

Contents cross-referenced

	Section A: Introduction: Defining concepts
Theme 1: Identity	A1.1 People like me 6
	A1.2 Artefacts of culture 10
	A1.3 Identity card 16
Theme 2: Otherization	A2.1 Communication is about not presuming 21
	A2.2 Cultural dealing 25
	A2.3 Power and discourse 30
Theme 3: Representation	A3.1 Cultural refugee 36
	A3.2 Complex images 41

Section B: Extension	Section C: Exploration
B1.1 Identity as a personal project 66	C1.1 The story of the self 152
B1.2 Globalization and identity 70	C1.2 Becoming the self by defining the Other 156
B1.3 Discourse, identity and culture 74	C1.3 Undoing cultural fundamentalism 162
B1.4 Identity and language learning 80	C1.4 Investigating discourse and power 168
B1.5 Identity, community and the Internet 86	C1.5 Locality and transcendence of locality: factors in identity formation 172
B2.1 Otherization: focus on Japan 93	C2.1 Otherization 180
B2.2 Images of the Other 98	C2.2 As you speak therefore you are 184
B2.3 Absence and invisibility in Otherization 104	C2.3 The 'located' self 187
B2.4 The Other and the tourist gaze 109	C2.4 Integrating the Other 189
B2.5 'Undemonizing' the Other 115	C2.5 'Are you what you are supposed to be?' 192
B3.1 Representation in the mass media: the case of 'asylum seekers' 120	C3.1 'You are, therefore I am' 196
B3.2 Representation: sport and stereotyping in the mass media 126	C3.2 'Schemas' – fixed or flexible? 198
B3.3 The representation of identity: personality and its social construction 132	C3.3 'What's underneath?' 202
B3.4 Social constructionism and social representations 137	C3.4 'Manufacturing the self' 203
B3.5 Cultural constructs 141	C3.5 'Minimal clues lead to big conclusions' 208