

Index

A

Aalberg, T., 315
Abraham, W.E., 146, 148, 152
Absences of speech, 41
Achebe, C., 157, 283
Achterberg, P., 286
Acquiescence Response Style (ARS), 387
Active audience models, 356
Adaptation to context and situation, 112
Advertising, 10, 395
Advertising Across Cultures, 408–409
Advertising styles, 410–412
Advisory rhetoric, 74
Aesthetic Experience, 222–224
Aesthetics, 110–111, 131, 154, 222, 236, 298, 342, 410, 411
Aesthetics of vagueness, 118
African communication, 154, 159, 161
African worldview, 139–140
Agency, 69
Agenda setting theory, 359, 363–365
Agrawal, B.C., 386, 387
Ahrend, J., 5
Allegory, 53, 112, 167
Al Nashmi, E., 263
Alternative model, 316
Amae, 124
Ancestors, 18, 89, 92–96, 141–147
Ancestral spirit, 145
Animistic traditions, 150
Anokwa, K., 364
Appadurai, A., 18, 29
Arabic script, 59
Arab identity, 163
Arab–Islamic philosophy, 137
Argumentation, 74, 79, 130, 166, 410

Aristotle, 4, 51–54, 68, 75
Artifacts of culture, 173
Artistic creativity, 225
Asante, M.K., 106, 129, 140, 153, 154
Ashkanazy, N., 197
Assael, H., 30
Assembled, 7
Assertiveness, 199
Audience, 4, 11, 33, 48, 51–53
Audience analyses, 101
Authoritarian, 78, 314
Authoritarian, Libertarian, Social Responsibility and Soviet Communist Concepts, 314
Autonomy, 69
Axtell, R.E., 26
Ayish, M., 163

B

Bachelet, M., 364
Balance theory, symmetry theory, 359
Ball-Rokeach, S., 356
Banerjee, I., 396
Baroque artistic style, 98
Barranquero, A., 398
Barthes, R., 74
Basic needs model, 395
Beaudoin, C.E., 342
Behavior change communication (BCC), 393
Beltrán, S.L.R., 100, 378, 384, 401
Benedict, R., 18
Benevolent rhetoric, 74
Benson, R., 338
Biko, S.B., 149
Bilteyrest, D., 297, 372

- Binary thinking, 69
 Biological time, 190
 Blair, J.A., 74
 Blake, C., 158
 Blekesaune, A., 245
 Blogs, 9, 257, 260, 261–264
 Blumler, J., 383
 Body language, 6, 25, 98, 110, 296
 Bollywood, 295, 371
 Books, 8
 Bourgault, L.M., 155, 282
 Broadsheet, 290–292
 Buddhism, 105, 108–109
 Bullet theory, hypodermic needle theory or
 transmission belt theory, 75
- C**
- Candombé, 96–97
 Castelló, E., 374
 Castells, M., 13, 79–81, 85, 250
 Categorization, 219–220
 Catholic, 59, 60, 89, 95, 149, 162, 333
 Censorship, 323–325
 Chadha, K., 298
 Chaffee, S.H., 85, 371
 Chalaby, J.K., 299
 Chan, K., 361
 Chang, J.H., 371
 Chang, T.-K., 342
 Chen, G.-M., 2, 5, 32, 105, 108, 112–114, 121,
 123, 129, 130
 Cheng, C.Y., 119
 Chikelu, C., 313
 Children, 264–265
 Children's use of the Internet, 264
 Cho, B., 229
 Christianity, 17, 29, 48, 59, 71–72, 95, 147–151
 Christians, C.G., 35, 310, 311, 314, 316,
 325, 326
 Chung, J., 121
 Citizen journalism, 336–337
 Civil society, 69, 226, 311, 338, 346
 Classical Marxism, 78
 Classic mass media, 8
 Clientelist relationships, 316
 Climate of opinion, 358, 365–367
 Closure, 190
 Coefficient of correlation, 187
 Cognition, 217
 Cognitive consistency, 359
 Cognitive dissonance, 218–219
 Cognitive styles, 217
 Colonial rule, 138
 Color associations, 224
 Color Perception, 224–225
 Communal solidarity, 144
 Communication
 competence, 3
 research schools, 73
 styles, 41, 230–231
 theory, 34
 Community, 1, 12, 19, 22, 58, 69, 72, 90,
 92–93, 107, 128, 142–146, 165,
 289, 399–403
 Computer mediated communication, 8, 356
 Concept of self, 3, 17, 108, 205–207
 Conceptual framework, 100
 Confucianism, 17, 50, 105–107
 Congruity theory, 359
 Conquest rhetoric, 74
 Consciousness-only model, 108
 Consistency, 69
 Constructivism, 69
 Context, 84, 100, 115–118, 128, 157, 185,
 188, 207, 213, 217
 Context-dependent schemata, 218
 Context-independent schemata, 218
 Conversational modes of communication, 167
 Cordel, 98
 Cornia, A., 327
 Correa, T., 364
 Cosmos, 95
 Creative products, 225
 Critical school, 78
 Critical schools of communication research,
 73
 Critical theory, 73
 Cross-cultural research, 186
 Cultural conventions, 3
 Cultural convergence, 1, 29
 Cultural homogenization, 29
 Cultural imperialism, 78, 292, 344, 355,
 367–371
 Cultural industries, 173
 Cultural mestizaje, 89
 Cultural norms, 1, 84
 Cultural products, 20
 Cultural proximity, 296
 Cultural studies, 79, 382
 Cultural universals, 19
 Culture, 4, 16, 176–178
 Culture industry, 20
 Cuneiform script, 56
 Curran, J., 342
 Cushman, D.P., 4, 10
 Cybercafés, 252
 Cyber communication, 8

D

Dallas, 294, 297, 371
 Dan, V., 336
 Dawkins, R., 8, 381
 De Fleur, M.L., 1, 356
 De Mooij, M., 176, 179, 180, 187, 201, 210, 212, 215, 229, 233, 236, 246, 247, 376, 377, 410, 412
 De Saussure, F., 77
 De Smaele, H., 320
 Death, 148
 Deities, 146
 Den Hartog, D.N., 199
 Dependency model, 397
 Desirable and desired, 175, 184, 185, 192, 372
 Detribalization, 149
 Development communication, 9, 395, 396
 Dialogue, 4, 6, 8, 31, 77, 84–85
 Diffusion of innovations, 375–378
 Diffusion theory, 375
 Digital communication, 8
 Dimensions of culture, 187–189, 192–201
 Direct and explicit, 410
 Direct communication, 6, 230–238
 Discourse, 33, 43, 52, 55, 74, 79, 98, 166
 Dissanayake, W., 34, 128, 129
 Do, J., 249
 Doi, T., 223
 Donsbach, W., 33
 Doob, L.W., 142, 150, 376
 Dupagne, M., 373

E

Ecological fallacy, 187
 Edeani, D.O., 313
 Egalitarianism, 189, 331
 Ego boosters, 212
 Ekecrantz, J., 412
 Elaborate verbal style, 231
 Elasmr, M.G., 369
 Electronic, 6
 Electronic media, 62, 234–235
 Ellul, J., 15
 Eloquence, 51–54, 106, 167
 Elvestad, E., 245
 E-mail, 8
 Embeddedness, 189, 193
 Emic, 181
 Empathic communication, 112
 Empathy or mind reading, 112
 Empirical, 73
 Empirical school, 73, 78–79, 383–384
 Enlightenment, 70

Enryo-sasshi model, 126
 Entertaining, 75
 Entertainment-education intervention, 400
 Environment, 188
 Equality, independence, 69
 Ethnocentric censorship, 325, 345
 Ethnocentrism, 100
 Ethno-philosophy, 139
 Ethnoscapes, 28
 Etic, 181
 Etiling, B., 263
 European Union, 82
 Exacting or precise style, 231
 Exchange of meaning, 73
 Exclusionism vs. universalism, 189
 Existential anxiety, 91
 Exported Media Programs, 371–373
 Expressions of culture, 173
 Extended family, 92
 Extreme Response Style (ERS), 387
 Eye contact, 25

F

Facebook, 197, 257–259, 262, 325, 329, 345
 Face-to-face, 6, 7
 Facial expression, 6, 25
 Fahmy, S., 335
 Fatalism, 53
 Fear of social isolation, 366
 Feng shui, 123
 Field Dependency, 221–222
 Film, TV, 282–285
 Finanscape, 28
 Fischer, R., 187
 Flowery expressions, 167
 Formal, 6
 Formats, 293, 298–301, 399
 Formulaic language, 49
 Fortner, R.S., 13
 Framing, 332–336
 Frankenberg, L., 384
 Frankfurt school, 78–79
 Freedom, 69
 Freedom of expression/speech, 70, 158, 324
 Frost, R., 221
 Future, 94
 Future orientation, 196

G

García Canclini, N., 21, 23, 88, 89, 92
 García-Montes, J.M., 269
 Gatekeeping, 332

Geertz, C., 19, 176
 Gender egalitarianism, 189, 192
 Gerbner, G., 359
 Gestures, 1, 26, 83
 Giddens, A., 27, 28, 31
 Global civil society, 346
 Global communication, 28
 Globalization, 19, 27–28, 369
 Global village, 29
 GLOBE, 189
 God, 47, 71–72, 145, 148–150, 163
 Goffman, E., 212, 260
 Goode, L., 336
 Gozzi, R.Jr., 274
 Group membership, 209
 Guanxi, 122
 Gudykunst, W.B., 231, 232
 Guggenheim, L., 355
 Gunaratne, S.A., 229
 Gyekye, K., 140, 146, 152

H

Hall, E.T., 27, 188, 191
 Hall, S., 4, 79
 Hallin, D., 244, 245, 315, 316, 326, 338
 Hamelink, C.J., 346
 Hansen, L.K., 381
 Happiness, 209
 Hard news, 337
 Harmonious relationship seeking, 112
 Harmony, 51, 93, 97, 107, 112–114, 122–123, 141, 154, 165, 189
 Harmony, indirectness, 112, 156
 Hasegawa, M., 210
 Health communication, 9, 395
 Hegemonic theory, 78
 Hei, K.C., 113
 Heterogeneity, 180
 Heterogeneity of populations within nations, 87
 Hierarchical relationships, 93
 Hierarchy, 189
 High context communication, 188, 230–235, 254, 301, 338
 Hinduism, 106, 109–111
 Hispanics, 86, 180
 Hjarvard, S., 12
 Hobbs, R., 221
 Hofstede, G., 19, 87, 173–176, 178, 179, 188, 227, 233, 261, 317, 327, 336, 361
 Holistic view, 112
 Holtgraves, T.M., 44
 Hountondji, P.J., 139

House, P.J., 189
 Hovland, C., 81
 Huang, Y.H., 405, 406
 Human communication, 2, 5
 Humane orientation, 189, 201
 Human relationships, 67
 Human rights, 130, 158, 346, 398
 Humphreys, P., 317
 Hunter, J.E., 369
 Hwang, J., 111
 Hybrid communication, 8, 48, 85
 Hybrid cultures, 87–90
 Hybrid forms, 62
 Hybrid media, 243, 250–251
 Hybrid religions, 96
 Hyperbole, metaphors, 167
 Hyperlinks, 343

I

Iberoamericans, 86
 Iconic turn, 74
 Icon, index, 25
 Identity, 25, 47, 86, 91, 163, 193, 206–209
 Ideoscapes, 29
 Im, Y.-H., 380
 Image, 122, 149, 163, 208
 Indirect communication, 6
 Individual and culture level, 186
 Individual frames, 333
 Individualism-collectivism, 32, 188, 193–194, 196, 230, 336
 Individual liberty, 70
 Indulgence vs. restraint, 189, 200
 Información, 14
 Informal, 6
 Information, 4–7, 13–16, 22, 28, 52
 Information processing, 75, 217–219, 228–230
 Information Function of the Internet, 254–256
 Information seeking paradigm, 229
 Information society, service society, 21, 214, 228, 345–346
 Informativo, 14
 Inglehart, R., 21, 188
 In-group, 112
 In-group collectivism, 193
 Inkeles, A., 21, 188
 Inoue, Y., 380
 Instant messaging, 235
 Intellectual and affective autonomy, 189
 Intention(al), 6, 10
 Interactivity, 256
 Interdependence, 93

- Internet, 5–8, 12, 28–29, 50, 62, 80, 131, 159, 168, 194, 198, 215, 234–235, 251–265, 273, 344–346
- Internet phones, 256
- Interpersonal communication, 6, 14, 71, 76, 106–107, 115, 124–129, 165–167, 210, 230–235, 250, 274, 364–365, 375–377, 386, 395, 397
- Interpersonal communication styles, 6, 34, 82, 233
- Interpretive effects models, 356
- Interrelatedness, 92
- Intrapersonal, 6
- Ishii, K., 268
- Ishii, S., 11, 53, 108, 118, 126, 129
- Islam, 29, 59, 71, 128, 138, 147, 150, 162–168, 263, 323
- Ito, M., 267
- J**
- Jahn, J., 88, 159
- Javidan, M., 199
- Jensen, K.B., 33, 359, 382
- Jeong, Y., 255
- Joshi, S.P., 361
- Journalism, 309–347
- K**
- Kareithi, P., 340
- Kariithi, N., 340
- Kashima, Y., 44
- Katz, C., 371
- Katz, E., 294, 357
- Kavoori, A., 298
- Kawakami, Y., 380
- Khamis, S., 168
- Kim, E.-m., 377
- Kincaid, D.L., 5, 10, 196, 386
- Gluckhohn, F., 188
- Knowledge, 13–14
- Knowledge society, 21
- Koltsova, O., 330
- Koopman-Holm, M., 211
- Kraidy, M.M., 301, 324
- Kwansah-Aidoo, K., 385
- L**
- La Pastina, A.C., 298
- Language, 1, 43–48
- Larrain, J., 22, 94, 196
- Laskey, H.A., 410
- Lasswell, H., 81
- Latin American identity, 86, 88, 94
- Latin character, 88
- Lavín, J., 364
- Layers of culture, 177–178
- Learning, 123, 127, 154, 218–219
- Lee, T.-T., 342
- Leisure time, 247
- Léon, B., 338
- Lerner, D., 22, 398
- Letters, 8, 45
- Levinson, D.J., 188
- Lewin, K., 81
- Li, S., 263
- Liberal, 314, 315
- Liebes, T., 294, 295, 371
- Life force, 95
- Lilleker, D.G., 256
- Limited effects model, 357
- Linear or Circular, 190–191
- Linear, process oriented models of communication, 69
- Linear time concept, 94
- Linguistic turn, 74
- Listening, 1, 31, 42, 119, 155, 231
- Literacy, 6, 41, 50, 55–62
- Literal communication, 6
- Literary criticism, 382, 383
- Literature, 282–285
- Livingstone, S., 295
- Locus of control, 226–228
- Logic, 54
- Logographic, 57
- Long-/short-term orientation, 188, 196
- Lotman, Y.M., 77, 208
- Low context communication, 188, 230
- Lozano, J.C., 384
- Lugo-Ocando, J., 321
- M**
- Magico-religious, 150
- Magic realism, 98
- Mahmood, R., 255
- Mahony, I., 335
- Mainstreaming, 360
- Majoritarian and consensus democratic systems, 315
- Mancini, P., 244, 245, 315, 326, 338
- Manifestations, 173
- Manipulation, 10
- Mansell, R., 383
- Mao, L.M., 54, 206
- Marques de Melo, J., 378, 384

- Martín-Barbero, J., 25, 181, 384
 Mass communication, 1–5, 9, 11–13, 33, 78, 81, 100–101, 161, 250, 286, 355–356, 382
 Mass communication effect models, 73, 356
 Mass communication styles, 235–236, 301
 Mass media, 8, 11–13, 58, 75, 78, 81–85, 99, 244–249, 309–314
 Mass self-communication, 80
 Mastery-Harmony, 189, 197, 200
 Matsumoto, D., 211
 Mattelart, A., 368
 Mbiti, J.S., 152
 McCombs, M., 363, 364
 McKeever Furst, J.L., 18
 McLuhan, M., 8, 29, 361
 McQuail, D., 4, 83, 291
 Mda, Z., 7, 396, 403
 Meaning, 15–17
 Media cultures, 173
 Media frames, 333
 Media imperialism, 78, 293, 368
 Mediascapes, 28
 Media self-censorship, 325
 Media Systems, 31, 69, 81, 310–312, 314–332
 Mediated, 5–8, 49
 Mediated communication, 5, 7, 82, 85, 98, 130, 159, 167, 174
 Mediation, 83, 101
 Mediatization, 12
 Media usage, 243, 355
 Mediterranean or Polarized Pluralist Model, 315
 Medium, 5, 14, 24, 76, 244, 249, 250
 Meers, P., 297
 Memory, 48, 52, 58, 177, 218–219
 Message(s), 33, 63, 73, 75, 80, 109, 111, 126–129, 153
 Mestizaje, 87–90
 Metaphors, 46, 49, 98, 131, 154–157, 231–236, 333, 410–412
 Mientze, 122
 Miike, Y., 2, 34, 105, 112, 116, 119, 121, 126–130, 385, 386
 Mind reading, 119–120, 127, 129, 216
 Minkov, M., 179, 189, 200
 Miracle, G.E., 409
 Mitchell, J., 212
 Mnemonic, 48, 56, 57, 154
 Mobile Phone, 7, 23, 50, 62, 63, 196, 256, 265–266
 Models of communication, 3, 35, 69, 75–78
 Models of culture, 174
 Modern, 12, 20
 Modernity-traditional, 13, 20–24
 Modernization model, 397
 Moemeka, A.A., 402
 Monochronic and Polychronic Time, 191–192
 Monologue, 84
 Monumentalism vs. flexumility, 189
 Morgan, M., 360, 387
 Morita, A., 131
 Morozov, E., 258, 273
 Morris, D., 26
 Motives, 2, 4, 30, 131, 207, 261, 262, 359, 361, 410
 Mowlana, H., 14
 Multi-tasking, 191
 Musa, M., 320
 Music, 3, 8, 20, 31, 86–88, 97, 111, 142, 157–160, 224, 282, 284–286
- N**
 Nasseem, S.B., 158
 Nation, 1, 21, 23, 177–182
 National identity, 373–375
 Neo-indigenismo, 89
 Network Society, 79–81
 Neumann, W.R., 355
 New Latin American cinema, 401
 New media models, 356
 News diffusion, 378–381
 Newspaper circulation, 245
 Newspapers, 8, 246
 Nishiyama, K., 183
 Noelle-Neumann, E., 366
 Nollywood, 295, 371
 Non-assembled, 7
 Non-intentional communication, 6
 Non-persuasive communication, 9
 Nonverbal communication, 6, 25–27, 42, 49, 52–53, 111, 118, 129, 155, 166, 230–232
 Nonverbal codes, cues, 111, 129
 Normative school of research, 73
 Normative theory, 35
 Normative view of role of media, 310–312
 North Atlantic or Liberal Model, 315
 Northern European or Democratic Corporatist Model, 315
 Nyamnjoh, F.B., 402
- O**
 Obeng-Quaidoo, I., 140, 150, 403
 Obijiofor, L., 154, 399
 Okigbo, C., 341, 364

Okunna, C.S., 313, 330
 Olayiwola, A.R.O., 166
 Oliver, R.T., 114
 Ong, W.J., 7, 50, 63
 Opubor, A.E., 313
 Oral communication, 6
 Oral cultures, 14
 Oral history, 154
 Orality, 6, 41, 48–51, 63, 154, 233, 286, 398
 Oral literacy, 62, 98, 154–155, 159, 250
 Oral tradition, 48
 Oramedia, 287–289, 381, 396
 Orientalism, 24
 Ota, H., 126
 Out-group communication, 112

P

Pan, Y., 223
 Participative communication, 311
 Participatory development communication, 402–404
 Participatory journalism, 337
 Participatory model, 100, 397
 Participatory universe, 92
 Payne, D.E., 372
 Pentecostalism, 97, 160
 Perception, 3, 16, 44, 70, 220–221
 Performance orientation, 199
 Perlmutter, D.D., 263
 Personality, 33, 47, 145, 184, 207–209
 Personhood, 90, 148, 231
 Person-to-person media, 8
 Persuasion, 4, 10, 51, 54, 74, 98, 165, 356, 402
 Persuasion models, 356
 Persuasive, 4, 8, 9, 41, 51, 54, 68, 72, 75, 84, 100, 369, 409
 Philosophy, 2, 35, 47, 69–73, 79, 90, 92, 95, 108–113, 127, 139–141, 156, 163, 167, 368
 Phonetic script, 61
 Pictograms, 56
 Pictographic script, 45, 58
 Piñera, S., 364
 Political communication, propaganda, 395
 Pollach, I., 303
 Popular culture, 20
 Popular music, 285–286
 Postmodern, postindustrial society, 21
 Power distance, 188–189, 194–196
 Praise singing, 159, 197, 211, 329
 Premodern times, 21
 Presentation of self, 210–212, 260–261

Press, 244–246, 312
 Press freedom, 323–325
 Primary orality, 63
 Professional model, 316
 Propaganda, 9, 11, 34, 73, 75, 166, 262, 329, 343, 356, 395
 Pro-social behavior, 210
 Protestant, 59–60, 97, 149, 199, 201
 Proxemics, 26, 83
 Psycho-Social Effects, 269–273
 Public communication, 9, 35, 395
 Public Relations, 10, 404
 Public domain, 99
 Public opinion, 75
 Public reading, 60
 Public Relations Across Cultures, 404–408
 Purpose of communication, 4, 10, 82, 115, 154, 405, 409
 Pype, K., 160

Q

Questions, 184

R

Raboy, M., 346
 Radio, 8, 11, 63, 181, 246–247, 273, 313, 379
 listening, 167, 246, 361, 397, 400
 trottoir, 288, 381
 Rajagopal, A., 23
 Ramose, M.B., 141
 Rantanen, T., 27
 Reading, 1, 6, 41, 55–62, 231
 Reading ability, 55–62, 197, 200
 Real-time communications, 234–235
 Reception analysis, 382
 Reciprocation, 117
 Reciprocity, 92
 Recommendations, 255
 Reinemann, C., 337
 Relational, 112
 Relationships Parents-Children, 215–216
 Religion, 4, 17, 22, 29, 71–72, 88–89, 94–97, 138, 148–153, 162, 209, 287, 298
 Removed in time and space, 6
 Rhetoric, 8, 51–55, 68, 72, 74, 106, 130, 154, 167, 229, 383, 409
 Rhetorical tradition, 51
 Riddles, proverbs, songs, dance, 48, 61, 159
 Robertson, R., 27
 Rogers, E.M., 83, 85, 294, 375, 376
 Rokeach, M., 174, 183
 Roland, A., 412

- Role of Media in Society, 310–312
 Role of the media in conflict situations, 313
 Rosario-Braid, F., 127
 Rosengren, K.E., 33, 359, 382
 Roszak, T., 16
 Roulin, N., 303
 Rural and urban forms, 154
- S**
- Sadharanikaran model, 111
 Said, E.W., 24, 167
 Salvation, 71
 Salwen, M.B., 364
 Santería, 96
 Schemata, 218
 Schmitt, B.H., 223
 Schoenbach, K., 358
 Schools of communication studies, 72
 Schramm, W., 1, 2, 9, 13, 26, 67, 75, 81
 Schroeder, R., 252
 Schwartz, S.H., 187, 189
 Scolari, C.A., 86, 101
 Search engine, 303
 Secondary orality, 63
 Selective perception, 109, 137, 220
 Self-actualization, 206
 Self-assertion, 206
 Self-censorship, 158, 322–325,
 330–332, 344
 Self-centeredness, 206
 Self-competence, 210
 Self-conceptions, 2
 Self confidence, 211
 Self cultivation, 107
 Self disclosure, 196–197, 201, 212–213, 258,
 259, 367
 Self-enhancement, 211, 407, 410
 Self-esteem, 206, 209, 210
 Self expression, 212–213
 Self improvement, 211
 Selfishness, 206
 Self-liking, 210
 Self respect, 211
 Semantic information, 14
 Semiology, 76
 Semiotics, 76
 Semiotic space., 77
 Semiotic theories, 69
 Shanahan, J., 360, 387
 Shifman, L., 382
 Shuter, R., 55
 Signified, 77
 Signifieds, 17
 Signifier(s), 17, 77
- Sign language, 25
 Signs, 8
 Sign system, 76
 Silence, 41–42, 52, 59, 111–114, 118–119,
 129, 230–233
 Singh, D., 180, 216
 Sinha, A., 386
 Smith, D.H., 21
 Smith, E.E., 226
 Soap operas, 295
 Social browsing, 257
 Social censorship, 324
 Social change, 313, 395
 Social communication perspective, 81
 Social construction, 101
 Social context models, 356
 Social identity theory, 209
 Social learning, 360
 Social network service (SNS),
 154, 257–260
 Social or public interest model, 316
 Social searching, 257
 Social system, 33
 Societal and media models, 356
 Soffer, O., 63
 Soft news, 337
 Solidarity, collective effort, 92
 Speaking, 1, 8, 31, 41–43, 50–54, 73, 84, 111,
 125, 131, 138, 155, 166
 Speech, 1, 4, 6, 8, 41–43, 51–54, 58,
 67, 73, 79, 118, 121, 131,
 154–156
 Spiral of silence, 355, 359, 364–367
 Sreekumar, T.T., 402
 Standardize or Adapt, 409–410
 Starosta, W.J., 32
 State and Commercial Influences across
 Countries, 318–323
 Steenkamp, J.B., 377
 Stimulus Response Theories, 356–359
 Straubhaar, J.D., 298, 299, 338
 Strodtbeck, F., 188
 Succinct or understated style, 231
 Supreme Being, 18, 40, 145, 149, 152
 Surveys, 184
 Symbol(s), 8, 25
 Symbolic environment, 83
 Sync time, 190
 Syntactic information, 14
- T**
- Tabloid, 290–292
 Tabloid news, 337
 Taciturnity, 112, 118

- Takahashi, T., 260
 Takai, J., 126
 Tamir, D.I., 212
 Tannen, D., 32, 42, 43, 49, 50
 Taoism, 106
 Technoscape, 28
 Tehranian, M., 31
 Telenovela(s), 31, 88, 94, 99, 293, 296–300, 370–373
 Television, 8, 292–293
 Television viewing, 246
 Tempels, P., 145, 146
 Texts, 16, 73
 Textual, 49
 Theatre of the oppressed, 401
 Thelwall, M., 382
 Theories of mass communication
 effects, 356
 Thomas, A.O., 293, 301, 329
 Thomas, H., 150, 151, 153, 158, 287, 289, 329, 399, 401
 Thorson, E., 342
 Thussu, D.K., 35
 Time concept, 17, 21, 46, 80, 90, 94, 122, 140, 152–153, 164, 188, 190–192, 235
 Ting-Toomey, S., 231, 232
 Traditional, 20–24
 Traits, 184, 207
 Triandis, H., 213
 Turnbull, C.M., 220
 Twenge, J.M., 235
 Twitter, 257
 Two-step flow of communication, 356–358
- U**
 Ubuntu, 141–142
 Uche, L.U., 380
 Ugboajah, F.O., 287, 321, 385
 Uncertainty, 14
 Uncertainty avoidance, 188–189, 199–201, 212, 214, 225–229, 231–232, 253, 258, 266, 282, 284, 302, 376–377, 410
 UNESCO, 55
 Unidirectional model of communication, 100
 Unique-explicit and unique-implicit style,
 group-explicit and group-implicit
 style, 232
 Unity, 165
 Universal grammar, 44
 Universalistic worldview, 70
 Unmediated communication, 7
 Uses and gratifications approach, 33, 359, 361–363, 382, 383
- Usunier, J.C., 303
 Utterance, 3, 8, 48, 50, 58, 84
- V**
 Valenzuela, S., 364
 Value(s), 11, 19, 29, 31, 174–178, 182–186
 orientations, 1, 16–17, 21, 44, 69, 174, 188
 paradoxes, 176
 priority, 174
 Van Reybrouck, D., 161
 Verbal communication, 6, 231–234
 Verbal self-expression, 206
 Verbal styles, 231–232
 Viewing, 1
 Viral communication, 8, 381
 Viral diffusion, 381–382
 Visual communication, 6, 49
 Visual rhetoric, 74
 Vital force, 145
 Vuylsteke, A., 255
- W**
 Ware, W., 373
 Watson, J., 341
 Weaver, D.H., 13, 75, 364
 Web log or blog, 261–264
 Web newspaper, 290
 Weiming, T., 412
 Welfare state democracies, 315
 White, L.T., 191
 Wiio, O., 15
 Wiredu, K., 1, 17, 19, 29, 47, 149, 210
 Worldview, 13, 17–19, 29, 44, 55, 67–69, 90–92, 106, 139–140, 162, 177, 355
 World-Wide Web, 251–254
 Writing, 1, 4–6, 48, 50, 54–59
 Written communication, 8, 11, 23, 50, 56, 61, 119, 155, 233, 250
 Written language, 58
- Y**
 Yankelovich, D., 174
 Yin, J., 129, 317, 386
 Yum, J.O., 54, 141
- Z**
 Zea, L., 90
 Zha, W., 263
 Zhang, S., 216
 Zhao, Y., 346
 Zhou, X., 336