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Intercultural Communication: The Indian Context

Ramesh N Rao, Avinash Thombre

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Intercultural communication has seeped into the training of Indian diplomats, negotiation patterns of savvy business leaders, and day-to-day interaction of young Indians, whether on Facebook or Twitter. This first-of-its-kind book introduces readers to the challenges of, and opportunities for, communicating across verbal, nonverbal, and cultural differences existing in India due to its myriad languages and ethnic, caste, and religious diversity.

The book provides the requisite context, scholarly framework, and examples that help readers appreciate this disparity. It offers tools and steps to reduce conflict and improve communication among diverse groups in a modernizing India. It covers various aspects of intercultural communication—its history, orientation of culture, formation of intercultural identity, cultural conflicts, and so on. It’s an important addition to the curriculum across universities, management institutes, and other higher education portals.

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