

Preface

The present volume arose from the need for a book on intercultural communication (IC) with Arabs. IC has become a vital skill in the current time period. It has perhaps never been as rampant because globalization in the modern world has resulted in increased cross-cultural contact. The book provides readers with information that gives light to a new perspective of understanding Arabs from the Arabs themselves or from foreigners who have lived in Arab countries.

The book is divided into three main sections that include studies in educational, professional, and societal contexts. Contributors are Arab scholars or foreign scholars who live or have lived in the Arab world. In this volume, they provide an overview of their experience whether in the classroom or in professional settings or social settings drawing on current theory, research and practice.

The chapters include descriptive and narrative essays and case studies with some illustrations: tables or charts.

The reader would be aware of the ways Arabs communicate in different situations, contexts, and settings such as education, business, politics, media, healthcare, and society at large. The manuscript also describes how Arabs are portrayed by others in an attempt to project a more accurate and realistic image of them. I hope that this collection of original papers will be a valuable resource and reference for researchers and academics in the world. Undergraduate and graduate students who are studying about culture in the Gulf region and the Middle East or taking a course on IC can also benefit from this book.

Editor

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