

Multi-cultural Society and Inter-cultural Dialogue

Mehlah Jabeen

Department of Education

- Multi-Cultural Society
- Intercultural Dialogue
- Discussion required

Intercultural Dialogue

- **Intercultural dialogue** is an open and respectful exchange of views between individuals and groups belonging to different cultures that leads to a deeper understanding of the other's global perception.

Intercultural Dialogue

- The 18th December 2006 the European Parliament and European Union Council decided to declare the year 2008 as “The European Year of Intercultural Dialogue”.
- That institutional declaration admitted the multicultural reality of Europe

Intercultural Dialogue

- General Objectives of “The European Year of Intercultural Dialogue” were:
- Promoting the intercultural dialogue as a process that permits all the people that live in the European Union **to improve their aptitude to live in a cultural environment more open**, more complex where different identities and ideologies coexist.

Intercultural Dialogue

- The world is more and more interconnected but it does not mean that individuals and societies really live together – as millions of poor, women, youth, migrants and minorities needs to support.
- Today there is more information, technology and knowledge available than ever before, but adequate wisdom is still needed to prevent conflicts, to eradicate poverty or to make it possible for all to learn in order to live in harmony in a safe world.

Intercultural Dialogue (Cont...)

- Intercultural dialogue or communication refers to the effective communication between people/workers/clients of different cultural background.
- It also includes thought patterns and non-verbal communication.

Intercultural Dialogue (Cont...)

- Unlike multiculturalism, where the focus is on the preservation of separate cultures, intercultural dialogue seeks to establish linkages and common ground between different cultures, communities, and people, promoting understanding and interaction.

Importance

- **Intercultural dialogue** was valuable in maintaining international peace and security, and for that reason, it was **essential** to treat all cultures and faiths with equal respect, strengthen **intercultural dialogue** is an inclusive spirit, and settle conflicts by peaceful means

Examples for Cultural differences

In America, people shake hands ,and even hug each other. But in India we just join hands to say namaskar.



Needs for Intercultural Communication

- Success of any international business
- Allows workers from different cultures to work together as a group
- Worldwide marketing campaign
- An increase in international business



Two Trends of Intercultural Communication

- Globalization ???????
- Multicultural Workforce ???????

Globalization

- Globalization is reduction and removal of barriers between national borders in order to facilitate the flow of good, capital, services and labor.

Multicultural Workforce

- Multicultural workforce refers to the changing age, gender, ethnicity, physical ability and race of employees across all types and places of work



Impact of Globalization Business Sector

- E.g. import and export of food, electronic goods etc. to other countries
- Building a business friendly environment with other nations.



Worldwide Sporting Event

- Worldwide Sporting Events such as FIFA World cup, ICC World cup and the Olympic games.



Multicultural Workforce

- Social Background
- Cultures
- Racial Background Gender
- Age
- Regions
- Religion

Need for Managing

- Staff retention
- Less recruitment costs
- Working together
- More productivity
- Resolving conflicts
- Team management

DO'S of Intercultural Communication

- Avoid assumptions, jokes which are misunderstood
- Use symbols, diagrams and pictures
- Avoid using slang and idioms, choosing words that will convey only the most specific denotative meaning
- Investigate their culture's perception
- Take cultural and local differences into account
- Say what you do and do what you say. Make sure that your communication is in line with the audience, use understandable language

DONT'S OF INTERCULTURAL COMMUNICATION

- Using the same approach worldwide
- Considering traditional knowledge and practices as 'backward'
- Letting cultural differences become a source of conflict that hinder the process of work
- Fail to take language barriers into account

DONT'S OF INTERCULTURAL COMMUNICATION (Cont...)

For example

- North Americans view direct eye contact as a sign of honesty
- Asians view direct eye contact as a form of disrespect

DONT'S OF INTERCULTURAL COMMUNICATION (Cont...)

- The thumbs up sign in America and most of Europe means that something is good, or that you approve. This sign is considered rude in many Asian and Islamic countries.
- Raising your hand up means stop in America or England. In some Asian countries this gesture is used when asking for permission to speak.



DIFFERENT DINING ETIQUETTES OF DIFFERENT CULTURES

- Seating
- Eating
- Home/restaurant
- The food
- Conversation
- Body language





CONCLUSION

Diversity is a challenge as well as an opportunity which can have positive as well as negative influence.

Acknowledging, understanding, accepting, valuing and celebrating the differences among people to create equal employment opportunities.

Suggestions for Further Reading

- https://ec.europa.eu/culture/policy/strategic-framework/intercultural-dialogue_en
- https://www.coe.int/t/dg4/intercultural/concept_EN.asp
- <https://www.dipku-sz.net/izdanie/181/intercultural-dialogue-powerful-instrument-development-students-intercultural-competence>