Getting Through

The Pleasures and Perils of Cross-Cultural Communication

Roger Kreuz and Richard Roberts

The MIT Press

Cambridge, Massachusetts

London, England

Contents

Preface xiii

Reading the Air 40 Saving Face 43

knowledgments xvii
out the Authors xix
ologue: Setting Sail xxi
Culture and Its Consequences 1
The Road to Communication Failure Is Paved with Good
Intentions 1
Why Did She Say It Like That? 3
The Case of EgyptAir 990 7
Best Foot Forward, but in Someone Else's Shoes 10
The Granular Nature of Common Ground 15
All Aboard for Entrainment 18
The Importance of Being Bicultural 23
Pragmatics and Its Principles 27
Let's Get Pragmatic 27
Reading the Dials 31
Culture Club 35

x Contents

	Say the Magic Word! 47
	This Is Off the Record 52
3	How Speech Acts 59
	What Shall We Talk About? 59
	But Do You Really Mean It? 63
	Beating around the Bush 68
	You Call That a Question? 73
	Pragmatics and the Final Frontier 76
4	The Elements of Pragmatic Style 81
	That's a Good One 80
	What the &#?@!!? 85</th></tr><tr><th></th><th>It's a Shame 90</th></tr><tr><th></th><th>Shooting the Breeze 95</th></tr><tr><th></th><th>Me and <i>Vous</i> and Everyone We Know 98</th></tr><tr><th></th><th>It's Only a Number 104</th></tr><tr><th>5</th><th>The Mechanics of Cross-Cultural Communication 109</th></tr><tr><th></th><th>Really! Go On 109</th></tr><tr><th></th><th>No Doubt! 113</th></tr><tr><th></th><th>Changing Gears 117</th></tr><tr><th></th><th>Getting a Word In 122</th></tr><tr><th></th><th>Don't Stand So Close to Me 126</th></tr><tr><th></th><th>Posture, Gaze, and Gesture 131</th></tr><tr><th>6</th><th>Pragmatics in Action 137</th></tr><tr><th></th><th>Hello and Good-bye 137</th></tr><tr><th></th><th>No, No, I Couldn't Possibly 142</th></tr><tr><th></th><th>The Honor of Your Presence Is Requested 146</th></tr><tr><th></th><th>I'm Sorry So Sorry 150</th></tr><tr><th></th><th>How Typical! 153</th></tr><tr><th></th><th>This Old Thing? 158</th></tr><tr><th>7</th><th>Pragmatics in a Changing World 165</th></tr><tr><th></th><th>Return to Sender: Improper Address 165</th></tr></tbody></table>

Contents xi

A New Type of Facework 169
Flaming, Shaming, and Trolling 173
Sign Up! 177
Cant Help It 181
We Wouldn't Say It That Way 185

Epilogue: Smooth Sailing 193

Notes 195 References 233 Index 267