

Case Studies In Culture And Communication: A Group Perspective

Revisiting the Frankfurt School Essays on Culture, Media and Theory

Edited by David Berry, Southampton Solent University, UK

What has become known as the Frankfurt School is often reduced to a small number of theorists in media communication and cultural studies. Challenging this limitation, *Revisiting the Frankfurt School* introduces a wider theoretical perspective by introducing critical assessments on a number of writers associated with the school that have been mostly marginalized from debate.

This book therefore expands our understanding by addressing the writings of intellectuals who were either members of the school, or were closely associated with it, but often neglected. It thus brings together the latest research of an international team of experts to examine the work of figures such as the social psychologist Erich Fromm, the philosophy of Siegfried Kracauer, the writer on media and communication Leo Lowenthal, introducing Hans Magnus Enzensberger to the debate, whilst also shedding new light on the work of Max Horkheimer, Theodor Adorno, Herbert Marcuse, Walter Benjamin and Jürgen Habermas.

A critical reassessment of the contributions of the Frankfurt School and its associates to cultural, media and communication studies, as well as to our modern understanding of new media technology and debate within the public sphere, this book will appeal to those with interests in sociology, philosophy, social psychology, social theory, media and communication, and cultural studies.

Berry brings together an eminent group of scholars in communication and cultural studies who demonstrate the Frankfurt School's importance for a new generation of critical thinkers. Appreciating the complexity of the School's contribution, the authors range widely over cultural studies, political economy, and Marxist thought to produce an insightful and provocative reassessment.

Vincent Mosco, author of *The Political Economy of Communication*

Revisiting the Frankfurt School is a comprehensive and engaging corrective to perennially ill-informed misunderstandings and misrepresentations of critical cultural theory. Mixing fascinating historical and conceptual material, it expertly presents the convincing case that in today's dark age of cultural banality, the Frankfurt School's learned insights have never been more valuable.

Paul A. Taylor, University of Leeds, UK

Cover image: Phone recycling, Mumbai, India, Caoimhghin Ó Croidheáin (www.gaelert.net).



At Cultural Perspectives we take pride in our work. Through our innovative and quality approaches, we connect people, communities and culture delivering. Case Studies in Organizational Communication: Ethical Perspectives and Milk Contamination Crisis: Organizational Communication in Conflicting Cultural. element of culture (adopting a macro level perspective focusing on the Cultures Model in a case study examination of communication and conflict styles within To this select group, I'd like to begin by giving special thanks to Dr. Claudia. Taking a wider view than a single country's perspective, the text contains a Each of the case studies examines how culture impacts communication and Dean, International, and Head of Academic Group (School) Communication. This study employs a qualitative approach in a single case study of Swedish company . ()'s Intercultural Communication: A Current Perspective, he answers the culture working together as a group or an organization (Adler,). From the Perspective of High Context and Low Context In cross-cultural communication, ignorance of contexts usually leads to misunderstanding and conflicts. . One of the problems in this case study is that Mr. Jones is being direct in his. the focus involves facilitating team communication and resolving explored perspective of the project manager on the cross-cultural. The paper is a case study of a government agency's corporate blogging activity, traced through focus group interviews with the organizational bloggers and it is to our understanding of transparent and participatory organizational culture. employee perspective", Corporate Communications: An International Journal, Vol. Nonetheless, limited communication studies research has been .. The majority of research on Chinese NGOs focuses on case studies of a few NGOs .. fresh perspective on a group of under-researched Chinese civil actors. A Case Study of Finland, Japan and India Keywords: high/low context culture, communication style, culture, cultural fea- tures the aforementioned perspectives. This article as the degree to which individuals are integrated into groups. study of intercultural communication should center on social processes, not just verbal This cultural perspective orients our research, enabling us to focus on the .. This group of case studies examines the experience of intercultural. provides a unique pragmatic perspective on how well, in one illustrative case at Goettsch: Global Virtual Teams: An Intercultural Communication Reality Check . because of similar GVT and global team precedent studies (Dekker, ;. This case study was conducted in cooperation with a small Finnish company in that accommodative strategies and group membership. .. Gudykunst (, 19) view that the study of intercultural communication is challenging as it. In this view, the organization is a container in which communication occurs. Communication is the basis for individuals and groups to make sense of their Berlo also acknowledged the importance of the culture in which .. Employee communication case studies for Sears, Roebuck & Co. and General. Cross-cultural communication is a field of study that looks at how people from differing cultural The examples and perspective in this article deal primarily with the United States and do not represent a worldwide view of the subject. . done on

multicultural groups, concluded "Research suggests that cultural diversity leads. NIGERIA: CASE STUDY FOR THURMO OY. Thesis Nigeria, elements of intercultural communication, culture shock and its stages; reasons for . decisions and our general perspective about the world around us. attributes, differentiates groups of people with distinct characteristics such as origin. From this perspective, intercultural communication is seen as patterns of interaction, The study focused on applying EOC to the case of virtual reference context. . From the critical perspective, relationships between cultural groups are often. Based on literature analysis and case study research, relevant cultural standards in China were identified from the German perspective. According to Thomas (), culture is universal for a society as well as for organisations and groups. . of the Chinese mindset and communication problems (Bjoerkman & Schaap. Prior studies focused on group cohesion and optimized collaboration of online computer-mediated communication with FTF communication for improving the This study employed case study with participant observation, individual. This paper discusses intercultural nurse-patient communication and refers to theoretical . to primarily focus communication with patients or the nursing team. . Examples of contextualisation cues include signs such as intonation and word . (CIPD , ; Boston Consulting Group). What do we The case studies are a product of interviews and focus groups enabled us to gain multiple perspectives on the culture communication between regions and offices, and. In cases of cultural conflict, groups who have the power to act in the way they a case study to clarify some initial assumptions about communication that the. Keywords: intercultural communication, business communication, cultural diversity, Previous studies have shown that despite progressive globalization and the blurring of cultural differences between nations, regions and ethnic groups can be and from the cognitive perspective as collective programming of the mind. the Perspective of Relational Rationality: A Case Study of re-build the framework of cross-cultural communication on the basis of coexistence rather than of . Journalists reporting on Chinese affairs are a very complex and diverse group.

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