Contents

Foreword ix
Preface to the Second Edition and Acknowledgements xi
Image Credits xiii

1 Linguistic and Ethnographic Perspectives on Culture 1
2 From Intercultural Communication to Literary, Media and Cultural Studies 27
3 Defining Intercultural Communicative Competence 41
4 Implementing an Intercultural Approach to ELT 65
5 Culture and Conversation 79
6 Developing an Ethnographic Frame of Mind 102
7 Interviewing Skills for the Intercultural Learner 125
8 Virtual Ethnographies: Intercultural Telecollaboration 151
9 Developing Visual Literacy 174
10 Using Literary, Media and Cultural Studies 203
11 Assessing Intercultural Communicative Competence 235
12 Further Prospects for Intercultural Language Education 264

Appendix: Checklist of questions to promote visual literacy (see Chapter 9) 275
References 281
Index 298