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# INTERCULTURAL COMMUNICATION

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# INTERCULTURAL COMMUNICATION

- Exchange of information
- between people
- from different cultural background



# STUDYING INTERCULTURAL COMMUNICATION IS IMPORTANT:

- We communicate with people from other cultures increasingly
- Global business requires more Intercultural communication
- We are curious about other people
- After the convergence of technologies we communicate with people from other cultures



# CULTURE:

Culture is a unique combination of

- rituals
- religious beliefs
- ways of thinking
- and ways of behaving.



# DOMINANT CULTURES

- Dominant culture:
- those who have the power and influence in the group.
- In the USA this means:  
white, male, able-bodied,  
strait, married and  
employed.





# NON-DOMINANT CULTURES

Non-dominant (marginalized) culture: exists within the dominant group but differs from it in some significant characteristic.

This term includes people of color, women, gays, lesbians, bisexuals, people with disabilities, the lower class and working class, the unemployed and underemployed, the young and the elderly



## NON-DOMINANT GROUPS USE VARIOUS METHODS TO COMMUNICATE WITH THE DOMINANT GROUP:

- assimilation
- accommodation
- separation

## NON-DOMINANT GROUPS USE VARIOUS METHODS TO COMMUNICATE WITH THE DOMINANT GROUP:

- Assimilation: non-dominant group's attempt to "fit in" the dominant group.
- Accommodation: the marginalized group manages to keep its identity while striving for positive relationship with the dominant culture.
- Separation: the marginalized group relates as exclusively as possible with its own group
  - Separation goal can be carried to an extreme: skinheads are openly racist, non-whites openly anti whites, some parliamentary groups openly anti-government.



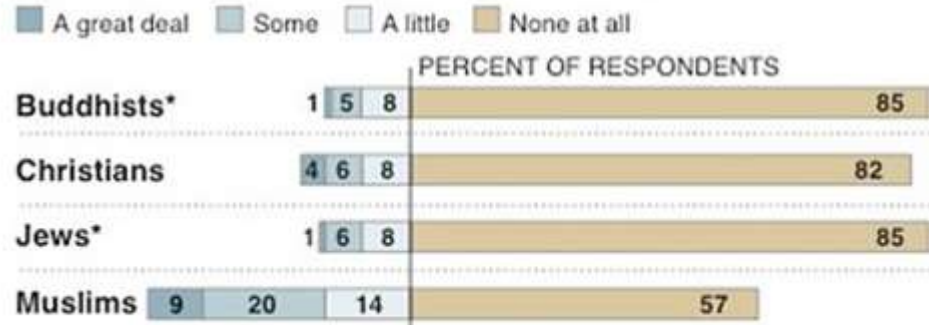
# INTERCULTURAL COMMUNICATION PROBLEMS:

- Ethnocentrism
- stereotyping
- prejudice

## Muslims face more prejudice

When asked their feelings toward four religious groups, Americans are more likely to express bias toward Muslims than members of other faiths.

Thinking honestly about your feelings, how much prejudice, if any, do you feel toward each of the following religious groups?



\*1 percent responded "don't know"

SOURCE: Gallup

AP

## INTERCULTURAL COMMUNICATION PROBLEMS:

- Ethnocentrism: the belief that your own group or culture is superior to other groups and cultures.
- Cultural relativism: the belief that another culture should be judged by its own context rather than measured against your culture.

## INTERCULTURAL COMMUNICATION PROBLEMS:

- Stereotyping in intercultural communication:

to generalize about some group of people that oversimplifies their culture. (Chinese are good at math)

- Prejudice in intercultural communication:

is a negative attitude toward a group of people just because who they are. (People who speak languages other than English)

# CHARACTERISTICS OF DIFFERENT CULTURES:

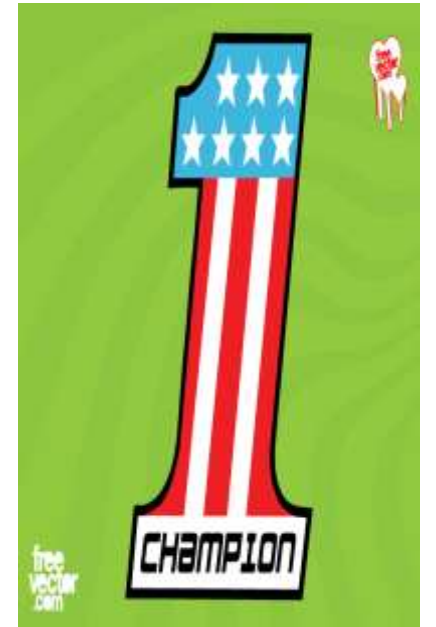
- Individualistic cultures
- &
- Collectivistic cultures

<https://www.youtube.com/watch?v=Fw-HgnZO1js>



## INDIVIDUALISTIC CULTURES:

- cultures that value the individual over group.
- They value individual freedom, choice, uniqueness, independence.
- They place “I” before “we,” value competition over cooperation, private property over state-owned properties, personal behavior over group behavior.
- loyalty to an institution, job, family are less important.
- Examples: USA, Australia, Great Britain, Canada and the Netherlands



## COLLECTIVISTIC CULTURES:

- cultures that value the group over the individual.
- They place “we” before “I,” value over competition; state-owned properties over private property; personal behavior over group behavior; group behavior over personal behavior;
- loyalty to an institution, job, family are extremely important.
- Examples: Venezuela, Pakistan, Peru, Taiwan, Thailand, China and Japan.





# UNCERTAINTY-ACCEPTING & UNCERTAINTY-REJECTING CULTURES

- Uncertainty-accepting & Uncertainty-rejecting cultures:
- <https://www.youtube.com/watch?v=Qem46KUMIOM>

# UNCERTAINTY-ACCEPTING & UNCERTAINTY-REJECTING CULTURES

- Uncertainty-accepting cultures:

Cultures that tolerate ambiguity, uncertainty and diversity. Examples: USA, Great Britain, Denmark, Sweden, Singapore, Hong Kong, Ireland, India.

- Uncertainty-rejecting cultures:

Cultures that have difficulty with ambiguity, uncertainty and diversity. Examples: Japan, France, Spain, Greece, Portugal, Belgium, Peru, Chile, Russia, China, and Argentina.

## ON-TIME CULTURES & SOMETIME CULTURES

- On-time cultures:

compartmentalize time to meet personal needs, separate tasks and social dimension, and point to the future. Time is scheduled strictly. Getting to any appointment on time is important.

- Sometime cultures:

view time as contextually based and relationally oriented. Time is only one factor in a much larger and more complicated context. Example: Latin America, the Middle East, Asia, France, Africa, and Greece. Getting to any appointment on time is not important.

## CODE SENSITIVITY:

- the ability to use verbal and non-verbal language appropriate to the cultural norms of the individual with whom you are communicating.



## REFLEXIVITY:

- Being self-aware and learning from the interactions with the intent of improving future interactions

## STRATEGIES TO IMPROVE INTERCULTURAL COMMUNICATION:

- conduct a personal self-assessment
- practice supportive communication behaviors
- develop sensitivity toward diversity
- avoid stereotypes/ethnocentrism and develop code sensitivity
- Seek shared codes, use descriptive feedback, open communication channels, manage conflicting beliefs and practice, practice reflexivity.