



9TH EDITION

COMMUNICATION BETWEEN CULTURES

Larry A. Samovar ■ Richard E. Porter ■ Edwin R. McDaniel ■ Carolyn S. Roy

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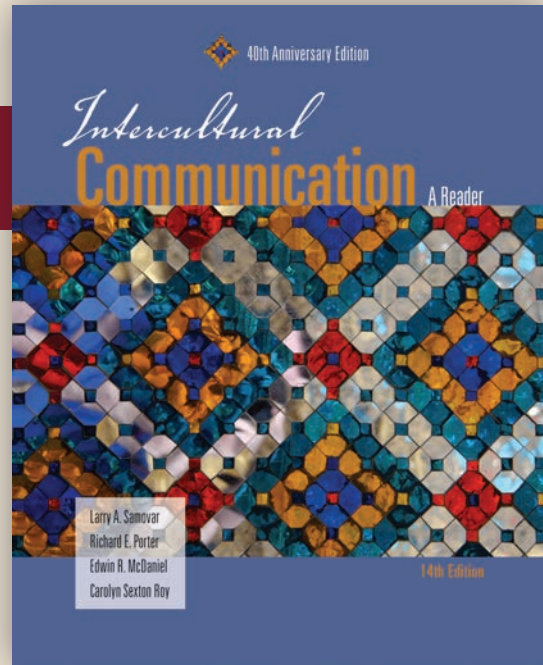
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Communication Between **CULTURES**

NINTH EDITION

Larry A. Samovar

San Diego State University, Emeritus

Richard E. Porter

California State University, Long Beach, Emeritus

Edwin R. McDaniel

San Diego State University

Carolyn S. Roy

San Diego State University



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Ninth Edition**

Larry A. Samovar; Richard E. Porter;
Edwin R. McDaniel; Carolyn S. Roy

Product Director: Monica Eckman

Product Manager: Kelli Strieby

Content Developer: Karolina Kiwak

Product Assistant: Colin Solan

Marketing Manager: Sarah Seymour

IP Analyst: Ann Hoffman

IP Project Manager: Farah Fard

Manufacturing Planner: Doug Bertke

Art and Design Direction, Production
Management, and Composition:
Lumina Datamatics, Inc.

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Preface

Every tale can be told in a different way.

GREEK PROVERB

Our most basic common link is that we all inhabit this planet.

JOHN F. KENNEDY

Real cultural diversity results from the interchange of ideas, products, and influences, not from the insular development of a single national style.

TYLER COWEN

The opportunity to write a ninth edition of *Communication Between Cultures* offered us both rewards and challenges. The realization that earlier texts had been well received by our peers and students to the extent that another edition was warranted imbued us with a sense of gratitude. We interpreted this degree of success to mean that during the past forty-four years our message regarding the importance of intercultural communication appears to have resonated with a sympathetic audience. We welcomed the prospect of being able to refine and improve upon what we had done in eight previous editions. We did, however, realize the requirement to exercise prudence when advancing new perspectives while concurrently retaining the focus that had contributed to the acceptance of earlier editions. Hence, this current volume seeks to respect the past while allowing us to forecast the future prospects of intercultural communication. In short, we have retained the core concepts of the discipline, added contemporary perceptions and research, and also ventured into new territory.

This book still recognizes the synergy between communication and culture and how that interface influences human interactions. More specifically, it is about what happens when people of different cultures engage in communication with the objective of sharing ideas, information, and perspectives. Knowing that the concepts of communication and culture inextricably intertwine, we have endeavored to incorporate the basic principles of both topics throughout the text. Informed by the understanding that intercultural interactions are a daily occurrence for an ever-increasing number of people, we designed this book for those individuals whose professional or private lives bring them into contact with members of other cultures or co-cultures.

RATIONALE

Global interest in the study of intercultural communication has never been more prevalent and necessary. The concern and significance arise from a fundamental premise regarding how the world changed in the past century. The change can be seen in the fact that you live in a dynamic, rapidly evolving era. This global dynamism is characterized by dramatic alterations in technology, increased world travel, many new economic and political institutions, shifts in immigration patterns, growing demographic diversity, and greater population density. These changes have created a world that requires regular interaction with people of different cultural origins—be they next door, across town, or thousands of miles away. Whether or not you embrace these “conversations,” they will continue to increase in frequency and intensity. Huston Smith succinctly summarized these circumstances when, in *The World’s Religions*, he wrote, “When historians look back on [the twentieth] century they may remember it most, not for space travel or the release of nuclear energy, but as the time when the peoples of the world first came to take one another seriously.” His reflections on the past century remain correspondingly valid for our current globalized society.

APPROACH

Our approach is anchored in the belief that all forms of human communication involve some manner of action. Stated in different terms, your communicative behaviors affect you as well as the people with whom you interact. Whether you are generating or receiving words or nonverbal symbols, you are creating and producing messages that influence someone else. Any study of communication must include information about the choices that are made in selecting your messages as well as a discussion of the consequences of those choices. Hence, this book advances the conviction that engaging in intercultural communication is pragmatic (you do something), philosophical (you make choices), and ethical (your chosen actions have consequences).

PHILOSOPHY

A dual philosophy has guided the preparation of this ninth edition. First, we hold that it is advantageous, if not a requirement, for the more than 7 billion of us sharing this planet’s limited resources to improve our intercultural communication skills. Globalization and demographic alterations within many countries have created a world so small and interdependent that we must rely on each other—whether we want to or not. As simplistic as it may seem, what occurs in one place can now have a major impact on people in countless other parts of the world. However, many of the obstacles to understanding other people can be mitigated through motivation, knowledge, and an appreciation of cultural differences. Our objective is to provide you with all three.

We realize that writing about culture and communication involves a series of personal decisions and an explicit approach. As scholars and authors, we have made

those decisions and developed a point of view regarding intercultural interaction. We contend that the first commandment of any civilized society is the dictum that *allows people to be different as long as their differences do not create hardships for others*. At times, you will find that we have openly stated our personal positions, and for those convictions, we make no apologies. Concurrently, we have made a concerted effort to check our collective and individual ethnocentrism. For those instances where it unintentionally surfaces, we apologize.

NEW FEATURES

The ninth edition contains an abundance of new material. As has been the case with each edition, we have remained mindful of the constructive comments made by users and reviewers of previous editions. We combined those suggestions with our own vision of the discipline. Specifically, we were concerned with where the study of intercultural communication has been and our evaluation of its future direction. Combining these two orientations generated some of the following new features:

- The most apparent new feature of this edition is the additional chapter, Chapter 11, which directly relates to the philosophy we articulated earlier in the Preface. To repeat—communication is an act people engage in that influences other people. To assist you in making those acts more rewarding and successful, the new chapter aims to enable you to become a more effective participant in the countless intercultural encounters in which you will participate. This new chapter has three main goals. First, the chapter examines the challenges of entering another culture by offering a discussion of selected obstacles that can impede effective intercultural communication. Second, suggestions are advanced that can assist you in overcoming those difficulties. Finally, the chapter concludes with an overview of ethical considerations relevant to intercultural behaviors.
- Another visible addition to the text appears at the conclusion of each chapter. Because we consider it essential in this era of intercultural connectedness that you acquire the skills necessary to become a competent communicator and because such competence and skill development is attainable, we now conclude each chapter with a section on developing competency.
- To underscore the importance of intercultural communication in the present, Chapter 1 has been completely revised. We emphasize the need to understand and adjust to the many challenges that require collective management by the international community. Social challenges, ecological concerns, humanitarian demands, political questions, and security issues are just a few of the topics highlighted in the first chapter. To facilitate dealing with these matters, we have added a new section to the opening chapter that discusses the need for compromise in intercultural communication.
- As the role of contemporary information technology has grown throughout the world, so has our treatment of this important topic. In nearly every chapter we indicate the increasing interconnectivity of people worldwide using technology as a communication apparatus. Our analysis looks at issues such as how technology enables the reconstitution of cultures. We also examine how this new technology contributes to the polarization of some segments of society at the same time it fosters social and cultural changes.

- While continuing to address globalization, we have not neglected U.S. domestic intercultural issues. The latest data from the U.S. Census Bureau illustrate the dramatic changes in U.S. demographics, and projections of population changes demonstrate the increasing criticality of intercultural communication.
- Since it is our belief that communication and culture are inseparable, we have increased our presentation of human communication. Part of the expansion includes a detailed explanation of the importance of a communicator being motivated, knowledgeable, and skilled.
- It has long been our conviction that the chief impediments to intercultural understanding are not found in shallow and superficial differences related to food, transportation systems, architecture, and the like. Instead, misunderstandings and conflicts are the product of variances associated with a culture's deep structure institutions. These institutions, such as family, community, and religion, encompass the most significant definitions and meanings regarding life. These messages are transmitted from generation to generation, carry a culture's most important values, endure, and supply a sense of identity to its members. Since family is among the most important of these deep structure elements and because the contemporary world order has altered the face of the family, we have increased the scope of our analysis concerning this key institution. We demonstrate how globalization and social changes are having an impact on traditional family structures. Specifically, we address how globalization is affecting gender roles, individual identity, group orientation, perceptions of aging and the elderly, and personal social skills.
- Worldview and religion remain relevant issues in contemporary society. Continuing media focus and growing misconceptions mandated that we offer a more in-depth examination of religious extremism and conflict. The increasing numbers of people moving away from traditional religion prompted our expanded discussion of atheism and spirituality. We also now include a section related to religious tolerance.
- We continue to believe that history provides a picture of where a culture has been and a blueprint for its future. For this reason, our history chapter has undergone significant changes. The "Country Statistics" tables have been updated, as has "Contemporary Social Issues." We discuss current social conditions and how they may affect both the present and the future. Because of current events, the Islamic history section has been extensively revised. We have also added a new segment to this chapter that explains the connection between historical memory and intercultural competence.
- Two new taxonomies (Minkov's cultural dimensions and Gelfand's "tight" and "loose" cultures) were added to the cultural values chapter. We have also expanded our treatment of the principal values associated with the U.S. dominant culture.
- The language chapter has been completely revised with an emphasis on how language functions and operates in intercultural settings. The discussion of variations within language groups has been updated and amplified. Dissimilarities related to accents, dialects, argot, slang, and texting are presented. The treatment on interpreting has been expanded and now includes material on how new technologies are influencing interpretation and translation. Eight selected cultures are examined as a way of demonstrating how each of them has several unique language

characteristics that they employ during interaction. Due to the need to employ an interpreter during many communication events, we have added a detailed section on cultural considerations in these circumstances. A unit on developing competence in using language is also new to this chapter. We explain how understanding in the intercultural setting could be improved by learning a second language, being aware of one's surroundings, knowing about conversational taboos, monitoring speech rates, becoming aware of vocabulary differences, and knowing about variations in conversational styles.

- Chapter 10 concentrates on the setting and context of the intercultural encounter and has been completely restructured. Comprehensive changes in the business, education, and healthcare settings necessitated a revised approach to these three environments.
- Finally, because our reviewers asked for more visual images as a way of teaching some of the strategic concepts of intercultural communication, we significantly increased the number of “cultural photographs” in this new edition.

ACKNOWLEDGMENTS

No book is the sole purview of the authors. Many people contributed to this new edition, and we acknowledge them. We are especially pleased with our publisher for the past forty years. While we have experienced and survived numerous changes in ownership, editors, and management and even corporate name changes, the commitment of Wadsworth Cengage to producing a high-quality textbook has remained intact.

We begin our specific expressions of appreciation with a sincere “thank you” to Karolina Kiwak, our associate content developer. From inception to completion, she offered us direction and support. Whether our problems, questions, or grumblings were major or minor, Karolina constantly responded with efficiency and infinite patience. Also, we wish to recognize the hard work and contributions of Jyotsna Ojha, content project manager, Sarah Seymour, program marketing manager, and Farah Fard, intellectual property project manager. We also extend our sincere thanks to the reviewers of the previous text. Their suggestions contributed significantly to the many improvements found in this edition.

Finally, we express our appreciation to the tens of thousands of students and the many instructors who have used past editions. For forty years they have permitted us to “talk to them” about intercultural communication. By finding something useful in our exchange, they encouraged us to produce yet another edition of *Communication Between Cultures*.

Larry A. Samovar,
Richard E. Porter,
Edwin R. McDaniel,
Carolyn S. Roy

Intercultural Communication: A Requirement for the Interdependent Global Society

Every tale can be told in a different way.

GREEK PROVERB

*If there is one lesson from the past 100 years it is that we are doomed to co-operate.
Yet we remain tribal.*

MARTIN WOLF

*In a world where security challenges do not adhere to political boundaries and our
economies are linked as never before, no nation can go it alone and hope to
prosper.*

CHUCK HAGEL

THE INTERDEPENDENT GLOBAL SOCIETY

When Euripides wrote, “All is change; all yields its place and goes” in 422 BCE, he probably did not realize that he would be helping to introduce a book on intercultural communication. Yet, the study of intercultural communication is about change. It is about changes in the world and how the people in that world must adapt to them. More specifically, this book deals with the world changes that have brought us into direct and indirect contact with people who, because of their culture, often behave in ways that we do not understand. With or without our consent, the last three decades [1960–1990] have thrust on us groups of people who often appear alien. These people, who appear “different,” may live thousands of miles away or right next door. What is special about them is that, in many ways, they are not like us.¹

Written nearly thirty years ago to introduce the first edition of *Communication Between Cultures*, the above paragraph is more relevant today. The world is now changing at a much faster pace, requiring rapid adjustment to evolving technology

New technologies allow people almost anywhere in the world to exchange ideas and information.



Courtesy of Edwin McDaniel

and changing social conditions. Our interactions with people of different cultures have become common in the classroom, the workplace, and the healthcare setting, and with growing frequency in our neighborhood. The term “globalization” originally implied an emerging development, a work in progress, but can now be characterized as both an existing condition and a continuing dynamic. With rare exceptions, our lives are increasingly dependent on people and events in other parts of the world. As Cabrera and Unruh point out, “Our economy, environment, resources, education, and health systems all interconnect to, rely on, and affect the economies, environments, resources, and health systems in other countries.”²

The reliance on food imports serves as an easily understood example of this international interdependency. Population growth and increasing ethnic diversity in the United States have generated a demand for more and diverse food imports.³ A 2012 government report indicated that “an estimated 15 percent of the U.S. food supply is imported, including 50 percent of fresh fruits, 20 percent of fresh vegetables and 80 percent of seafood.”⁴ But before any of those items can be imported, international agreements must be reached on innumerable specifications relating to quality, packaging, labels, storage, labor conditions, etc. Food products sent abroad from the United States must also meet import requirements established by the receiving nation, all of which involve cross-cultural negotiations, agreements, monitoring, and inspections. These procedures are carried out and implemented for all U.S. imports and exports, and intercultural communication is the nexus in every step.

REMEMBER THIS

As the world becomes more interconnected, our lives are increasingly dependent on people and events in other parts of the world.

Since our first edition, we have offered numerous examples and statistics to convince the reader of the importance of intercultural communication in contemporary



Overpopulation presents immense challenges to people throughout the world.

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society. However, today, most readers of this text will have grown up in an era when the activities associated with “multicultural,” “cross-cultural,” “intercultural,” “cultural diversity,” “ethnic pluralism,” and others were common. Therefore, rather than offering a set of examples to illustrate the role of intercultural communication in your social, professional, and even private lives, we now choose to argue that in the globalized world, effective intercultural communication is an increasingly essential requirement in the critical efforts to ensure world peace, improve relationships between co-cultures and the dominant cultures within each country, assure resource sustainability, and promote ecological viability.

THE REQUIREMENT FOR INTERCULTURAL COOPERATION

Discussions of “globalization” most frequently focus on economic benefits and the ramifications of interdependence. However, in addition to economic considerations, globalization has raised awareness of existing and emerging conditions that influence many aspects of our planet and society. The global community is currently faced with a broad spectrum of circumstances that present national governments with pronounced demands on financial and physical resources. Moreover, there are conditions looming on the horizon that portend severe consequences for the future unless properly anticipated and managed. Successful resolution of many of these problems will require global governance—a transnational approach to cooperatively engage and solve multistate problems. Table 1.1 presents a menu of particularly salient issues confronting the globalized society, all of which have to be addressed through competent intercultural communication. We will illustrate some of the issues confronting the global society, many of which will likely influence your lives.

TABLE 1.1 Challenges for the Globalized Society**CONTEMPORARY AND PROJECTED ISSUES REQUIRING INTERCULTURAL COOPERATION**

Social challenges	<ul style="list-style-type: none"> • World population growth • Mass migration • Urbanization • Intercultural integration • Aging populations/declining birthrates
Ecological concerns	<ul style="list-style-type: none"> • Competition for natural resources <ul style="list-style-type: none"> ■ Raw materials ■ Water shortages ■ Food scarcities ■ Pelagic resources • Environmental changes/degradation
Humanitarian and legal cooperation	<ul style="list-style-type: none"> • Disease control • Disaster relief • International mishaps • Transnational crime <ul style="list-style-type: none"> ■ Cyber crime ■ Intellectual property
Political questions	<ul style="list-style-type: none"> • International legal system • Scientific advancement ethics • Human rights issue
Security issues	<ul style="list-style-type: none"> • Weapons of mass destruction • Terrorism and piracy • Peacekeeping missions • Emerging threats <ul style="list-style-type: none"> ■ Sectarian and ethnic tensions ■ Renascent nationalism ■ Contested territorial claims

SOCIAL CHALLENGES

Scientific and socioeconomic advances in the nineteenth and twentieth centuries resulted in rapid population growth (see Table 1.2). Vastly improved healthcare, increased food production and nutritional knowledge, and greater availability of social support systems contributed to reduced infant mortality and increased life expectancy.⁵ Accompanying the many improvements and benefits, this population explosion has exacerbated some older problems and given rise to numerous new ones. Perhaps the most pressing is, “What changes must be made in order to ensure the world’s environment can support these levels of human activities?” It is a question that no single organization, government, or nation can answer. It will require shared ideas, interaction, and mutual effort across cultural and state borders.

Social and technological improvements have also facilitated and encouraged large population movement from rural areas to urban environments. We have seen mass migration from regions afflicted by poverty, political oppression, or conflict

TABLE 1.2 World Population Growth⁶

POPULATION	YEAR REACHED	YEARS TO REACH
1 billion	1804	
2 billion	1922	118
3 billion	1959	37
4 billion	1974	15
5 billion	1987	13
6 billion	1999	12
7 billion	2012	13
8 billion	2025*	13
9.6* billion	2050*	25
10.9* billion	2100*	50

*Estimated.

to areas offering personal safety, economic opportunities, and political stability. Immigration issues are a daily topic in the United States and regularly produce a divided electorate. Movement of people from poverty-ridden and violence-torn African and Middle Eastern nations, along with those from Eastern Europe seeking better employment, has altered the complexion of Western Europe. Immigrants from Latin America and Asia have changed the traditional composition of the United States. Minorities now represent more than 37 percent of the U.S. population, almost 13 percent were born in another country, and more than 20 percent speak a language other than English at home. And changes brought by immigrants are expected to continue—studies indicate that “new immigrants and their children will make up 84%” of the 24 million net increase in the U.S. labor force by 2030.⁷ The magnitude of future immigration, the accompanying challenge, and the attendant need for intercultural skills is clearly pointed out by Professor of Evolutionary Biology Mark Pagel:

the dominant demographic trend of the next century will be the movement of people from poorer to richer regions of the world. Diverse people will be brought together who have little common cultural identity of the sort that historically has prompted our cultural nepotism, and this will happen at rates that exceed those at which they can be culturally integrated.⁸

A majority of new immigrants, both in the United States and in other nations, will seek work and residence in urban areas. According to the United Nations, over half the world’s population currently lives in cities, a figure that is expected to reach 66 percent by 2050. In the United States, 80.7 percent of the population already resides in urban areas.⁹ Greater population density raises requirements for better waste management, availability of foodstuffs, and reliable freshwater resources. It also places people of different ethnicities, religious practices, world-views, beliefs, values, etc. in closer proximity to each other. In order to achieve prosperity, they will have to learn to cooperate and respect each other’s differences.

CONSIDER THIS

What are some reasons that make intercultural cooperation more important than ever?

Low-cost air travel permits people to experience other cultures with great ease.



Courtesy of Edwin McDaniel

Globalization has additionally resulted in increasing intercultural relationships. Mounting immigration, urbanization, international employment, study abroad, and ease of foreign travel are facilitating contact between people with different racial, ethnic, religious, and cultural backgrounds. In greater numbers, people are living and working abroad. The resultant extended intercultural contact has led to a rise in international marriages in Asia, Europe, and the United States. According to 2010 census data, 9.5 percent of married-couple households in the United States were interracial or interethnic, an increase of more than 2 percent from 2000. Naturally, these cross-cultural marriages, both internationally and domestically, have produced intercultural children, and 32 percent of U.S. citizens self-identified as multiracial in the 2010 census. This growing international phenomenon of cultural mixing gives added emphasis to the important role of intercultural communication and draws attention to identity issues.¹⁰

In the United States, the white non-Hispanic population is forecast to lose majority status by 2043, after which the nation will be a majority of minorities. By 2060, minority groups will represent an estimated 57 percent of the population. Clearly, this will bring changes to the traditionally “dominant” U.S. culture, a product of the beliefs and values of the historically white majority. This transition will demand greater intercultural insight, acceptance, and communication expertise.¹¹

Aging populations represent another emerging problem that will require intercultural communication knowledge and skills. Almost every nation in the world is experiencing an increase in older citizenry (i.e., over 60 years) made more pronounced by declining birthrates. Globally, the older age-group represented 9.2 percent of the total population



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Globalization has caused population shifts as people immigrate seeking new opportunities and escaping oppressive conditions.

in 1990, had expanded to 11.7 percent by 2013, and is expected to reach 21.1 percent by 2050. In the United States, those over 65 years of age represented 13.1 percent of the 2010 population, which was a faster rate of growth than the total population, and is expected to increase to 21.4 percent by 2050. There are numerous social and economic consequences arising from this trend toward expanding aging populations, not the least of which is the ratio of working age to elderly dependency age (i.e., the number of working-age people in relation to those in retirement). This imbalance is a concern because most social support programs for older people are dependent on fiscal support generated by the workforce. Fortunately for the United States, in spite of the declining birthrate, overall population growth is robust due to immigration, which also raises the importance of intercultural understanding.¹²

A prescient summation of concerns about the world's aging population is contained in a U.S. government report on world aging. The report calls for actions that will clearly require intercultural communication exchanges:

Despite the weight of scientific evidence, the significance of population aging and its global implications have yet to be fully appreciated. There is a need to raise

REMEMBER THIS

Globalization has resulted in increasing intercultural relationships. Mounting immigration, urbanization, international employment, study abroad, and ease of foreign travel are facilitating contact among people with different racial, ethnic, religious, and cultural backgrounds.

awareness about not only global aging issues but also the importance of rigorous cross-national scientific research and policy dialogue that will help us address the challenges and opportunities of an aging world.¹³

ECOLOGICAL CONCERNS

The need and competition for natural resources among nations has a long historical record of creating turmoil and conflict. The globalized economy continues to be characterized by nations seeking to acquire and preserve raw materials needed to fuel their economic engines. In the 1960s and 1970s, Japan scoured the world for needed materials. It was followed by South Korea, and now China is acquiring resources worldwide in order to sustain its industrialization. India's growing economy is also adding to the demand for raw materials. As other nations' populations grow, the requirement for various natural resources will expand. In his 2014 report, the U.S. Director of National Intelligence predicted that "Competition for scarce [natural] resources, such as food, water, or energy, will likely increase tensions within and between states and could lead to more localized or regional conflicts, or exacerbate government instability."¹⁴ Demands for energy resources (e.g., natural gas, oil, and coal), the most vital for economic growth, are expected to increase 37 percent by 2040, and much of this demand will be from China, India, and emerging economies—a situation ripe for political tensions. International agreements will be needed to regulate the extraction of resources from regions of disputed sovereignty and common areas outside national boundaries, such as seabed hydrocarbons and minerals. And cooperative policing mechanisms may be necessary to ensure compliance with treaties and pacts. In some cases, disagreements will have to be mediated through international governance organizations, such as occurred in the World Trade Organization's resolution of a trade dispute between China and the United States over rare earth metals, essential in manufacturing high-tech products, such as smart phones and cameras.¹⁵ In every instance, intercultural communication will be key to the success of these international negotiations and agreements.

Water represents the most indispensable resource for human, animal, and plant life on our planet. Factors such as overconsumption, misuse, pollution, and climate change threaten existing supplies, and serious water shortages are widely predicted for the future. Studies indicate that by 2050, three-quarters of the world's population could experience water scarcity. Potable water is already an issue in parts of the United States, particularly Southern California, and "megadroughts" lasting thirty-five years or more are predicted for the Southwest and Midwest during the latter part of this century. The growing population and increased urbanization are placing enormous demands on existing water sources and creating competition between urban and agricultural populations. In addition to more water for human consumption, increases will be needed for agriculture to grow the necessary food sources. Lack of water has implications for health, economic development, security, and



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Expanding populations create pollution that crosses national borders requiring interculturally negotiated solutions.

environmental sustainability. Intercultural communication will play a role in a number of areas related to managing water shortages. International and domestic agreements will have to be negotiated regarding access to water, water distribution rights, and even water trading.¹⁶ An important role for intercultural communication expertise will likely be in developing and implementing educational programs for water management and conservation, especially at the consumer level, where presentations will need to cross multiple cultural lines.

The threat of insufficient food resources is yet another problem arising from population growth, urbanization, and changing dietary habits. In addition to increased numbers of people, socioeconomic improvement has enabled millions to begin consuming more animal protein, in turn requiring expanded land area, water usage, and crops for animal feed. Academic research has revealed that world crop production will have to double by 2050 to meet anticipated demand for human and animal consumption and biofuels. However, crop production is not keeping pace with the projected requirements. A reduction in available food resources will drive prices up, place additional burdens on people living near or below poverty levels, and increase the potential for political instability. As insurance, some nations are already acquiring vast