

GROUP 7:

THE PRINCIPLE AND
FUNCTION OF


INTERCULTURAL
COMMUNICATION

DEFINITION CULTURE



∞ A pattern of learned, group-related perceptions – including both verbal and nonverbal language, attitudes, values, belief systems, disbelief systems and behaviours that is accepted and expected by an identity group (Singer, 1998:5)

∞ <https://www.youtube.com/watch?v=ALWwK7Vz4gY>

DEFINITION OF INTERCULTURAL COMMUNICATION

- ☞ Refers to the effective communication between people/clients/workers of different cultural backgrounds. It also includes managing thought patterns and non verbal communication.
- ☞ It refers to what happens when these culturally-different groups come together interact and communicate.
- ☞ https://www.youtube.com/watch?v=PSt_op3fQck

☞ Today the world we live in is “a global village” where no nation, group or culture can remain anonymous (Samovar & Porter, 1991). What happens in one part of the world affects all parts of the world. As the world is becoming smaller, we are increasingly interacting with people from many different cultures. While modern technology has made it easier for us to communicate with people anywhere in the world, such interactions can be difficult if we do not know how to deal with people and cultures different from our own.

CULTURE HAS FIVE BASIC CHARACTERISTIC

- **Culture is learned.** It is **not** biological; we do not inherit it. Much of learning culture is unconscious. We learn culture from families, peers, institutions, and media. The process of learning culture is known as **enculturation**. While all humans have basic biological needs such as food, sleep, and sex, the way we fulfill those needs varies cross-culturally.
- **Culture is shared.** Because we share culture with other members of our group, we are able to act in socially appropriate ways as well as predict how others will act. Despite the shared nature of culture, that doesn't mean that culture is homogenous (the same). The multiple cultural worlds that exist in any society are discussed in detail below.
- **Culture is based on symbols.** A symbol is something that stands for something else. Symbols vary cross-culturally and are arbitrary. They only have meaning when people in a culture agree on their use. Language, money and art are all symbols. Language is the most important symbolic component of culture.
- **Culture is integrated.** This is known as holism, or the various parts of a culture being interconnected. All aspects of a culture are related to one another and to truly understand a culture, one must learn about all of its parts, not only a few.
- **Culture is dynamic.** This simply means that cultures interact and change. Because most cultures are in contact with other cultures, they exchange ideas and symbols. All cultures change, otherwise, they would have problems adapting to changing environments. And because cultures are integrated, if one component in the system changes, it is likely that the entire system must adjust.

Why study intercultural communication???



- i. Increasing interaction between people due to globalization.
- ii. Increasing diversity in workplace.
- iii. Need to developed caring responsible and ethical business leaders.

PRINCIPAL INTERCULTURAL COMMUNICATION

- ❧ Inter-cultural communication principles guide the process of exchanging meaningful and unambiguous information across cultural boundaries, in a way that preserves mutual respect and minimises antagonism. **For these purposes, culture is a shared system of symbols, beliefs, attitudes, values, expectations, and norms of behaviour.**
- ❧ It refers to coherent groups of people whether present wholly or partly within state territories or existing without residence in any particular territory.
- ❧ Hence, these principles may have equal relevance when a tourist seeks help where to go – established independent corporations attempt to merge their operations and where politicians attempt to negotiate world peace.

❧ High or Low-Context Cultures

- and
- i) High-context cultures are more attuned to nonverbal cues and messages; fewer words are spoken.
 - Asian, Native American, Arab, Latino, African American.
 - ii) Low-context cultures focus on precise, direct, logical, verbal communication.
 - Anglo American, Swiss, German, Scandinavian. □

❧ Focus on understanding

- Ask open-ended questions.
- Be nonjudgmental.
- Do not express disagreement immediately. □

❧ Be aware that what is initially presented may not actually be the case

- own
- Listen to others and give them time to tell their story in their own way and own words.
 - Others may need to develop a sense of trust before they are willing to share their vulnerabilities.

❧ Verbal communication : Language is abstract and can only be interpreted within context.

-Issues common to differing cultural worldviews

i) Role of individual in a group

ii) Perception of power

iii) Authority, status, time

iv) Significant of affective and physical expression – termed low of high context

v) Level of tolerances for uncertainty – uncertainty avoidance

❧ Non-verbal Communication : Refer to all intentional and unintentional stimuli between communicating parties other than spoken word. Characteristic of non-verbal communication is that it is less systematized than verbal communication, it is culture – bound and ambiguous

☞ Nonverbal communication can be divided to four categories: *kinesics*, *proxemics*, *paralanguage* and *chronemics*.

i) **Kinesics** : refers to the body movements in communication. It has also been called body language. The four most common body activities are facial expressions, eye contact, hand gestures, and touch. Severe misunderstandings can occur if one does not know the rules of, for example, touching others or level of eye contact in another culture.

ii) **Proxemics** refers to the study of how we use space in communication process. This space can mean anything from architecture and furniture to the distance between interactants in communication situations.

iii) **Paralanguage** comprises of all the sounds we produce with our voices that are not words. These include for instance laughter, tone and pace of voice and “empty” words such as *um*, *uh* or *You know*.

iv) **Chronemics** is the study of how we use time in communication. Hall’s time orientations (monochronic and polychronic; see eJournal on Culture for details) belong to this category, as well as our understanding of present, past and future.



https://www.youtube.com/watch?v=hpvJIH0_ocs (

❧ **Acknowledge and respect cultural differences rather than minimize them**

-Inquire about and acknowledge any cultural/ethnic/racial differences.

-Ask the family if there is anything about their cultural/ethnic/racial background which family feels you need to know.

-Ask the family if there is anything in general they would like to know about your culture to better understand your viewpoint.

- Inform the family that you do not want to assume you understands the family if they are of different background. □

❧ **Focus on similarities**

Work.

Families.

Leisure.

❧ **□ Treat all people with dignity and respect**

Keep an open mind.

Keep it simple.

Speak in a polite manner.

Avoid making judgments and assumptions.

FUNCTION OF INTERCULTURAL COMMUNICATION PRIVATE FUNCTION

☞ Private functions are functions that indicated communication through the communication behavior originating from an individual



1) EXPRESS SOCIAL IDENTITY

In the process of intercultural communication are some of the communication behavior of individuals who used to express the behavior of social identity is expressed through the act of speaking both verbal and nonverbal . of language behavior that is knowable and social identity , for example, it is known ethnic origin , religion or level of one's education

2) DECLARE THE SOCIAL INTEGRATION

core concept of social integration is to accept the unity between individuals, between groups but still recognizes the differences of every element. It should be understood that one of the goals of communication is to give the same meaning for the message shared between the communicator and the communicant.

3) TO THE KNOWLEDGE

often interpersonal and intercultural communication increase knowledge together, to learn the culture of each.

SOCIAL FUNCTION

- 1. SUPERVISION** practice intercultural communication between different communicators and communicant culture of mutual monitoring functions . In any process of intercultural communication function is useful to inform the " development " of the environment . This function is mostly done by the mass media that disseminate it rutinperkembangan events that happen around us even though it happened in a different cultural context .
- 2. CONNECTION BETWEEN CULTURE** in the process of intercultural communication , the communication function is carried out between two people of different cultures was a bridge over the differences between them. The bridging functions can be controlled via messages they exchanged, the two are explaining the differences of interpretation on a message that produces the same meaning . This function is carried out also by the various contexts of communication, including communication

3. VALUE SOCIALIZATION

- socialization function is a function to teach and introduce the cultural values of a society to another society.



4. ENTERTAINMENT

- entertaining functions are often performed in the process of intercultural communication. For example, the arrival of outside artists show the differences between their cultures so that people learn the language and follow their style.

BENEFITS OF INTERCULTURAL COMMUNICATION



- ❧ Improving verbal and non verbal communication
- ❧ Better adaptation to a new environment
- ❧ Learning how to understand, reduce and overcome stress
- ❧ Better understanding of one's own culture and finding one's place in a society.
- ❧ Reduced feeling of anxiety in contacts with members of other cultures.

IMPORTANT INTERCULTURAL COMMUNICATION.

- ❧ The theories developed by the researches and academic can and has been applied to many field such as business, management, marketing, advertising and web site design.
- ❧ As business becomes more and more international, many companies need to know how best to structure their companies, manage staff and communicate with customer.
- ❧ Intercultural communication gives them and insight into the areas they need to address or understand.
- ❧ Intercultural communication theories are now also used within the education health care and other public services due to growing multicultural population.

TRENDS OF INTERCULTURAL COMMUNICATION



i. GLOBALIZATION

Refers to the reduction and removal of barriers between national borders in order to facilitate the flow of good, capital, services and labour

ii. Multicultural workforce.

Refers to the changing age, gender, ethnicity, physical ability and race of employees across all type and place of works.

Impact of gobalizations- business sector



Example:

- ❧ To import and export of food, electronics goods, etc. to other countries.
- ❧ To building a business friendly environment with other nations.
- ❧ Spreading of multiculturalism, collaborations.
 - For example : Endhiran Film was persuaded by animatronic technicians from other countries also.

∞ Greater international travel and tourism.

-for example: In 2008, there were over 922 million international tourist arrivals a growth of 1.9% as compared to 2007.

∞ Worldwide sporting events such as FIFA World Cup, ICC world cup and Olympic Games.

Multicultural workforce

☞ A workforce where people communicate effectively is more productive.

-For example:



Need for managing

- staff retention- less recruitment costs
- working together- more productivity
- resolving conflict
- team management



DO'S OF INTERCULTURAL COMMUNICATION

- ❧ Avoid assumption, jokes which are misunderstood.
- ❧ Used symbols, diagram 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.

DONT'S OF INTERCULTURAL COMMUNICATION



- ❧ Using the same approach world-wide.
- ❧ Considering traditional knowledge and practices as “backward”.
- ❧ Letting cultural differences become a source of conflict that hinder the process of work.
- ❧ Fail to ignore culturally-dependent enabling and counteracting forces.
- ❧ Fail to take language barriers into account.
- ❧ LETAK GAMBAR GADUH

EXAMPLE

- ❧ North Americans view direct eye contact as a sign of honesty. While Asians view direct eye contact as a form of disrespect.
- ❧ 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.
- ❧ <https://www.youtube.com/watch?v=OWFPHW7BCCI>

BARRIERS TO INTERCULTURAL COMMUNICATION

☞ Ethnocentrism

Ethnocentrism is the belief that one's own cultural group's behaviors, norms, ways of thinking, and ways of being are superior to all other cultural groups. It is not to be confused with patriotism, which is devotion to one's country. It carries devotion to the extreme point where you cannot believe that another culture's behaviors, norms, ways of thinking, and ways of being are as good or as worthy as your own.

☞ Stereotyping

Stereotypes are oversimplified or distorted views of another race, another ethnic group, or even another culture. They are simply ways to categorize and generalize from the overwhelming amount of information we receive daily.

The problem with stereotypes is that whether they are positive or negative, once they are established, it is difficult to remove them.

❧ Prejudice

Prejudice is a negative attitude toward a cultural group based on little or no experience.



❧ Discrimination

Discrimination is the overt actions one takes to exclude, avoid, or distance oneself from other groups.

Discrimination takes stereotypes and prejudice one step further – to action, whether overt or covert. You can discriminate against someone subtly by slightly turning away your body when in a conversation, or by avoiding eye contact with them.

❧ EXAMPLE OF MISUNDERSTANDING IN
CULTURAL



[https://www.youtube.com/watch?
v=2-QNSCVQ-7Y](https://www.youtube.com/watch?v=2-QNSCVQ-7Y)