Asian Approaches to Human Communication:  
A Selected Bibliography

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Critical/Cultural Approaches to Communication 75 between global and local communities; cultural dominance challenge political and intellectual orthodoxies; both challenge and resistance; theory and its relationship to criticism; lenge systems of governmentality; and both are interested, communication and its corresponding intersections with to some degree, in the social. Thus, the two terms critical culture, performance, economics, social organizations, and cultural come together in important ways—for example ethnography, the media (cyberspace, digital, and visual), in the name of the Critical Communication Approach or Communicative Language Teaching (CLT) is a teaching approach that highlights the importance of real communication for learning to take place. In this post, you’ll find definitions, examples, and ideas for classroom activities. Background and definition. In the Communicative Approach, real communication and interaction is not only the objective in learning, but also the means through which it takes place. This approach started in the 70s and became prominent as it proposed an alternative to the then ubiquitous systems-oriented approaches, such as the Audiolingua.