

# Communication: Spanning Cultures, Change and Challenges

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This book contains a collection of papers that were presented during the 9<sup>th</sup> ABC European Convention that took place in Istanbul, Turkey between May 23-26, 2007. The theme of the conference, "Communication: Spanning cultures, change and challenges," signaled the need for communication to build a bridge between the societies of different cultures and to span old and new and contradictory ideas to challenge the globalizing world. The papers exhibit the diversity of communication studies and challenge global issues in communication. By reflecting different perspectives on communication and its significance, each paper presents either research on communication in business or in education contexts or a case study from a different country dealing with intercultural aspects of communication.  
**Ayseli Usluata**

This collection of papers given at Yeditepe University in the spring of 2007 attests to the importance accorded by business communication theorists, practitioners and students to the real need of bridge-building in our efforts to understand and span cultures and identities as we face the global challenges of the 21<sup>st</sup> century. Istanbul with its rich cultural past as a crossroads of civilizations was indeed a propitious venue. It is our hope that readers of this volume will gain insights into new perspectives on intercultural communication and that, as a result, they will become actors in the promotion of communication as a means to span cultures and promote greater international understanding.  
**James Archibald**