



# Communication Accommodation Theory: Negotiating Personal Relationships and Social Identities Across Contexts

*From Cambridge University Press*

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**Communication Accommodation Theory: Negotiating Personal Relationships and Social Identities Across Contexts** From Cambridge University Press

Most people modify their ways of speaking, writing, texting, and e-mailing, and so on, according to the people with whom they are communicating. This fascinating book asks why we 'accommodate' to others in this way, and explores the various social consequences arising from it. Communication Accommodation Theory (CAT), revised and elaborated over the past 40 years, has been applied to a wide range of situations, from families to courtrooms, and from media to hospitals, by means of diverse methodologies in many disciplines, and across numerous languages and cultures. Bringing together a team of experts, this book demonstrates how the theory can help us towards a greater understanding of interpersonal communication in a multitude of contexts. Finally, it examines the principles of the theory, identifying a range of avenues along which research can move forward in future.

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### **Editorial Review**

#### Review

"This long-awaited collection of new perspectives on Communication Accommodation Theory (CAT), edited by Howard Giles, whose name is synonymous with CAT, is most welcome. The chapters contributed by leading international scholars include cutting-edge research on theoretical issues, and both quantitative and qualitative methodology, as well as richly exemplified discussion of intergroup and organizational dimensions. This volume will be embraced with enthusiasm by the many research students and scholars who have found CAT invaluable in enriching their understanding of communication across diverse contexts, cultures and social groups."

Janet Holmes, Emeritus Professor, Victoria University of Wellington

#### About the Author

Howard Giles is Professor of Communication at the University of California, Santa Barbara, and Honorary Professor in the School of Psychology, University of Queensland, Brisbane.

### **Users Review**

#### **From reader reviews:**

##### **Lillie Levine:**

Nowadays reading books are more than want or need but also be a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge even the information inside the book this improve your knowledge and information. The data you get based on what kind of publication you read, if you want drive more knowledge just go with education books but if you want truly feel happy read one using theme for entertaining including comic or novel. The particular Communication Accommodation Theory: Negotiating Personal Relationships and Social Identities Across Contexts is kind of e-book which is giving the reader unpredictable experience.

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