

Questions for Study Notes

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COMM 420

Your name: _____

Questions for Study Notes – Seminar #5

Reading: Chang, Holt, and Luo, 2006: Representing East Asians in intercultural communication textbooks

1. **(Type brief notes).** Prior to reading the article, list 10-12 Asian communication styles that you have learned from other communication courses. Specify the particular Asian culture(s), such as Korean or Chinese culture. If you cannot list the particular Asian culture, clearly specify if it is Asian culture, Southeast Asian culture, or others.
 - a. If you have not taken any communication courses that cover Asian communication styles, specify so. Then, use your personal experiences (e.g., what you have heard from your friends or family members, what you have read from other non-communication courses, etc.).
2. **(Answer in full-sentence outline).** After reading the article, discuss how textbooks of intercultural communication, and even textbooks in general, can be a fertile source of prejudices and stereotypes.
3. **(Compose essay).** According to the article, what is a dualistic paradigm in understand culture and communication? How does the paradigm affect our learning about culture and communication?

Reading: Miike, 2007: An Asiacentric reflection on Eurocentric bias in communication theory

4. **(Compose essay).** How did Miike argue for communication theory as a Eurocentric field? Do you agree or disagree with him? Why? Include your previous learning experience from other communication courses in your discussion. Compare and contrast your discussion with the 5 biases outlined in Miike's work; highlight (e.g., underline, bold, etc.) the 5 biases.
5. **(Answer in full-sentence outline).** Is it necessary for communication theories to include Asiacentric visions? Why? How does your discussion connect to your previous readings in this course? Specify the particular previous readings that you use for your current discussion.