

# **Cross Cultural Understanding**

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# Culture and the primary socialization process



#Lecture 1



# Learning Objectives

1. What are the functions and characteristics of culture?
2. How are cultural socialization processes?
3. How is the role of language in socialization processes?
4. What are the seven facets of culture?
5. What are the examples of cultural beliefs, values and worldviews?

# Introduction

# Culture



Source: Canva.com



How do you interpret their hand shape?



Source: Brilio.net

# High Culture



## The Rust Belt Theory of Low-Cost High Culture

One Friday evening this past summer, my friend and I arrived at Joseph Meyerhoff Hall, home of the Baltimore Symphony Orchestra, for an all-Beethoven...

Slate Magazine / Alec MacGillis / Jan 2, 2015

Source: [slate.com](http://slate.com)



## La Traviata (Work - Giuseppe Verdi/Francesco Maria Piave)

La Traviata is probably one of Verdi's most popular works and perhaps one of the world's favourite operas. First, there is the...

Opera Online

Source: [opera-online.com](http://opera-online.com)



## Where you can see Russian State Ballet and Opera House in Lincolnshire soon

One date has sold out, here's where you can still catch the stunning ballets

LincolnshireLive / Dawn Hinsley / Oct 4, 2017

Source: [lincolnshirelive.co.uk](http://lincolnshirelive.co.uk)

Refined, well educated and/or wealthy individuals (The elite ).  
(Jane Jackson, 2014)

# Low Culture



## Community sport clubs struggling in COVID, thousands could shut down

A new survey says most community sporting clubs are losing money and more than 10 per cent could go under because of COVID. Local clubs say the shutdown is having a big social impact on communities, who can't...

abcnews / Sep 20, 2021

Source: [abc.net.au](http://abc.net.au)



## The Importance of Food

Food is a substance we consume for nutritional support. It can be either plant or animal in origin. It contains essential nutrients, such as proteins, vitamins, and minerals. The body cannot produce all of these substanc...

Pizza Place Burwell / Annabella Sloan / Nov 5, 2021

Source: [pizzapalaceburwell.com](http://pizzapalaceburwell.com)



## Tips Berburu Baju Vintage Berkualitas Halaman all

Ada beberapa hal yang perlu diperhatikan saat thrifting atau berburu barang vintage. Halaman all

KOMPAS.com / Bestari Kumala Dewi / Aug 30, 2019

Source: [lifestyle.kompas.com](http://lifestyle.kompas.com)

"Common people"  
(Jane Jackson, 2014)

## Case Study

Robert is a Frenchman currently working in Indonesia. He met many local people at work. He had a difficult time adjusting to the quiet Indonesian way of working. As time went on, he became the first foreigner to get to know these local people very well.

# Facet of Culture

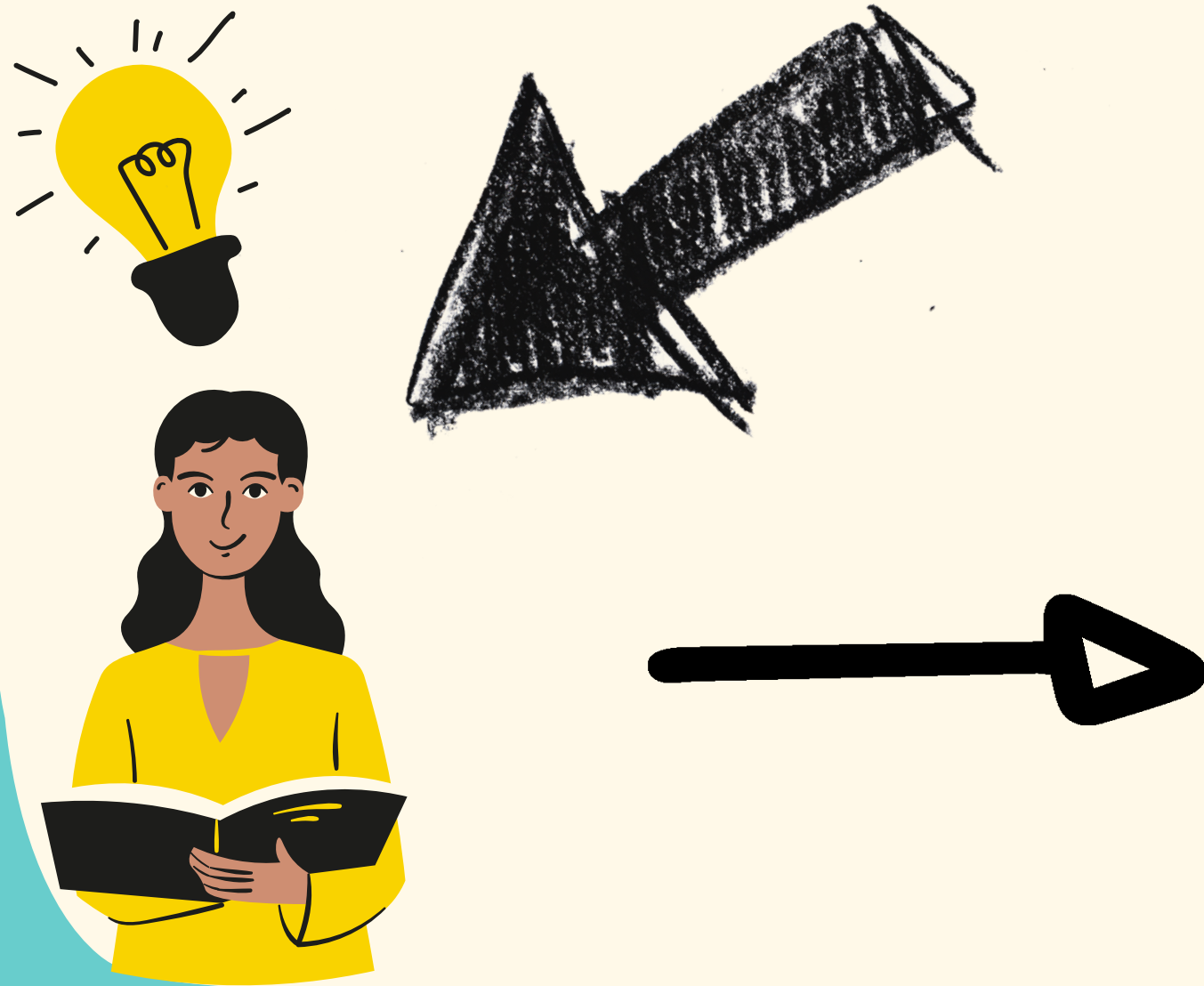
## Culture as Learned



# Enculturation

(Jane Jackson, 2014)

# Socialization



'Through language and **cultural socialization**, our primary cultural beliefs, values, norms and worldviews are internalized.'

(Jane Jackson, 2014)

# Culture as Learned

## Beliefs

'A person's perspective on an object that he believes is true. In essence, beliefs are the basic assumptions we make about ourselves, about others in the world and about how we expect life to be.'

(Jane Jackson, 2014)



Source: freepik.com

**Muslims:** no God but Allah, Muhammad, Qur'an as their devotion.

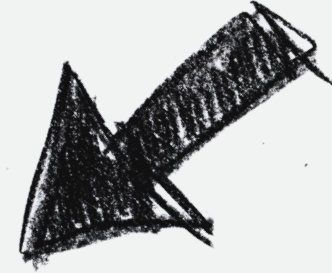
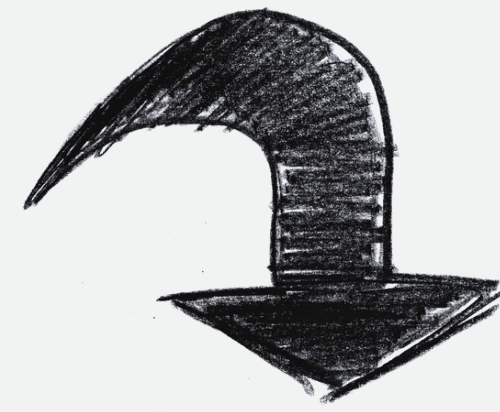
**Christians:** Jesus & Bible as their devotion.

A fundamental belief of **Buddhism** is **reincarnation**

## Case study

Prakash is an Indian who is on vacation in Hong Kong. He knows that the best way to create happiness is to take a vacation somewhere new. He spent his holidays traveling and staying in luxury hotels there. When he searched for the right hotel and the room he wanted, he was quite surprised when in the elevator he did not find the number 4 for the 4th floor. Moreover, he also did not find a room with the number '4' . This made it difficult to find the room.

# Beliefs



**Peripheral** (personal perception)s

(The best way to earn money;  
The way to learn English  
grammar)

**Superstition** (supernatural or  
unusual information).

- In traditional Chinese culture,  
red is lucky color.
- Hong Kong omit all floor  
numbers with '4'
- In Turkey, Nazars or Charms  
are to protect oneself from the  
curse of the evil eye

**(Jane Jackson, 2014)**

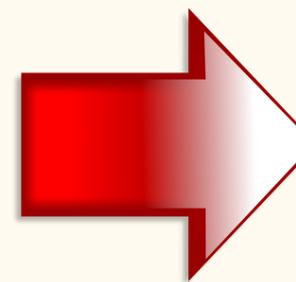
# Culture as Learned

## Values

'Shared ideas about what is right or wrong, fair or unfair, just or unjust, kind or cruel or important and unimportant.'

(Lustig & Koester 2010; Ting-Toomey & Chung 2012, as cited in Jane Jackson, 2014).

**Values**



Guiding principles in one's daily life.

## Case Study

Jack (Taiwanese woman) studied master of business in India. He is a disciplined and studious person. Once he wanted to shop at the market.

His experience in the market surprised him because there were no queues when he wanted to pay or order something. He was confused to see that the last person to come had received service earlier than him.

He was very angry with the seller in the market. This made him uncomfortable and difficult to adapt to in India.



# Culture as Learned



## Worldviews

'A set of people's perceptions of the world.'

### For examples

Nature creation;  
Multiple gods by Buddhism  
The origin of life on earth  
Life after death  
Sin

(Jane Jackson, 2014)



Source: freepik.com



## Case study

Aung Naing Kham (Burmese) who is close friends with Barnabas (Nigeria). Aung visited his friend's house several times. He found his friend raising many animals in his house. Whenever there is an event, Barnabas chooses his pet chicken or deer to cook. This makes Aung feel uncomfortable when visiting there because he is a vegetarian and an animal lover.

# Culture as Learned Traditions

'Traditions are customs or rituals that have been passed down from one generation to another.'

'Healing rituals, folk art, handicrafts, myths and legends, the singing of folk songs in a certain dialect, funeral rites and celebrations of birthdays/weddings/ anniversaries/the coming of age/the birth of a child, etc.'

(Jane Jackson, 2014)



**How Christmas became an American holiday tradition, with a Santa Claus, gifts and a tree**

Christmas was popularized in the United States during the American Civil War, when Harper's Weekly featured the image of Santa Claus visiting the Union Army on its front page.

 The Conversation / Thomas Adam / Jan 21

 Source: [theconversation.com](https://theconversation.com) 



**Mathura Holi-Complete Facts**

Agra Mathura Tours with Holi at Mathura and Barsana is a great experience. You enjoy the Latthmar Holi at Barsana and see Panda walking on fire.

Taj With Guide Blog / Oct 30, 2019

Source: [tajwithguide.com](https://tajwithguide.com) 



## Case study

The moment of vacation in Indonesia is one opportunity that cannot be forgotten by Cruz. He had the opportunity to enjoy the beautiful scenery of southern Sulawesi, Indonesia with a warm welcome from the locals. One time he saw a crowd of people looking like they were celebrating something. Even more surprised, he discovered the fact that it was a funeral service.

"The Torajans believe that when a person passes on, the body of the deceased may decay, but the spirit will linger until a grand funeral ceremony. This ceremony (known as Rambu Solo) may seem to be an occasion of mourning, but the Torajans view it more as a celebration – one that delivers the spirit to the last destination of life, a final resting place referred to as 'Puyo'. The atmosphere is light, full of laughter and good humour, complete with a feast following a livestock sacrifice, and performances that last weeks. This isn't just about paying respects to the dead; for Torajans, the scale of Rambu Solo is a representation of social status – so the bigger the party, the better!"

Source: [indonesia.tripcanvas.co](http://indonesia.tripcanvas.co)

# Culture as Learned



## Cultural Norms

'At an early age, we learn what is considered polite (and impolite) behaviour (e.g. 'good manners'), that is, we discover what we can and cannot say (or do) in certain situations.'

(Jane Jackson, 2014).

e.g 'Kinship uses'



## Case Study

Shaw is an Englishman who is enjoying his vacation in Jogja, one of the cities in Indonesia. He is a 14 year old little boy and is traveling with his older sister Mila (30 years old). One time he called his brother the walking. . . 'Mila, where are you going?'. The caretaker of the hotel where they were staying heard him and whispered to his friend. 'This child is disrespectful' to his brother.



# Culture as Learned



## Cultural Schema

'Through enculturation, we become habituated to expect certain arrangements (e.g. a lecture schema, procedures, placement of furniture) and behaviours (e.g. discourse, dress, social norms of politeness) in specific settings.'

(Jane Jackson, 2014)





## Case Study

I attended a lecture in Hyderabad, India. I saw the speaker was delivering the material complete with a laptop in front of him, and a blackboard behind him, and students sitting in a row facing the front towards the teacher. The students wore uniforms complete with black shoes and socks. I observed during the lecture process. I saw how this learning process lasted until the end. Students wrote what the teacher said and waited to be invited to speak. When they talked, I saw their gesture when they showed that they agreed or understood the material, - by shaking their heads.



# Culture as Learned

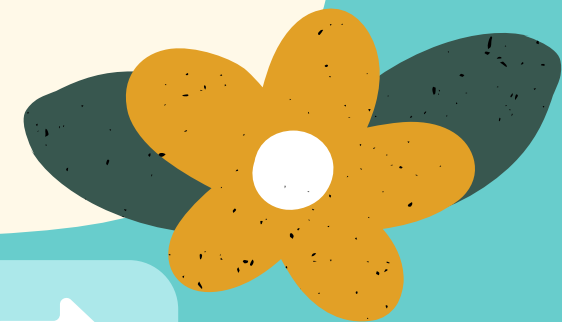


## Cultural Scripts and Language Socialization

'A sequence of actions that is associated with a particular event or situation.'

'A cultural script entails 'cultural rules of speaking' and use certain expressions (e.g. verbal/nonverbal forms of **politeness** and other forms of discourse in particular situations)'

(Jane Jackson, 2014)



NEXT →

## Sociopragmatic (cont.)



Community

Socialization

'Cultural and communicative competence'

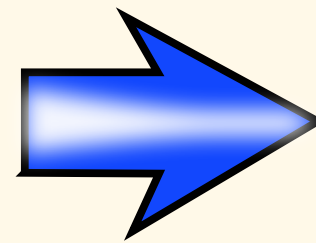
'Sociopragmatic competence in a language comprises more than linguistic and lexical knowledge. It implies that the speaker knows how to vary speech-act strategies according to the situational or social variables present in the act of communication'

(Harlow 1990: 328, as cited in Jane Jackson, 2014)

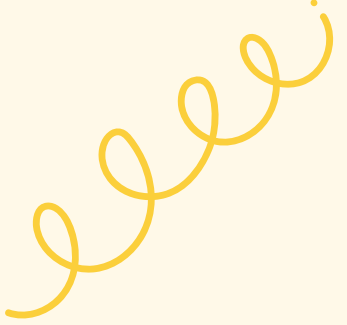


## Social Sanctions?

**'Social sanctions are the measures used by a society to enforce its rules of acceptable behavior.'**



'If children use profanity in class or when talking with their grandparents, they would likely be considered rude; for punishment, they might be verbally excluded from activities.'



(Mosby, 2009, as cited in Jane Jackson, 2014)

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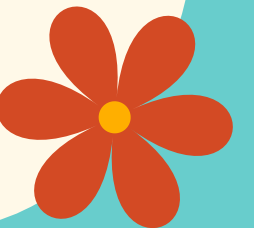


## Honourifics?


'Honourifics are titles or expressions in some languages that convey respect towards a social superior).'

Mr., Mrs., Ms., Captain, Coach, Professor, Reverend (to a member of the clergy), and Your Honor (to a judge).

(Jane Jackson, 2014)



# Culture as Shared



'In our formative years, our family, community, religion (if any), school and home country serve as sources for our primary cultural orientation, promoting certain beliefs, values, traditions, languages and norms either directly or indirectly. As we mature and experience life, we gradually make more choices for ourselves.'

(Jane Jackson, 2014)



# Culture as Shared

## Race

'Anthropologists originally divided people into groups (e.g. Mongoloid, Caucasoid, Negroid) based on physical appearance (e.g. skin colour, facial features)'. (Jane Jackson, 2014)



**What do Latinos think of state of race relations today?**

A digest of news reported by mainstream news media and research institutions.

 ANR Blogs

Source: [ucanr.edu](http://ucanr.edu)

# Culture as Shared

## Ethnicity

'Ethnic groups may be distinguished by a wide range of characteristics, such as ancestry, language or accent, customs or traditions, physical features, a common sense of history, family names, diet, forms of dress and religion.'

(Jane Jackson, 2014)

**'Indigenous Australians, Italian Americans, Malays and Chinese'.**



## Case Study

Gumb, a Nigerian, was participating in a discussion forum in Manchester. He is critical, intelligent, and has a broad general knowledge of culture and politics. He became the representative of his country for this discussion forum. He had a hard time expressing his opinion. The moderator didn't seem to give him a chance to express his opinion in the big forum. Several times he raised his hand but was not given a chance. As a result, in this forum, Gumb did not get a chance to speak at all.

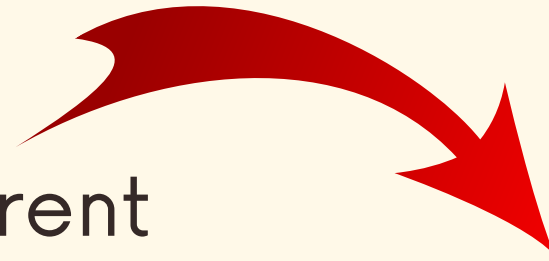
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# Culture as Shared

## Subcultures

'Subculture is the smaller, coherent collective groups that exist within a larger dominant culture and which are often distinctive because of race, social class, gender, etc.'

**(Liu et al., 2011: 293, as cited in Jane Jackson, 2014)**



'**age** (e.g. youth culture),  
**appearance** (e.g. dress, body piercings),  
**behaviour** (e.g. geeks, nerds),  
**language** (e.g. use of slang, terminology, code-mixing),  
**nonverbal actions** (e.g. use of certain gestures),  
**physical disability** (e.g. deaf culture),  
**profession** (e.g. legal culture, business culture),  
**sports** (e.g. football culture),  
**technology** (e.g. online/digital culture)'

**(Jane Jackson, 2014)**

# Culture as Shared

## Speech Community

'Refers to a group of people who use the same variety of a language and who share specific rules for speaking and for interpreting speech.'

**'English learners'**

Salzmann et al. 2012: 226, as cited in Jane Jackson, 2014)

## Case Study

Tang Mo is a Thai working in England. He had a hard time interacting with local people. Local people tend to stay away from him and did not want to make friends with him. This incident also happened to Chen (Chinese). However, there are things that are different when there are Malaysians at work. They accept these people and befriend them. This incident made him give up working to earn money there. It wasn't long before he finally decided to return to Thailand.

# Culture as Shared

## Ingroups & Outgroups

'Ingroups refer to groups with whom one feels emotionally close and with whom one shares an interdependent fate, such as family or extended family, a sorority or fraternity, or people from one's own cultural or ethnic group.'

(Ting-Toomey & Chung 2005: 380–81, as cited in Jane Jackson, 2014)



### How Ingroup and Outgroup Branding Can Reach Key Customer Segments

Humans are tribal. We self-identify in countless different ways. I'll use myself as an example. I live in Jacksonville. I'm an alumni of the University of Florida. I'm Jewish. I drive an electric car. I work in...

Honeyweb

Source: [honeyweb.com.au](http://honeyweb.com.au)

# Outgroups?

'Outgroups are groups with whom one feels no emotional ties and, at times, from whom one may experience great psychological distance as a result of perceived scarce resources and intergroup competition' (Ting-Toomey & Chung 2005: 383, as cited in Jane Jackson, 2014)



## Overcoming In and Out Groups in Teams

A quick guide to dealing with "in groups" and "out groups." Why it's important to make sure influence is fair.

CEOCOachBates / Michael Seitchik

Source: [bates-communications.com](http://bates-communications.com)

## Accent & Dialect



**Accent** (the way one pronounces words when one speaks) **or dialect** (variety of language used in a specific region) **can signify and reinforce** membership in a particular group.

'These same linguistic features may also serve as **a barrier** in other situations and prevent individuals from being accepted by other groups or communities.'

(Jane Jackson, 2014)

# Culture as Shared

## Discourse Communities?

'Groups of people who share particular registers and use the kinds of text (both spoken and written) in which these registers occur.'

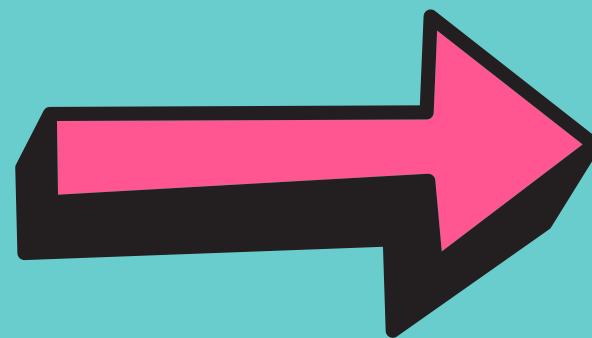
'Workplace'

(Hewings and Hewings, 2005, as cited in Jane Jackson, 2014)

'Registers are 'linguistically distinct varieties in which the language is systematically determined by the context'

(Davies 2005: 114, as cited in Jane Jackson, 2014)

'English for Specific Purposes (ESP) teachers,'



#### What Is Register in Linguistics?

There are five types of registers in linguistics. These determine how we communicate, based on such factors as social occasion, purpose, and audience.

Co. ThoughtCo / Richard Nordquist / Sep 13, 2009

Source: [thoughtco.com](https://www.thoughtco.com)

# Case Study 1

Jerry is a Malaysian who studies in New York. He often acts calm and reserved in his college while his friends interact more with other people. His friends often invite him to hang out and party but Jerry always refuses. Once upon a time, New York youths had a birthday party without inviting Asians.

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# Culture as Relative



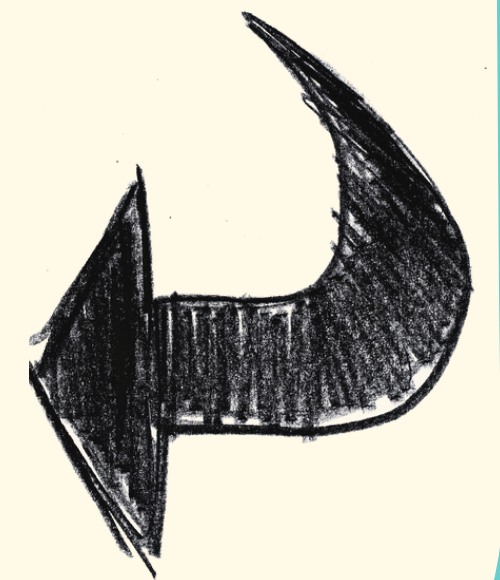
## Ethnocentrism

'A point of view that accepts one's group's standards as the best, and judges all other groups in relation to theirs. **Ethnocentric mindset** does not foster the respect that is essential for cordial intercultural relations.'

(Berry et al., 2011: 469, as cited in Jane Jackson, 2014)

'Essentialism and reductionism occur 'when one treats a heterogenous collection as homogenous', e.g. 'as if, all those of a single nation or even subgroup have the same cultural characteristics.'

(Jane Jackson, 2014)



(Generalization and ignoring individual difference  
'Asian students studying in Harvard university')



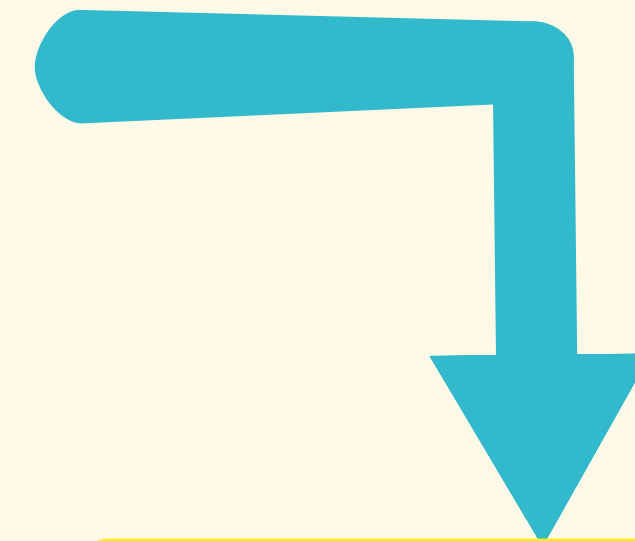
## Case Study 2

Akihiro is a Japanese who has participated in a student exchange program in Indonesia. But in Indonesia, he experienced a culture shock where he always found himself always first in his campus building. He was surprised when he saw that many of his friends were late for class. Once when Akihiko returned to Japan, he had a friend who was on vacation in Japan. He is Indonesian. They plan to go on vacation together. One time, Akihiro decided to come later than 10 am. They agreed to meet at the cafe that hour. It turned out that when Akihiko came at 10.30 am, he saw his friend had been waiting for him for a long time.

# Culture as dynamic and mediated

'culture is not something that you think or possess or live inside of. It is something **that you do**. And the way that you do it might be **different** at different times and in different circumstances'

(Scollon et al. 2012: 5, as cited in Jane Jackson, 2014).



New people = different discourse, cultural scripts, worldviews)

'Media Social'

# Culture as individual, fragmentary and imaginary

'Our understandings of our culture or any cultural group that we belong to are incomplete and dependent on our experience, level of cultural knowledge and awareness and our **individual** point-of-view.'

(Jane Jackson, 2014)

'Culture is variable and continuously produced through discourse. Thus, **language interaction** is central to how culture evolves within and between groups at every level' (Scollon et al. 2012, as cited in Jane Jackson, 2014).

'We belong to an **'imagined community'** in which we assume that other members follow norms, practices and beliefs similar to our own.'

(Anderson, 1983, 1991, as cited in Jane Jackson, 2014)

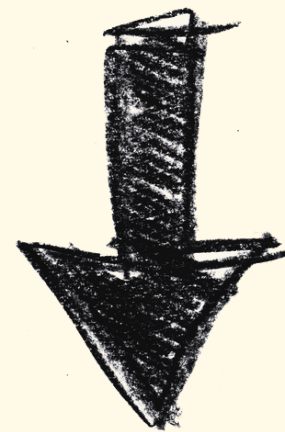
**'Nation - National Identity - National culture'.**



Source: [Canva.com](https://www.canva.com)

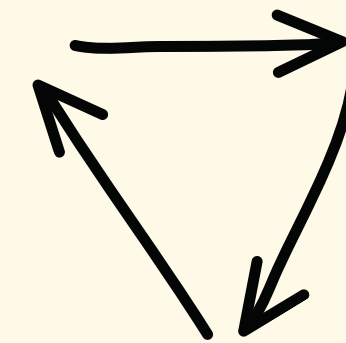
# Culture as contested

'Culture is not simply passed from one generation to the next; rather it is 'a contested zone' in which different groups **struggle** to define issues with their own interests in mind.'



'Learning other language'

Culture



Contested

'Rejection'

(Martin & Nakayama 2010a; Moon 2002, as cited in Jane Jackson, 2014).

# Case Study

Francisco is an East Timorese who has good English skills. He often talks to his classmates in English every day. He was sure that he had mastered the language. One day he met a native American speaker who was talking to his teacher. When he heard the native, he felt insecure and didn't want to talk to him. He becomes quiet and tends to keep his distance.

# Culture as communication

'Culture is a code we learn and share, and learning and sharing require communication. And communication requires coding and symbols, which must be learned and shared.

**Communication and culture are inseparable.'**

**(Smith 1966: 7, as cited in Jane Jackson, 2014)**

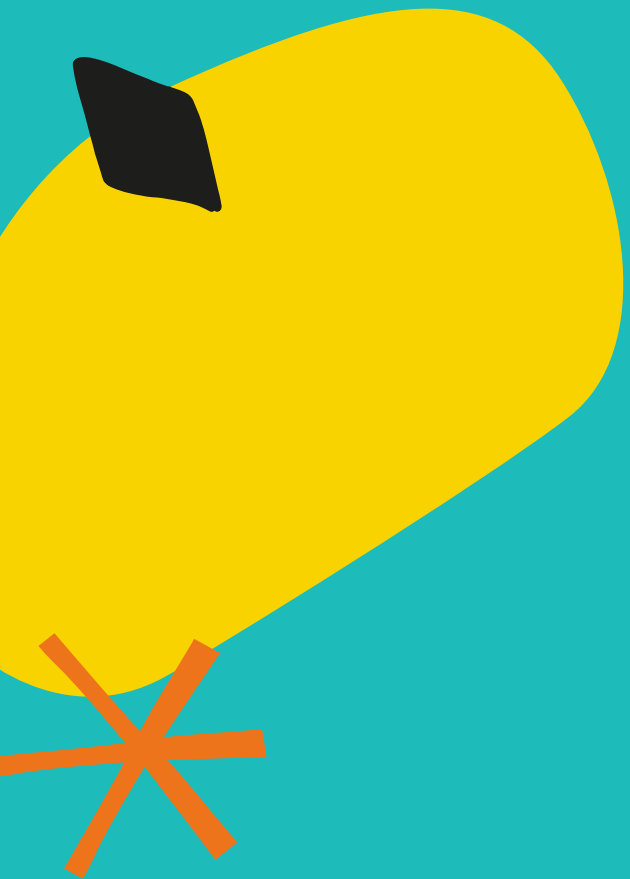


Source: [Canva.com](https://www.canva.com)

**Now, answer the following questions!**

1. What are the functions and characteristics of culture?
2. How are cultural socialization processes?
3. How is the role of language in socialization processes?
4. What are the seven facets of culture?
5. What are the examples of cultural beliefs, values and worldviews?

Thank you.



## References

Jackson, J. (2014). Introducing language and intercultural communication. Routledge.

<http://indonesia.tripcanvas.co/strange-rituals-and-traditions/>

## Picture references:

- Picture in slide 2:

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- Picture in slide 4:

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- Picture in slide 5:

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<http://www.gordonps.co.uk/promoting-positive-behaviour.html>

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- Picture in slide 6:

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- Picture in slide 7:

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- Picture in slide 8:

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- Picture in slide 10:

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- Picture in slide 11:

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## Picture references:

- Picture in slide 12:  
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- Picture in slide 17:  
[https://www.freepik.com/premium-vector/different-religion-culture-people-representative-traditional-clothes-set\\_10640804.htm](https://www.freepik.com/premium-vector/different-religion-culture-people-representative-traditional-clothes-set_10640804.htm)
- Picture in slide 19:  
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- Picture in slide 21:  
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- Picture in slide 49:  
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