



Bridging Japanese/North American Differences (Communicating Effectively in Multicultural Contexts)

William B. Gudykunst, Tsukasa Nishida

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In this volume, Gudykunst applies his world-renowned approach to intercultural communication to the specifics of Japanese//North American communication. After laying out the basic theories of intercultural communication, the authors explain the similarities and differences in patterns of communication in Japan and the United States. They then demonstrate how an understanding of these contrasting patterns can help Japanese and North Americans communicate more effectively. By examining issues such as attitudes and stereotypes, ways to deepen the understanding of Japanese behaviour are suggested. Also discussed are the factors that influence motivation, knowledge and skills to increase communication effectiveness.

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