



Chapter 5: Academic reading

Task 1

Here are the web addresses of three critiques of Lomborg's work. Select one of them and download the article.

- What questions do you think the writer of the article asks?
 - What criticisms do they make?
- a) Bjørn Lomborg. A Critique | The Sceptical Economist. Available from: <https://zielonygrzyb.wordpress.com/2011/07/16/bjorn-lomborg-a-critique/>
- b) Laden, G. (2015). Bjørn Lomborg wrote an opinion piece that is offensively wrong. *Greg Laden's Blog*. Available from: <http://gregladen.com/blog/2015/02/03/bjorn-lomborg-did-not-get-facts-straight/>
- c) Begley, Sharon. (2010). Debunking Lomborg, the climate change skeptic. *Newsweek* Feb 21 2010. Available from: <http://www.newsweek.com/debunking-lomborg-climate-change-skeptic-75173>

Task 2

Imagine that you have been asked to write a report on the following topic:

What is intercultural communication? In what ways do differing concepts of management impact on the conduct of business internationally?

Text 1 (overleaf) is the reading list for this report.

1. Use the reading list to answer the following questions:
 - Which of the publications on the reading list are books?
 - Which are edited collections?
 - Which are journal articles?
2. Which of the readings in Text 1 would you expect to include in:
 - a general overview of the important issues in intercultural communication
 - a discussion of the management styles most common in East Asia
 - a discussion of the problems faced by Western managers in China
 - a discussion of different approaches to the training of managers in effective intercultural communication
3. Arrange the titles in the order in which you would read them. Be ready to explain why you



have put them in this order.

4. Are there any publications on the list which you think are not useful for the report? Why or why not?

Text 1

Grudykunst, W. & Kim, Y.Y. (Eds.). (1992.) *Readings on communicating with strangers*. New York: McGraw-Hill.

Hodgetts, R., Luthans, F., & Doh, J. (2005). *International management culture, strategy and behavior* (6th ed.). Boston: McGraw-Hill.

Barna, L.A. (1997). Stumbling blocks in intercultural communication. In L. Samovar & R. Porter, R. (Eds.). *Intercultural communication: A reader* (8th ed.). Belmont: Wadsworth Publishing.

Bjorkman, I. & Schaap, A. (1994). Outsiders in the Middle Kingdom: Expatriate managers in Chinese-Western joint ventures. *European Journal of Management*, 12(2), 147-153.

Faure, G. (2000). Negotiations to set up joint ventures in China. *International Negotiation*, 5(1).

Harris, H. & Kumra, S. (2000). International manager development: Cross-cultural training in highly diverse environments. *Journal of Management Development*, 19(7).

Chen, G.M. & Chung, J. (1994). The 'Five Asian Dragons': Management behaviours and organizational communication. *Communication Quarterly*. Spring 1994, 93-105.

Task 3

Text 2 is an abbreviated table of contents from an edited collection on inter-cultural communication. (If you are not sure of what an edited collection is, re-read Chapter 5.)

- Which chapters would you read for the report from Task 2? Why?

Text 2

PART I: Intercultural communication: Theories and approaches

- 1 Understanding intercultural communication, *Richard Duckmanton*
- 2 Communicating in a multilingual setting, *William Stevens and Catherine Stevens*
- 3 Identity and intercultural communication, *David Nation*
- 4 Language and social life: An introduction, *Robert Bottomly*
- 5 Understanding behaviour in a globalised world, *Thomas Lang*

**PART 2: Influences on intercultural communication**

- 6 Cultural influences on communication, *Alexandra Geddes*
- 7 Individualism and collectivism in social life, *Bradley Eades*
- 8 Cultural dimensions of educational practice, *Karen Simpson*
- 9 Cultural differences in framing: A comparison of Australian and Korean management practice, *Kim Kyung-min*
- 10 Listen to what I'm not saying: Indirection and direction in negotiations, *Muhammad Al Shammery*
- 11 Confucian influences on business practice in China, Japan and Korea, *Jin Baoli*
- 12 Nonverbal behavior: The role of gesture in inter-cultural communication, *Amjad Hussein*

PART 3: Intercultural interaction

- 13 Organisational behaviours in four cultures: China, Germany, Saudi Arabia and the United States, *George Milner and Margaret Murray*
- 14 By indirections find directions out: Negotiating styles in China, Japan and Australia, *Alison Grey*
- 15 Diversity is strength: Developing an effective intercultural working environment, *Phillip Johnson*
- 16 Intercultural interaction in the classroom, *Tony Large*
- 17 Negotiating intercultural understanding in the health care system, *Lyn Robertson*
- 18 Study abroad: Exchange students' expectations of the sojourner experience, *Lisa Accosi*
- 19 Personal space in intercultural interactions, *Deepa Mehta*

PART 4: Developing effective communication in a globalised world

- 20 Diversity is strength: Developing a culturally diverse workplace, *Jeremy Long and Susan Childs*
- 21 Effective intercultural pedagogy, *Li Jianguo*
- 22 Learning language/Learning culture, *David Long*
- 23 Culture shock: Adjusting to an unfamiliar environment, *Tomoko Watanabe*
- 24 A theory of intercultural adaptation, *Barbara Levy and Jan-Louis Leroux*
- 25 Developing intercultural communication competence, *Barry Schmidt*
- 26 Developing effective communication skills through role-play, *Lisa Miller*

