

BOOK REVIEW

INTERCULTURAL COMMUNICATION -THE INDIAN CONTEXT by Ramesh Rao and Avinash Thombre. Sage Publications, (2015) New Delhi. Pages 345, Price ₹ 1095/-.

Intercultural Communication -The Indian Context by Ramesh Rao and Avinash Thombre highlights the diversity of culture in India and discusses how communication occurs among people here. This book explores the various facets of communication existing in India which boasts of a population more than a billion with a variety of languages, traditions and culture.

The authors trace the origin of the Indian civilisation to the banks of the mystic river Saraswati around 75,000 years ago. The Aryan-Dravidian theory as propounded by European thinkers is outrightly rejected. The journey of India from Harappa to the invasions in medieval ages to the present day has been described aptly. The evolution of culture and its subsequent impact on communication pattern is explained with suitable examples. The Hofstede's cultural dimensions theory on cross-cultural communication has been used to illustrate the cultural values of Indians. The book states that Indian society is a complex amalgamation with a preference among the people to align and conform to the norms of a larger social framework. Hierarchy in social structure is accepted and preferred. The way the content is interlaced with references to ancient Indian vedic knowledge is commendable. The concept of 'karma' is the core of the philosophic ideology.

This book uses simple and lucid language. The innumerable examples along with figures and case studies make understanding the content and context easy. It fulfills the role of an educational resource for teachers and students alike in the field of intercultural communication in India. However, the exorbitant price inhibits its purchase by students.

The hardbound book comprises 10 chapters. The information provided in these chapters (1-7) although not new, but still manages to evince readers interest due to examples and figures. The remaining three chapters (8-10) justify the title of the book and offer a detailed elucidation of the concepts of culture and communication through the lenses of religion, relationship, psychology and sociology. Surprisingly, the authors have failed to mention the voluntary migration of women which occurs on a large scale in India on account of their marriage.

The authors make use of ideas like migrant-host relationship, self-perception, non-verbal communication, gender, language, worldviews, conflicts for developing competence and knowledge of intercultural communication, which would promote a fruitful relationship among the diverse cultures of India.

The discussion questions at the end of each chapter are good for revision and assessment of the understanding. Chapter-wise references make it easier to access the relevant original articles.