

Matsumoto, D. & Juang, L. (2007).  
*Culture and Psychology* (4th Ed.).  
Wadsworth.

# Language and Communication:

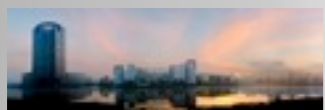
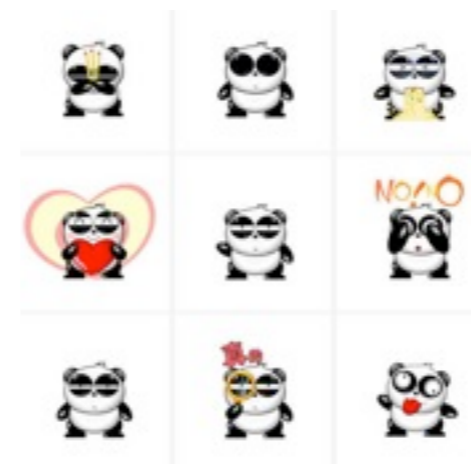
## *A Culture and Psychology Perspective*

Prof. Dr. Hora Tjitra & Ran Shan, Zhejiang University  
Hangzhou, February 2011

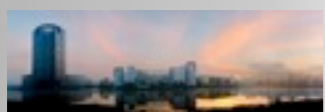
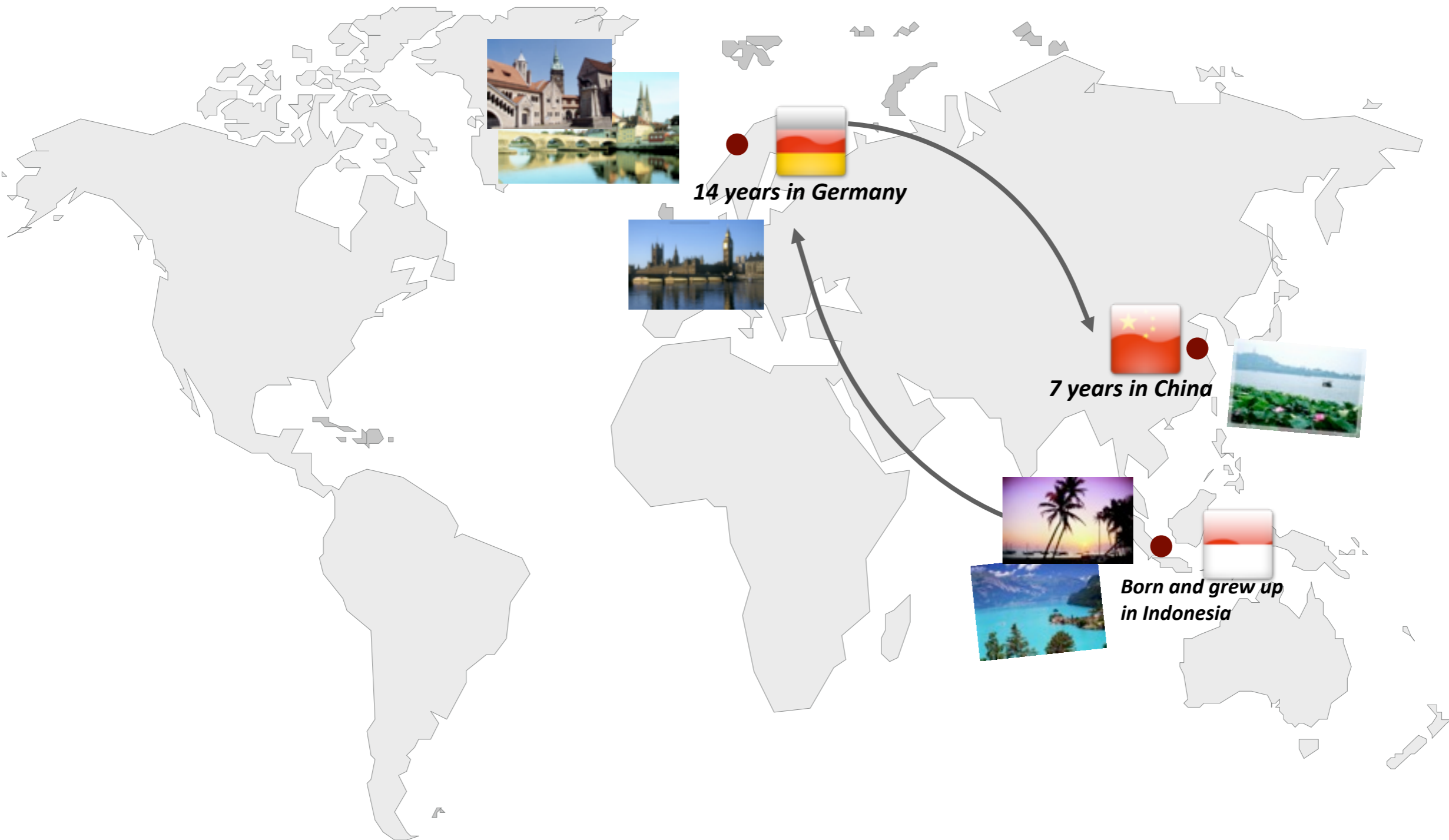
# What is “communication”?



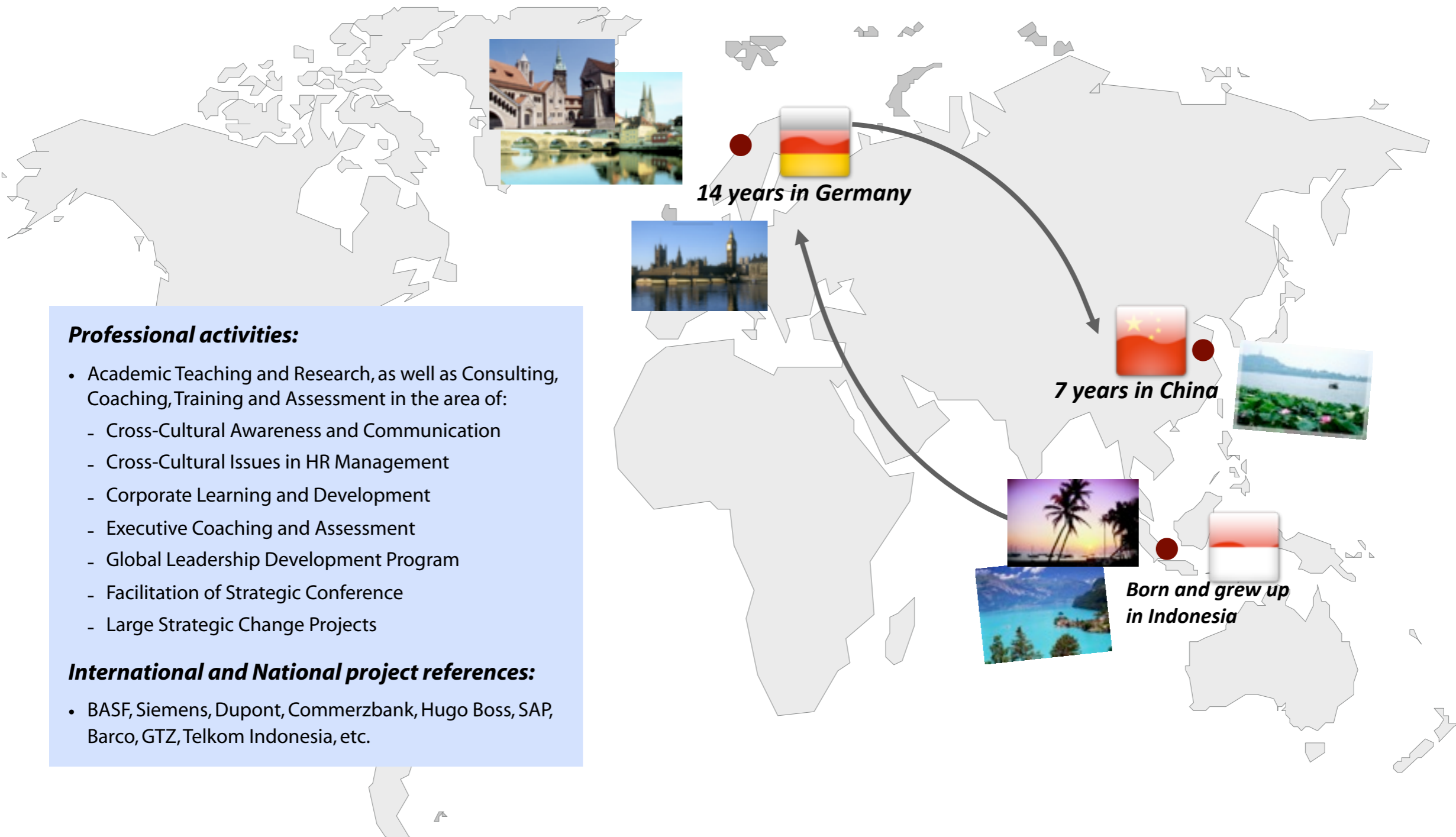
- What is communication?
- Why communication is
  - one of the most important
  - aspects of our lives?
- What is important in the
  - cross-culture communication?



# Prof. Dr. Hora Tjitra - Excellence in Culture, Talent and Change



# Prof. Dr. Hora Tjitra - Excellence in Culture, Talent and Change

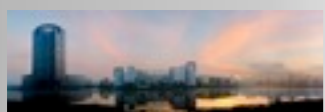


## Professional activities:

- Academic Teaching and Research, as well as Consulting, Coaching, Training and Assessment in the area of:
  - Cross-Cultural Awareness and Communication
  - Cross-Cultural Issues in HR Management
  - Corporate Learning and Development
  - Executive Coaching and Assessment
  - Global Leadership Development Program
  - Facilitation of Strategic Conference
  - Large Strategic Change Projects

## International and National project references:

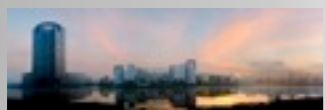
- BASF, Siemens, Dupont, Commerzbank, Hugo Boss, SAP, Barco, GTZ, Telkom Indonesia, etc.



# Language Differences across Culture

I="watashi"? "boku"?  
"ore"?

You="anata"? "kimi"?  
"omae"? ...?

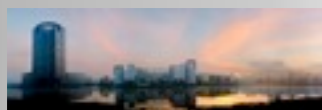


# Language Differences across Culture

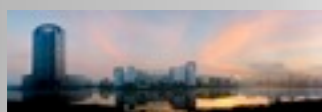
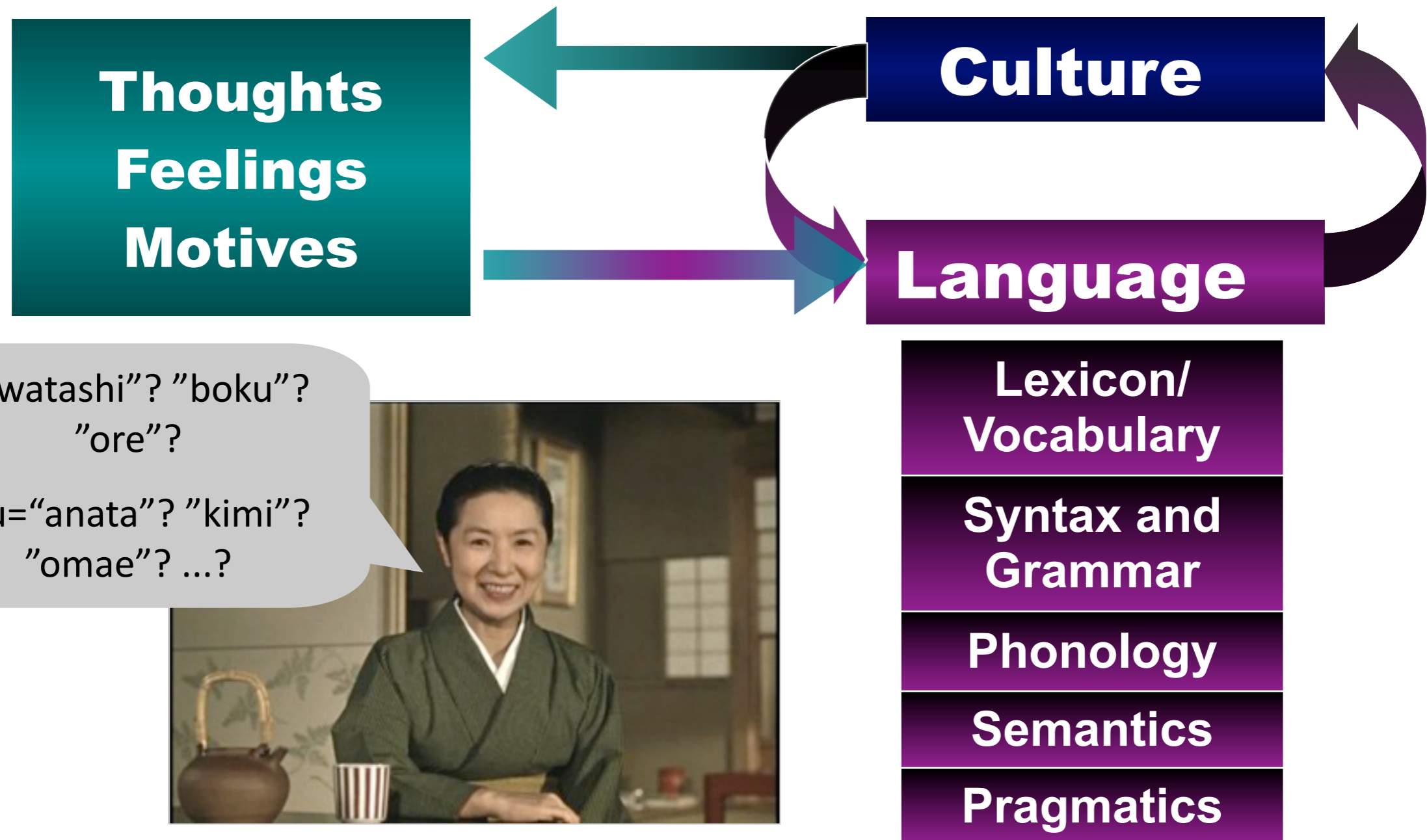


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# Language Differences across Culture





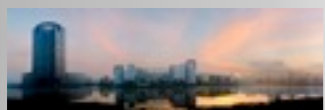
# Culture, Language and Cognition: The Sapir-Whorf Hypothesis

- Edward Sapir and Benjamin Whorf, 1950s.
- Speaker of different languages think differently.

## Fishman's Sapir-Whorf Hypothesis Schema

Data of Language Characteristics	Data of Cognitive Behavior	
	Linguistic Data	Nonlinguistic Data
Lexical/Semantic	Level 1*	Level 2
Grammatical	Level 3	Level 4**

\*Least sophisticated      \*\*Most sophisticated



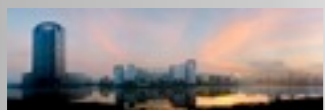




# Bilingualism and Culture

**Bilingualism and Psychological Differences**

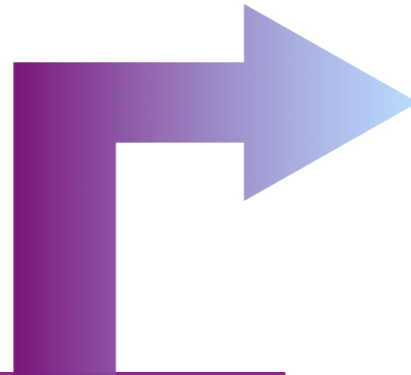
**Sapir-Whorf Hypothesis**





# Bilingualism and Culture

**Bilingualism and Psychological Differences**

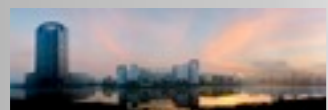
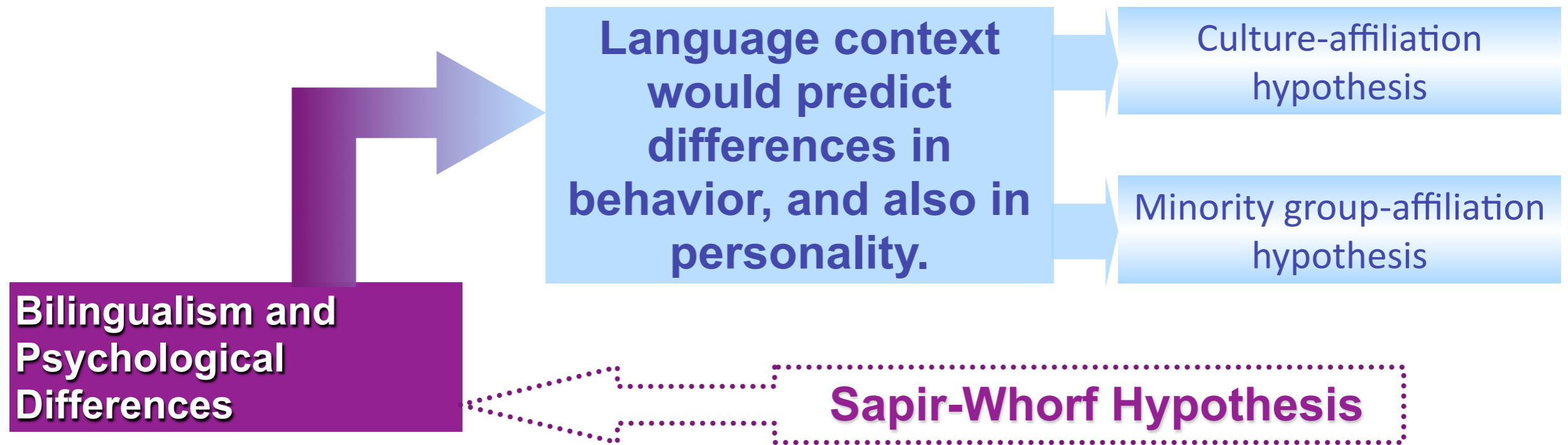


**Language context would predict differences in behavior, and also in personality.**

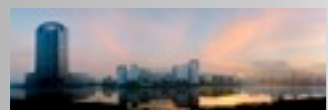
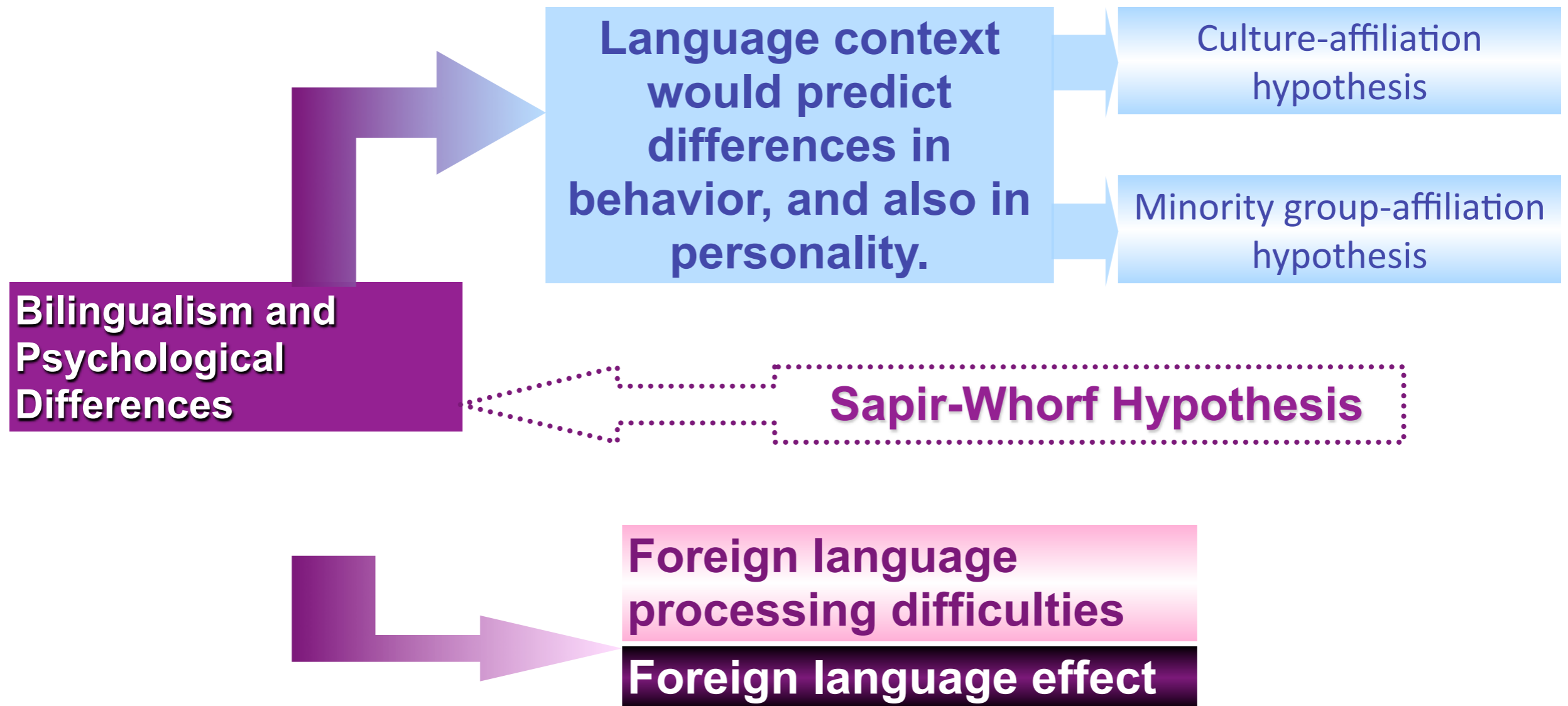
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# Bilingualism and Culture



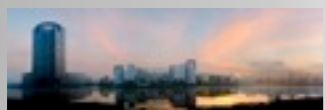
# Bilingualism and Culture



# ***Monolingualism and Ethnocentrism***



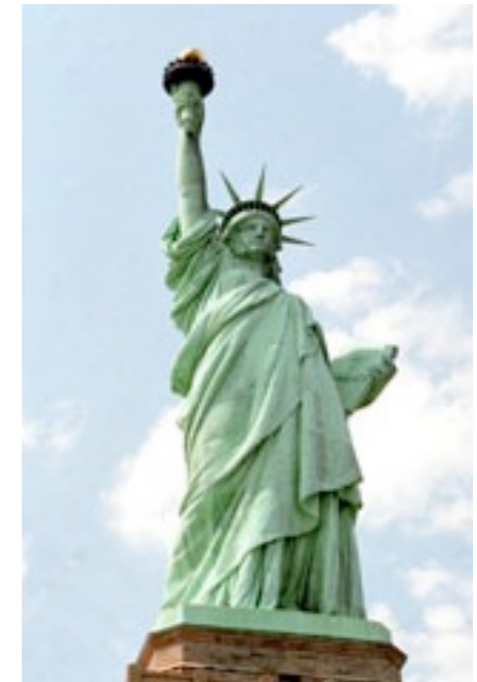
**For much of its history and even today, the United States has remained largely monolingual.**



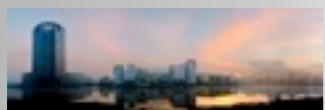
# ***Monolingualism and Ethnocentrism***



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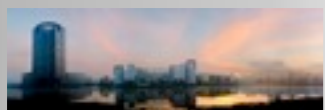
**-- Actually, knowledge of more than one language may improve cognitive flexibility.**





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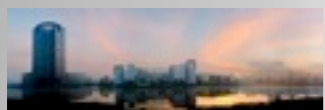
# ***Components of Communication: The Two Major Modes***





# ***Components of Communication: The Two Major Modes***

## **1. Verbal Communication**







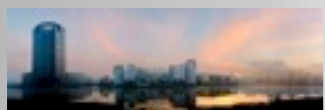
# Components of Communication: The Two Major Modes

## 1. Verbal Communication

**Nonverbal behaviors**

**2. Nonverbal Communication**

**Non-behaviors**





# Components of Communication: The Two Major Modes

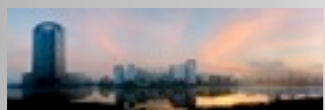
## 1. Verbal Communication

**Nonverbal behaviors**

**2. Nonverbal Communication**

**Non-behaviors**

- Facial expressions
- Movements and gestures
- Posture, body orientation
- Tone and vocal characteristics
- Interpersonal space
- Touching behaviors
- Gaze and visual attention





# Components of Communication: The Two Major Modes

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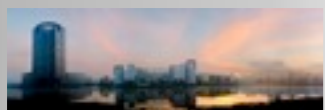
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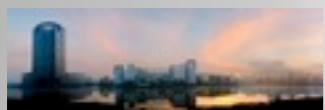
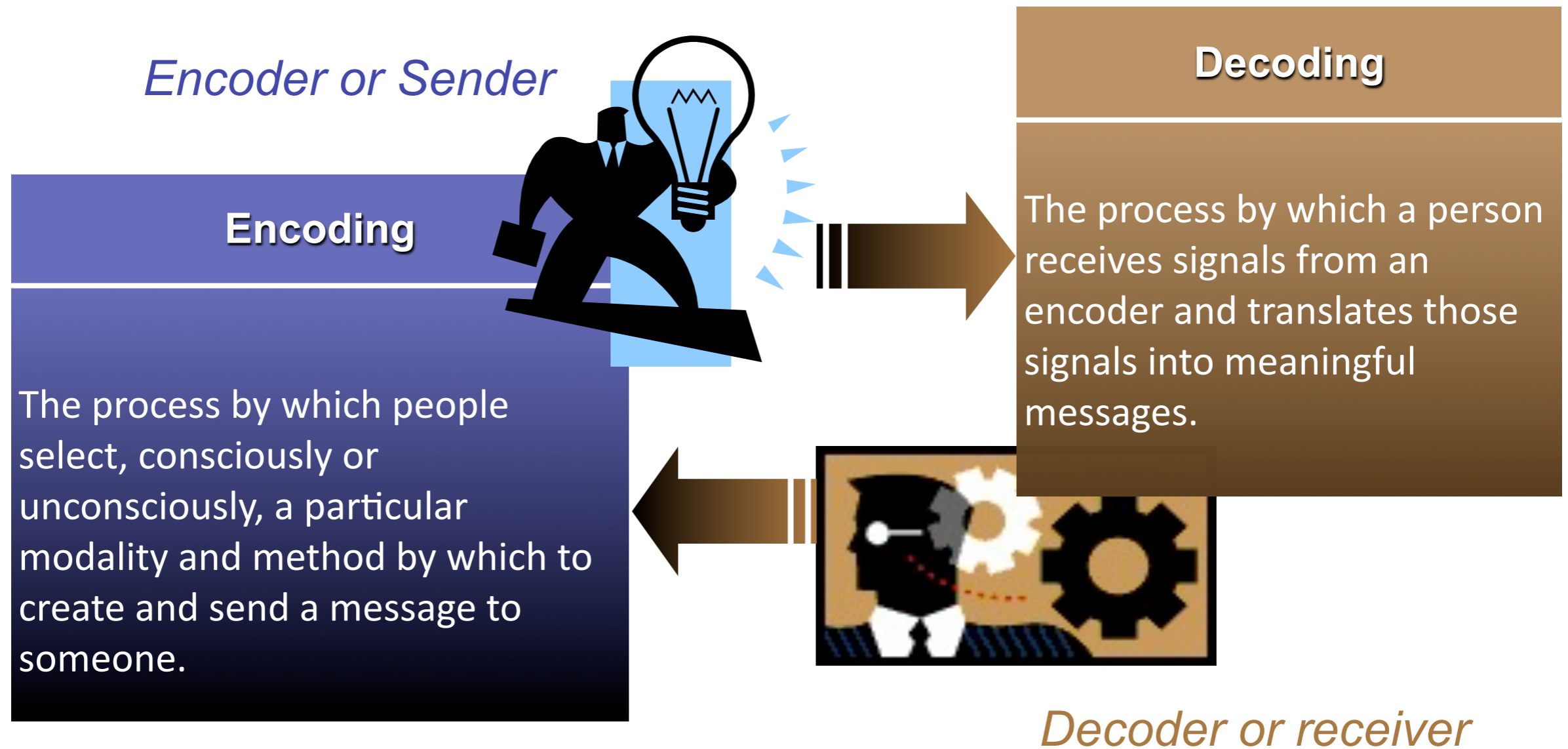
### 2. Nonverbal Communication

### Non-behaviors

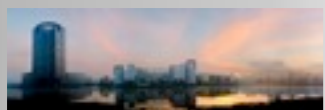
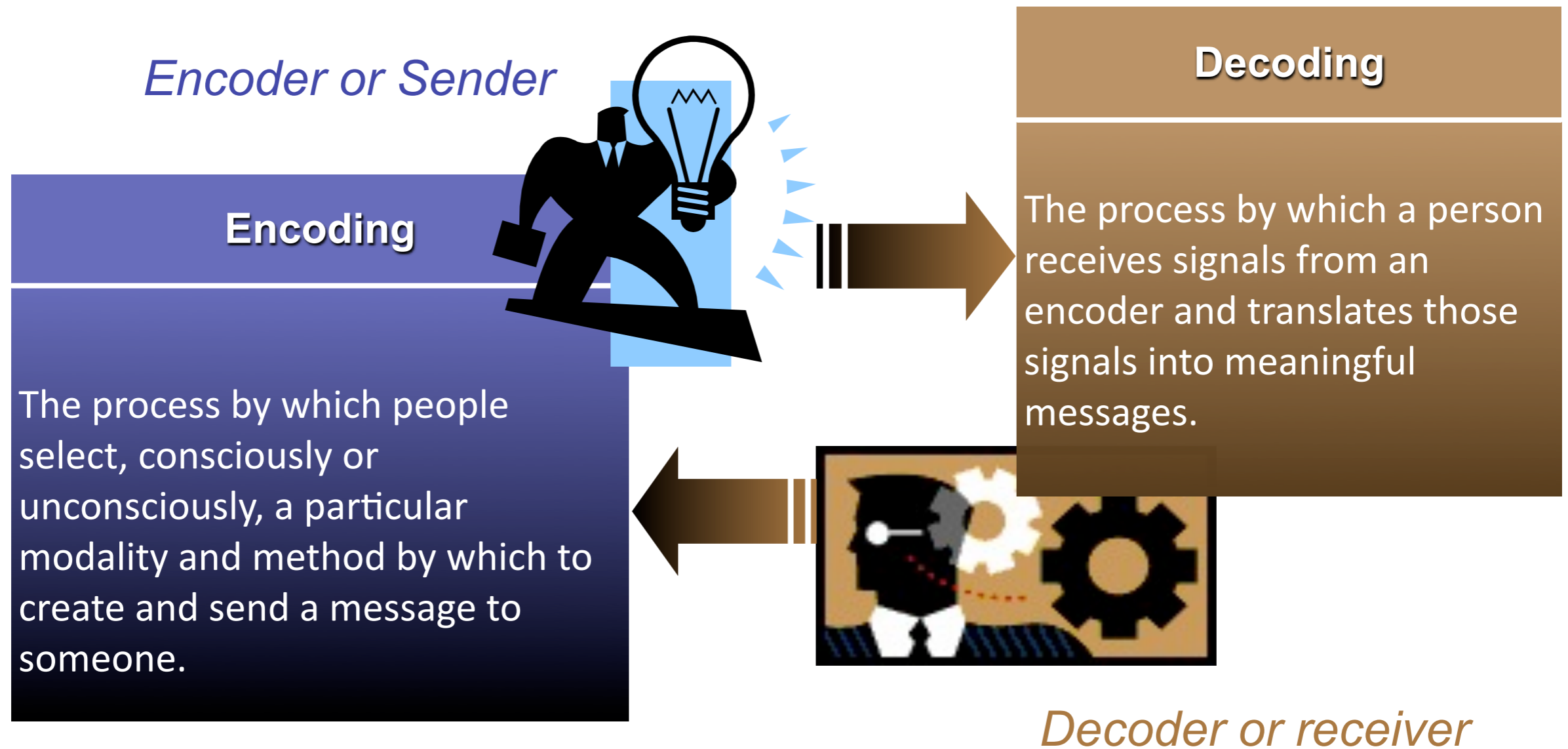
- The use of time
- The type of clothing we wear
- The architectural structures we live and work
- The cosmetic changes we make to our appearance



# Components of Communication: The Two Major Process

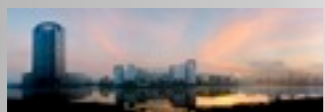


# Components of Communication: The Two Major Process





# Components of Communication: Others



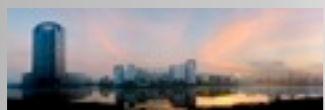


## Components of Communication: Others

### Signals

The specific words and behaviors that are sent during communication.

Specific verbal language  
Nonverbal behaviors





## Components of Communication: Others

### Signals

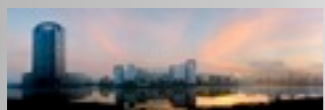
The specific words and behaviors that are sent during communication.

Specific verbal language  
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### Messages

The meanings that are intended or received with the signals.

Knowledge, ideas, concepts, thoughts, or emotions

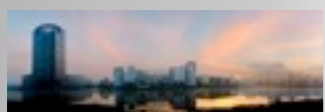






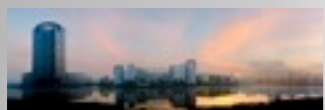
## Components of Communication: Others

<b>Signals</b>	The specific words and behaviors that are sent during communication.	Specific verbal language Nonverbal behaviors
<b>Messages</b>	The meanings that are intended or received with the signals.	Knowledge, ideas, concepts, thoughts, or emotions
<b>Channels</b>	The specific sensory modalities by which signals are sent and messages are retrieved.	Sight or sound



# ***The Role of Culture in the Communication Process***

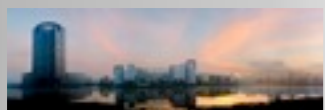
**Culture influences on:**



# The Role of Culture in the Communication Process

Culture influences on:

Encoding



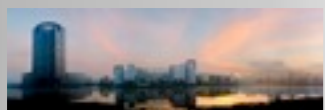
# The Role of Culture in the Communication Process

Culture influences on:

Encoding



Decoding



# The Role of Culture in the Communication Process

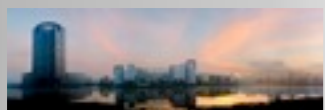
Culture influences on:

Encoding



Decoding

Stereotypes



# The Role of Culture in the Communication Process

Culture influences on:

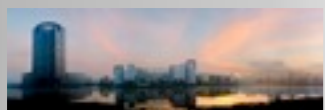
Encoding



Decoding

Stereotypes

Culture filters, ethnocentrism, emotions, and value judgments



# The Role of Culture in the Communication Process

Culture influences on:

Encoding

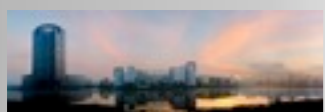


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Stereotypes

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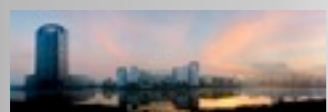
Social cognition





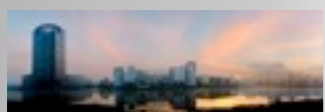
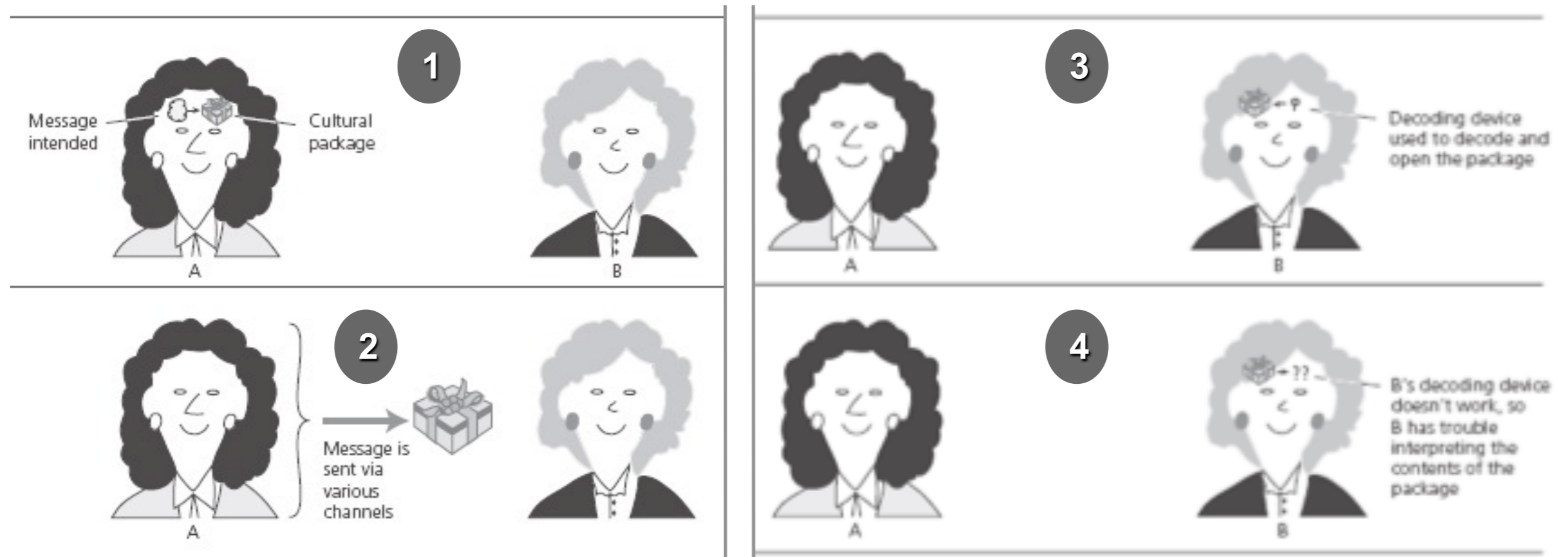
# ***Intracultural versus Intercultural Communication (1)***

	<b>Intracultural</b> Within one culture	<b>Intercultural</b> Cross-culture
Code and rules of encoding & decoding	Same	Different
Negative effects	Stereotypes	Uncertainty and ambiguity Even conflict



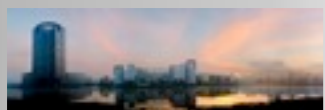
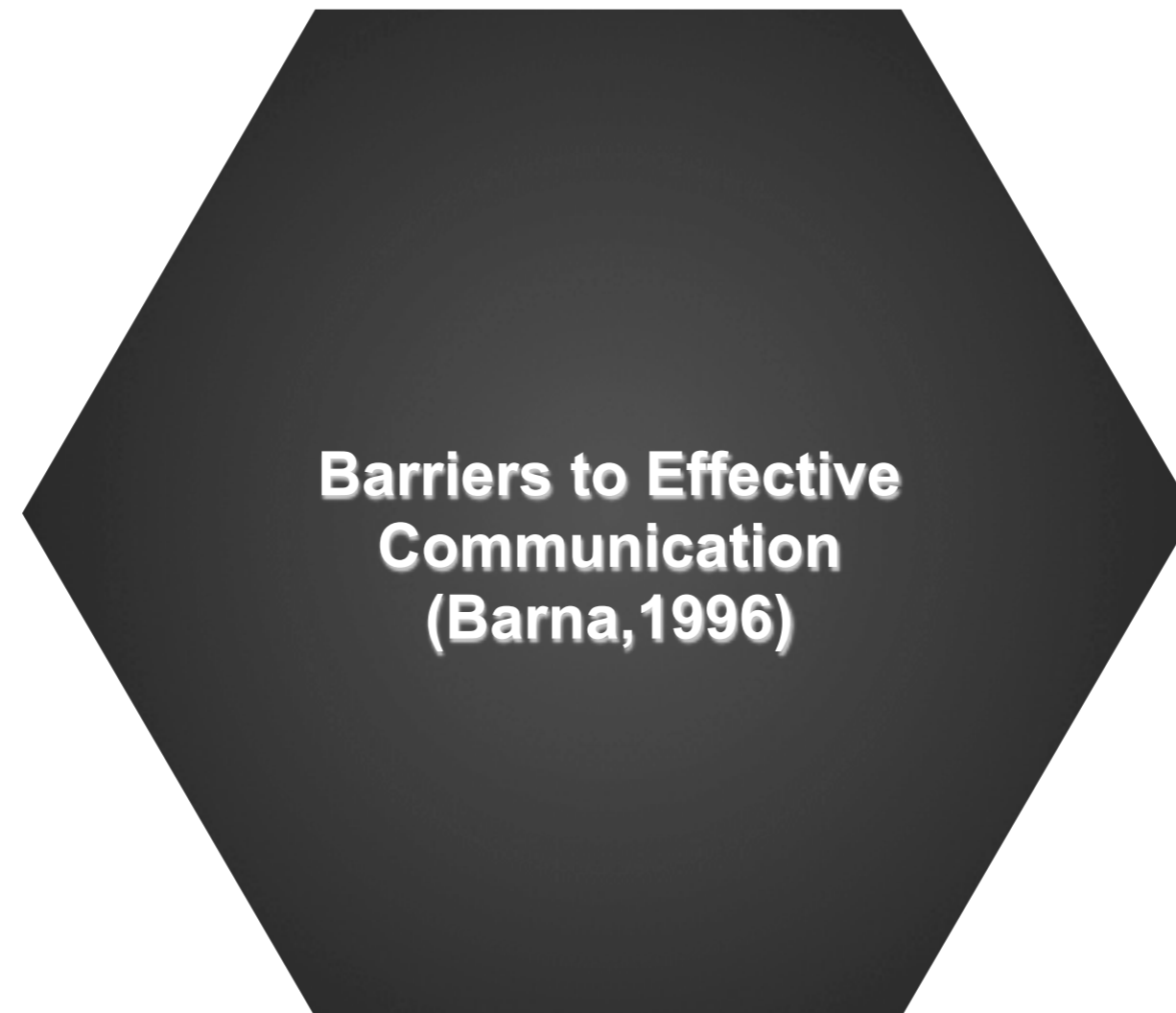


# Intracultural versus Intercultural Communication (2)





# ***Improving Intercultural Communication (1)***

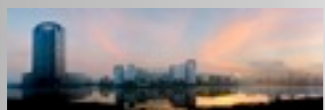




# Improving Intercultural Communication (1)

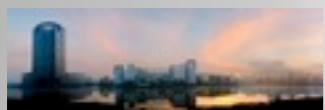
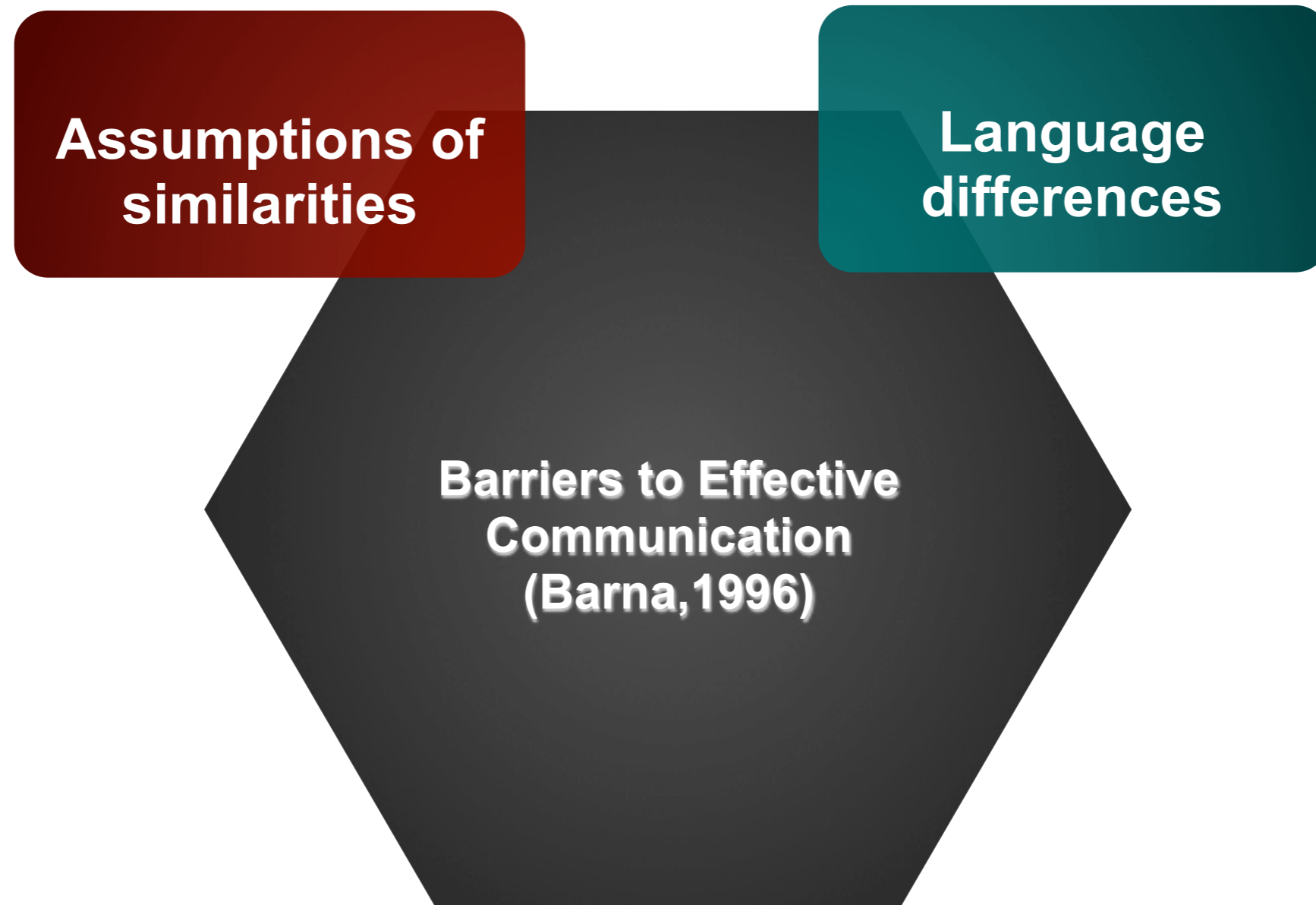
**Assumptions of similarities**

**Barriers to Effective Communication  
(Barna, 1996)**



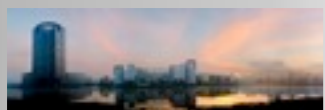
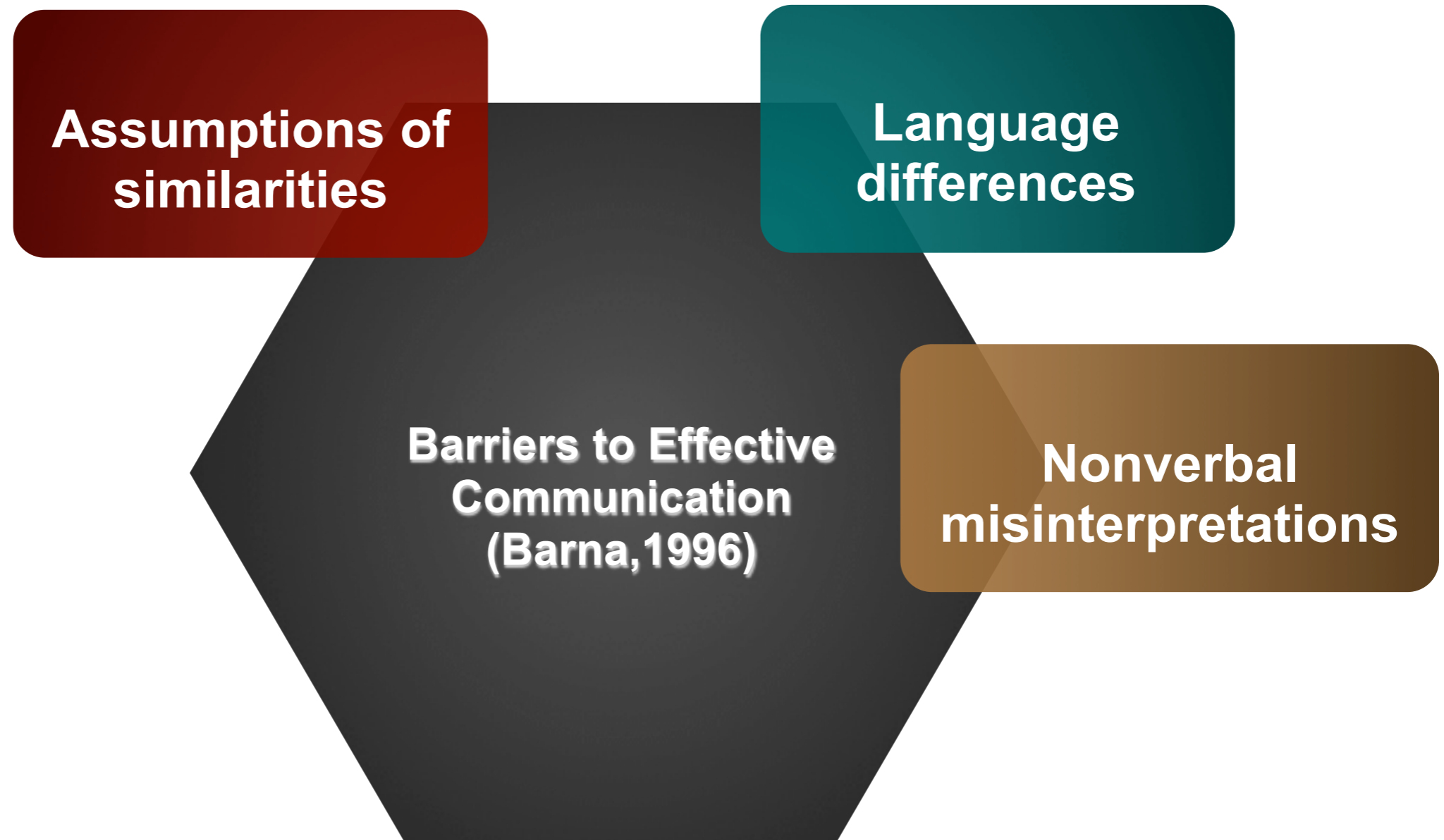


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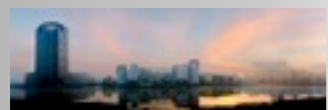
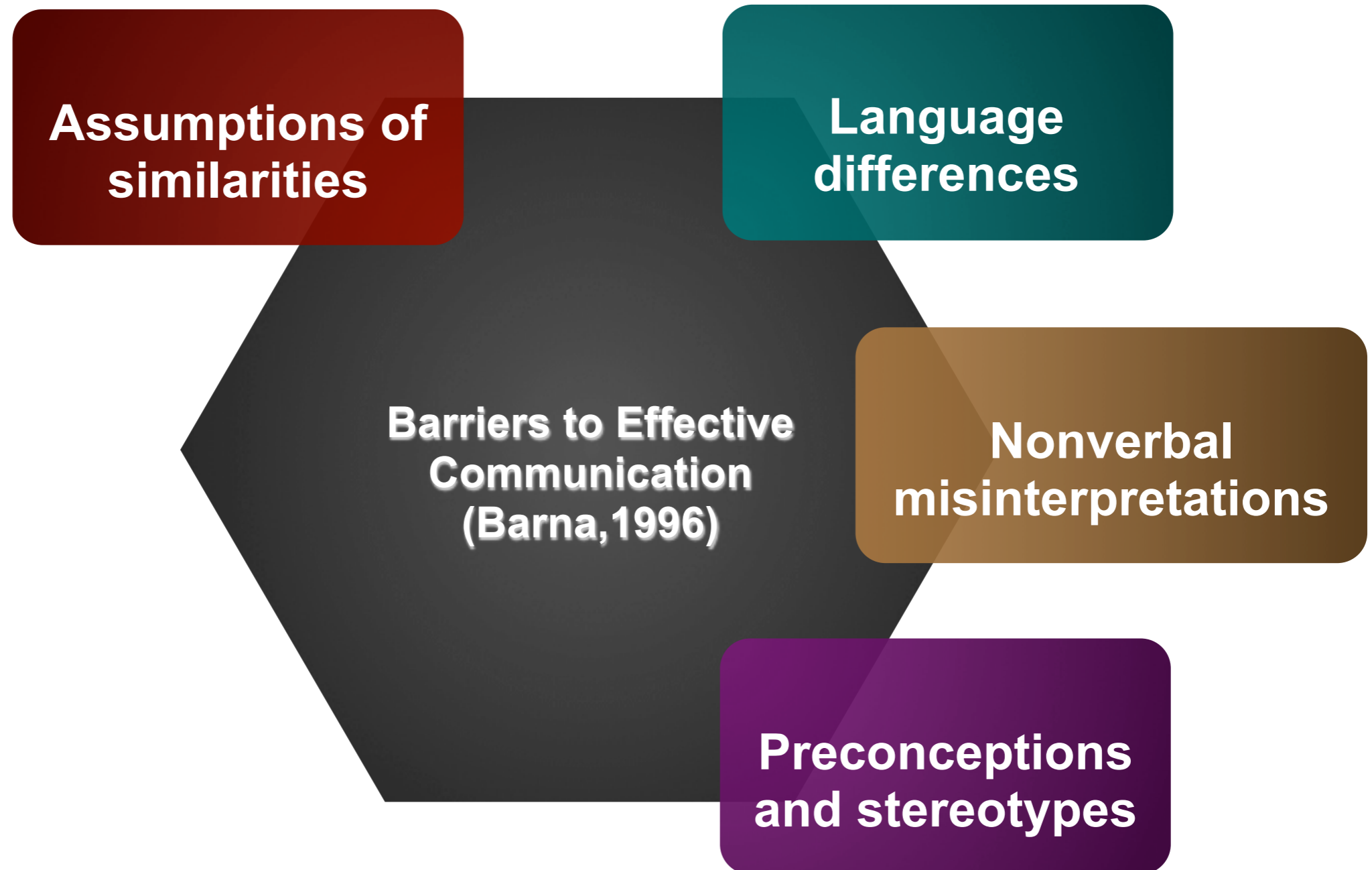




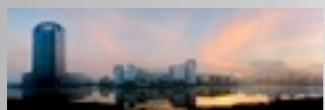
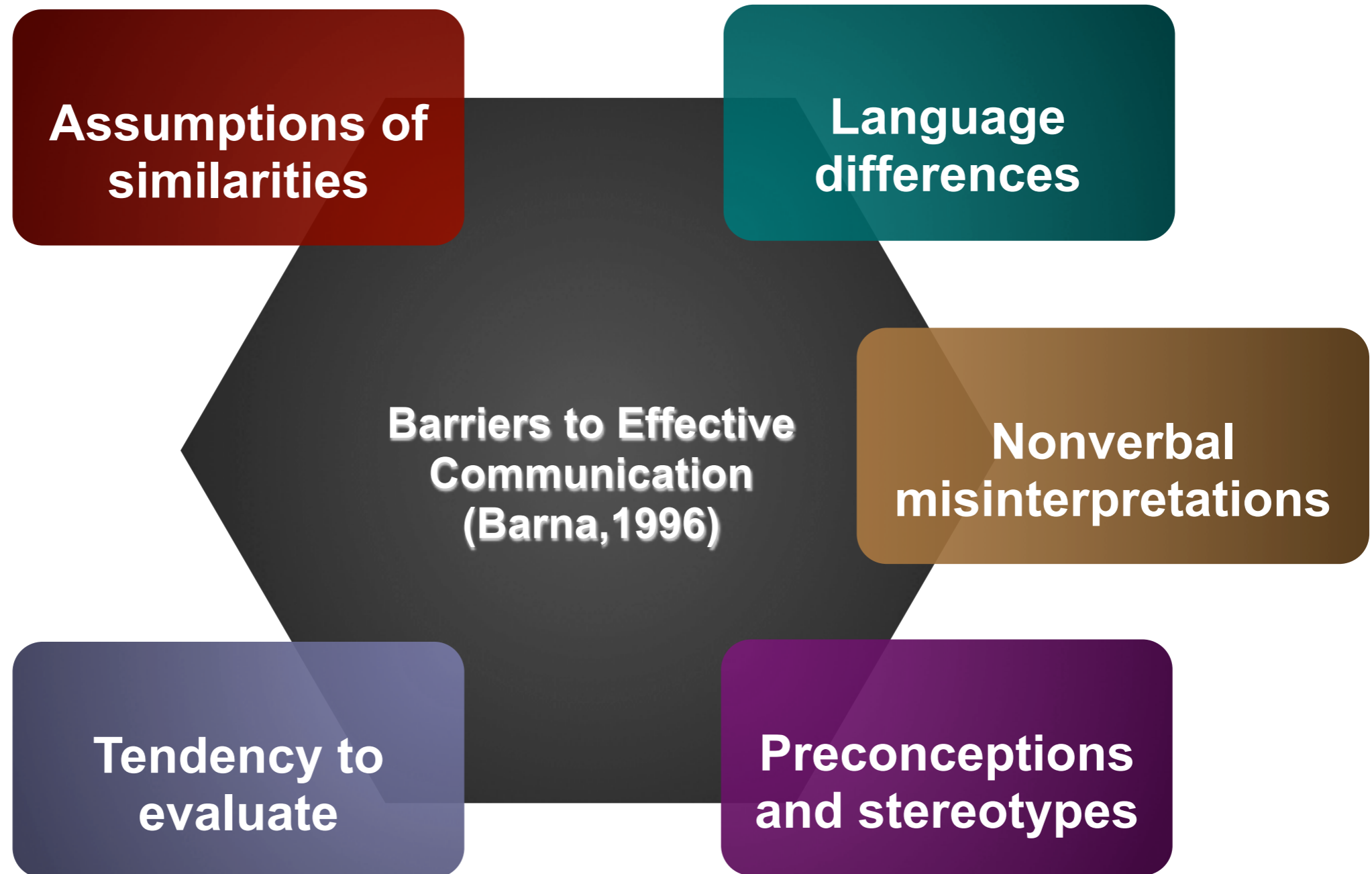
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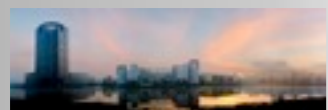
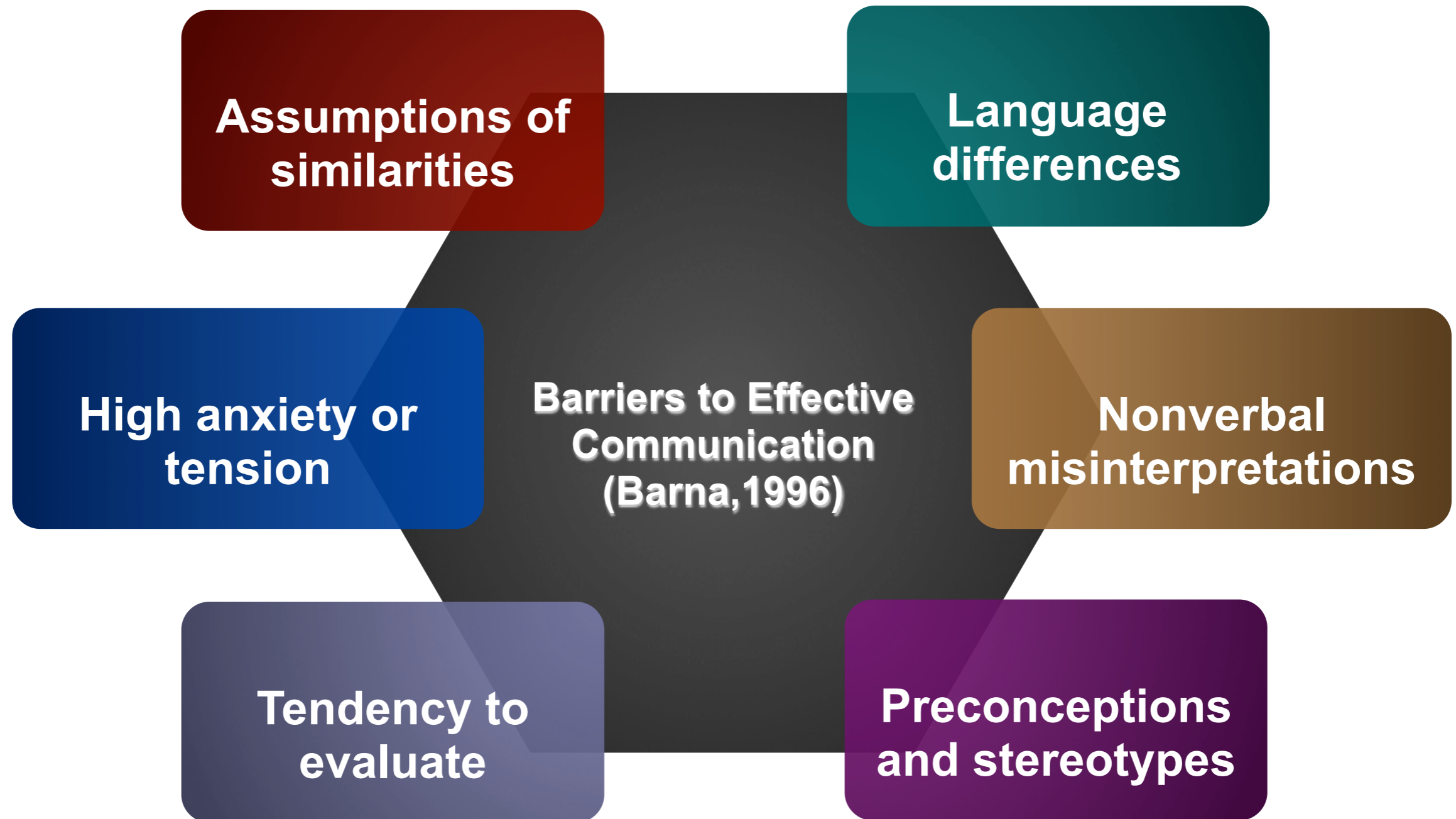
# Improving Intercultural Communication (1)



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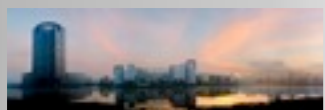
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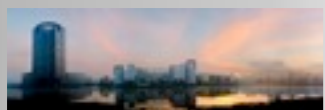
# *Improving Intercultural Communication (2)*





## Improving Intercultural Communication (2)

<b>Concepts to improve Communication</b>	<b>Mindfulness</b> (allows people to be conscious of their own habits, mental scripts, and cultural expectations concerning communication)
	<b>Uncertainty Reduction</b> (one of the major goals of initial intercultural encounters)
	<b>“Face”</b> (in collectivistic culture)

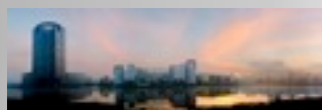




## Improving Intercultural Communication (2)

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	<b>Uncertainty Reduction</b> (one of the major goals of initial intercultural encounters)
	<b>“Face”</b> (in collectivistic culture)

<b>Keys to confronting cultural differences</b>	Emotional Regulation, Openness, Flexibility
	Critical Thinking



# ***Thank You***

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*Zhejiang University, Hangzhou (China)*