and Professional Communication