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This volume derives from the COMINTER-SIMULNEG research project which aims at designing a pragmatic model for the analysis of intercultural communication between Spaniards and Britons, as well as developing a teaching methodology for cultural awareness based on computer simulation of real business settings. Contributions to this volume focus on three main issues: (a) explaining intercultural communication; (b) research on intercultural business communication; (c) the use of simulation and gaming methodology for the acquisition of communicative and cross-cultural competence in business settings. This book adopts an interdisciplinary approach to the study and practice of intercultural business communication, borrowing concepts from social anthropology, social cognition, cognitive linguistics, and intercultural pragmatics.

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Intercultural Business Communication /
Simulation and Gaming Methodology
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Linguistic Insights
Studies in Language and Communication

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Chelo Vargas-Sierra (eds)

Intercultural Business Communication and Simulation and Gaming Methodology

Peter Lang