



INTERCULTURAL PERCEPTION

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UI
2010

IDENTITY NEGOTIATION PERSPECTIVE

FOCUS :

The relation between
cultural values and self-
conceptions

Theoretical Background

Primary Identities

Situational Identities

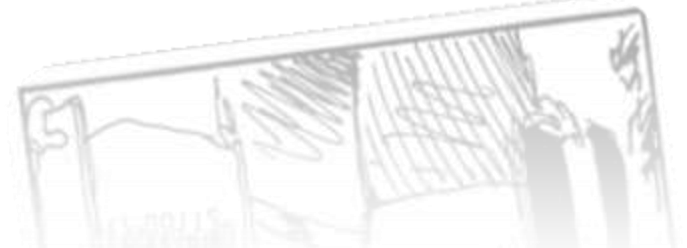
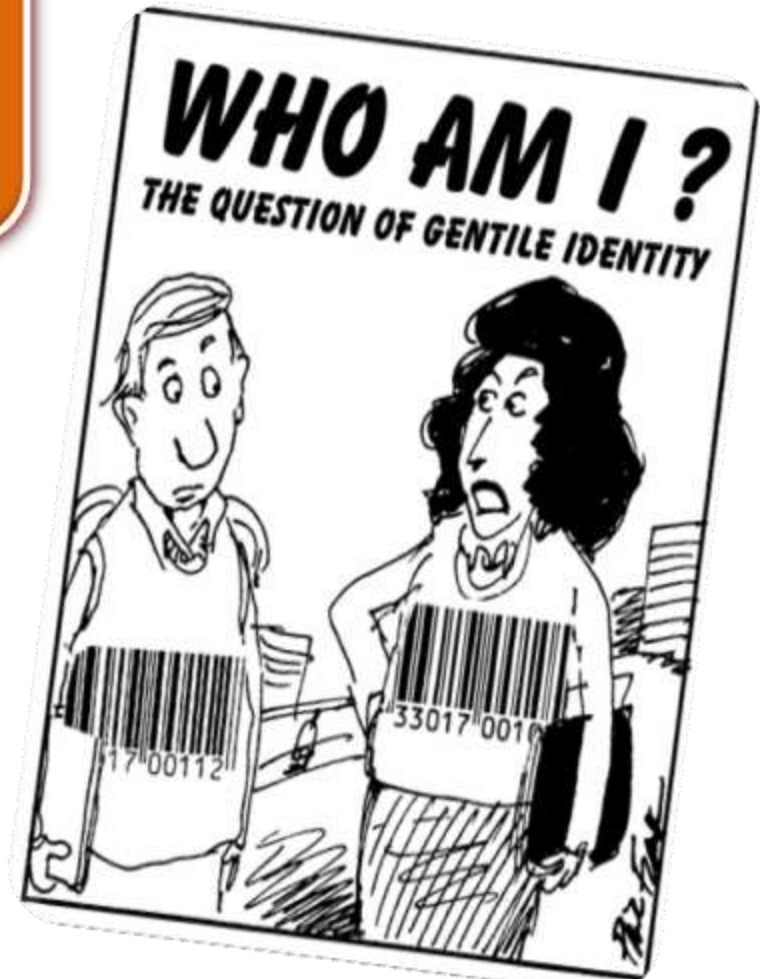
Theoretical Background

- ✓ **Fundamental basis:** individual in all cultures desire to be competent communicator
- ✓ **Two source of identity :**
group-based and person-based identity
- ✓ **Two types of identity :**
Social identity and Personal identity
- ✓ **Two types of perceptions :**
Intergroup-based and Interpersonal-based perception



Primary Identities

- ✓ *Identity*: reflective self-concept that derived from socialization process
- ✓ Our reflective views of ourselves
- ✓ Fixed and unchangeable
- ✓ Has an ongoing impact through life
- ✓ **Refer to** : cultural, ethnic, gender, and personal identity





Cultural Identity

- Cultural identity → emotional significance
affiliating our cultural sense of belonging
- Acquired by parental guidance and response
during their formative years
- Consists of two types : *Individualism* and
Collectivism

Example :

- Cultural Identity as a Asian people → collective
- Cultural identity as a Western people → individual



Ethnic Identity

- Ethnic identity → inherently a matters of *ancestry*, of beliefs about the origins of forebears (Alba, 1990)
- Can be based on nationality, race, religion, language
- Has both subjective and objective layers
- Ethnicity tend to be more subjective experience than objective classification

Example :

- We often judge a person's personality and attitudes based on their ethnic origins



Gender Identity

- Gender → how the culture groups construct the image of 'maleness' and 'femaleness'
- Gender orientation learned via our own cultural practice

Example :

- Minang people is matriarchy while Batak people is patriarchy



Personal Identity

- Personal identity → our conceptions of “unique self” that differs us from other people
- Has two facets : *Actual personal identity* and *Desired personal identity*
- Two dimension : *Independent self* and *Interdependent self* (Markus & Kitayama, 1991)

Example :

- Actual : assertiveness, talkativeness, decisiveness

Desired : preferred attributes that someone wants to be in a interaction

- Independent : individualistic (Western)

Interdependent : collectivistic (Asian)



Role Identity

- Role → set of expected behavior associated with culture that define as proper
- Shaped by expectancy norms (Burke, 1945)
- Contextual identity
- Role differs as particular situation in particular society

Example :

- Individualistic classroom (US) : students active, teacher democratic
- Collectivistic classroom (Japan) : students obedience, teacher authoritative



Relational Identity

- Our identity comes from network of family relationship
- Builds reflective relational images
- Include voluntary relationship, such as: social relationship and friendship
- Self-conception from relation can be powerful identity approval (Cupach & Metts, 1994)
- Can move quickly from culture-based interaction to person-based interaction

Example :

- Family socialization forms our view about gender-based behavior (e.g. pilot is a man, stewardess is a woman)

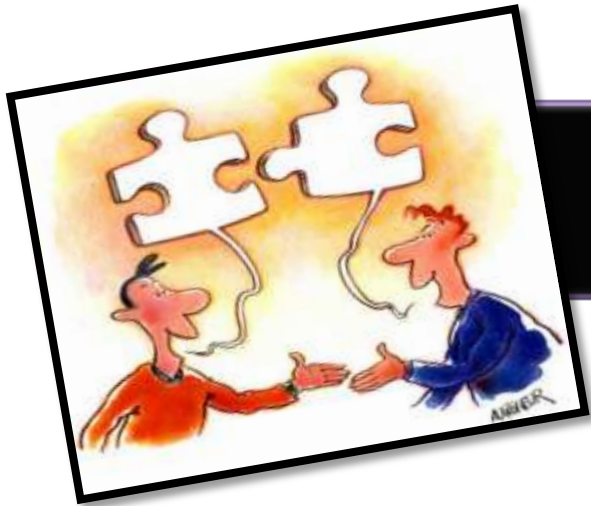


Facework Identity

- Face → identity respect issue and other consideration issue within intercultural process
- Vulnerable identity resource
- Facework → specific communication behavior to “save” our own face or other’s face
- Different situational context needs different rules of facework

Example :

- Assertive speaking considered more skillful facework in Western culture
- Tactful speaking more honored in Asian culture



Symbolic Interaction Identity

- Symbolic interaction → verbal and nonverbal communication through which we acquire our reflective self-image and identities value
- Communication develops self-conceptions
- Certain preferred symbol (linguistic and nonverbal) shows our culture and identity

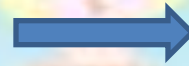
Example :

- The language and dialect we talk reflects our cultural group affiliation
- Our body language tell others about what kind of person we are and how we want to be terated

IDENTITY NEGOTIATION THEORY

GOAL :

Explore ways to obtain accurate knowledge of the identity between we and other cultures



10 Cores
Assumptions

10 Cores Assumptions



1. Group identities & Personal identities are formed via **symbolic communication**
2. All people have **basic motivation needs**
3. Identity **security** equals to culturally **familiar** environment and vice versa
4. Identity **trust** equals to communicating with culturally **similar others** and vice versa.

10 Cores Assumptions



5. **Inclusion** equals to **endorsement** by desired group membership identities and vice versa
6. **Interpersonal connection** tends to be done via **meaningful close** relationships and identity autonomy when separated
7. Identity stability: **Predictable** cultural situations and vice versa.

10 Cores Assumptions



8. Variety of **dimensions** influence variety of **interpretations**
9. **Satisfactory**: feeling understood, respected, supported.
10. **Mindful** intercultural communication emphasizes: **knowledge + motivations + skills = *communicate satisfactorily, appropriately, effectively***

Assumptions 1-4



- **Primary Identity Domains**
- **Reflective self images → enculturation process.**
- **Enculturation process → shape thinking, emotions, pattern.**
- **Identity security: degree of emotional safety concerning one's sense of both.**
- **Identity vulnerability: degree of anxiousness**



Assumptions 5 and 6

SOCIAL IDENTITY:

identity inclusion +
identity differentiation
(dualistic motivations).

Exceed inclusion?

Exceed differentiation?

- **Identity inclusion: degree of perceived nearness to out or in groups, self image attached emotionally with it.**
- **Identity of differentiation: degree of remoteness**
- **Identity autonomy: interpersonal relationship boundary regulation issue.**
- **Mindful boundary regulation: satisfy ingroup inclusion and intergroup differentiation needs.**



Assumption 7

- Identity stability (ROOTEDNESS) : sense of identity continuation or consistency through time. EXCEED?
- Identity change (ROOTLESSNESS): sense of identity dislocation or transformation.
- EXCEED?
- BALANCED?

A Coherent Self Conception:

1. Need to feel secure
2. Need sense of predictability
3. Need to feel included.



Assumption 8

- **Cultural membership and its cultural values:**
how we think about, how we construct about,
how to interact.
- **Loose and tight cultures:**
cultural homo/heterogeneity, density, mobility
and tolerance.

MINDFUL INTERCULTURAL COMMUNICATION

Mindfulness :

readiness to shift one's frame of reference;

the motivation to use new categories to understand cultural or ethnic differences

the heavy reliance on familiar frame of reference, old routinized designs or categories, and customary ways of doing things.

Satisfactory Outcomes

- ✓ **The feeling of being understood:** just like echoing voices which emphasizes thinking, feeling and behaving.
- ✓ **The feeling of being respected:** our behaviors and practices are being deemed as legitimate, credible and on a equal footing with members of others group
- ✓ **The feeling of being supported:** we sense that we are being positively valued or endorsed as “worthwhile”



Criteria and Components

- ✓ **Two criteria:**
appropriateness and effectiveness.
- ✓ **How to be good like that?**
Knowledge, motivation, and skill
- ✓ **Stages:**
unconscious incompetence, conscious incompetence, conscious competence, unconscious competence.



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