Introduction

It was E. T. Hall (1959/1990) who coined the term 'intercultural communication' (Rogers et al. 2002). In working with US departmental administrators and Native Americans, he noticed that misunderstanding arose not through language but through other, 'silent', 'hidden' or 'unconscious' yet patterned factors. In short, cultural differences. Bennett (1998: 3) explains that the fundamental premise of the intercultural communication approach is that different cultures are different in their languages, behaviour patterns, and values.