



Cross Cultural Understanding

Chapter 3

Intercultural Communication

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Learning Objectives



By the end of this chapter, you should be able to:

1. define intercultural communication, interpersonal communication, and cross-cultural communication.
2. identify and describe seven imperatives for studying language and intercultural communication today.
3. explain how studying language and intercultural communication can lead to increased self-awareness and understanding of people who have a different linguistic and cultural background.
4. describe the characteristics of an ethical intercultural communicator.

Introduction

- 1. intercultural communication**
- 2. interpersonal communication**
- 3. cross-cultural communication**
- 4. Seven imperatives for studying language and intercultural communication:**
 - globalization,
 - internationalization,
 - advances in transportation and communication technologies,
 - changing
 - demographics,
 - conflict and peace,
 - ethics and personal growth and responsibility.
- 5. the characteristics of an ethical intercultural communicator.**







Intercultural communication-‘the exchange of information between individuals who are unlike culturally’.


(Rogers and Steinfatt, 1999, as cited in Jackson, 2014)







"a situation where people from different cultural backgrounds come into contact with each other; or a subject of study that is concerned with interactions among people of different cultural and ethnic groups and comparative studies of communication patterns across cultures"

(Zhu Hua 2011: 422, as cited in Jackson, 2014)



"Intercultural communication involves interaction between people whose cultural perceptions and symbol systems are distinct enough to alter the communication event."

(Samovar et al. 2010: 12, as cited in Jackson, 2014).



Cultural membership is 'marked variously by race, ethnicity, nationality, language, class, age and gender'

(Jack and Phipps, 2005, as cited in Jackson, 2014)



SO, WHAT'S INTERCULTURAL
COMMUNICATION?

Intercultural communication generally
refers to interpersonal communication

(Jackson, 2014)



Interpersonal communication 'a form of communication that involves a small number of individuals who are interacting exclusively with one another and who therefore have the ability both to adapt their messages specifically for those others and to obtain immediate interpretations from them.'

(Lustig & Koester, 2010: 19, as cited in Jackson, 2014).

The difference between cross-cultural and intercultural communication



"Cross-cultural communication generally refers to the comparison of communication behaviours and patterns in two or more cultures..."

(Gudykunst, 2003, Jackson, 2014)

Cross-cultural communication research typically compares and contrasts native discourse and communication behaviours (or styles) in different cultures.

(Jackson, 2014)

'Intercultural communication involves interaction between people from different cultural backgrounds.'

(Gudykunst, 2003, as cited in Jackson, 2014)

'intercultural communication research involves an investigation of interpersonal interaction between individuals (or groups) from diverse linguistic and cultural backgrounds. The form of this intercultural contact varies.'

(Jackson, 2014)



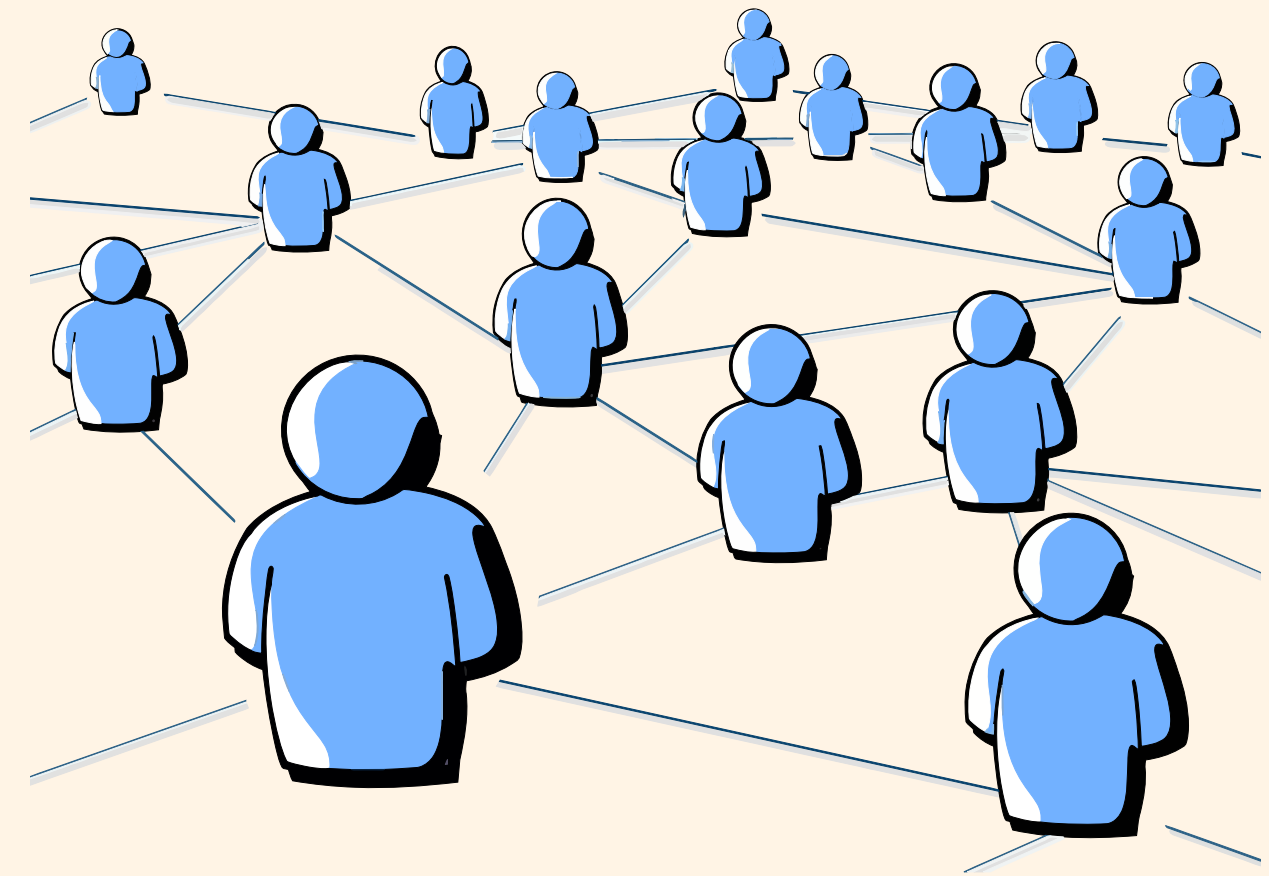
REASONS TO STUDY LANGUAGE AND INTERCULTURAL COMMUNICATION



Globalization

'Globalization involves a process of removing government-imposed restrictions on movements between countries in order to create an “open”, “borderless” world economy.'

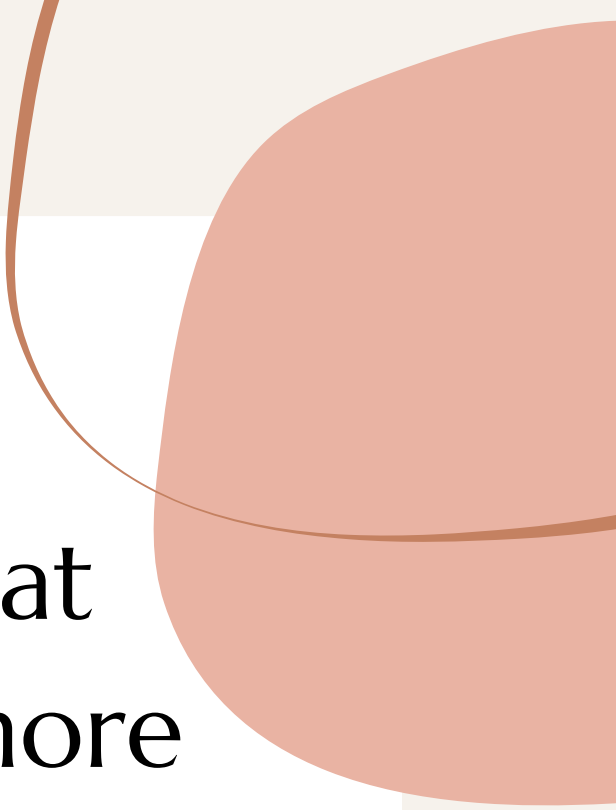

(Scholte, 2000: 16, as cited in Jackson, 2014)



‘the flow of technology, economy, knowledge, people, values, [and] ideas... across borders’,

Knight and deWit, 1997: 6, as cited in Jackson, 2014

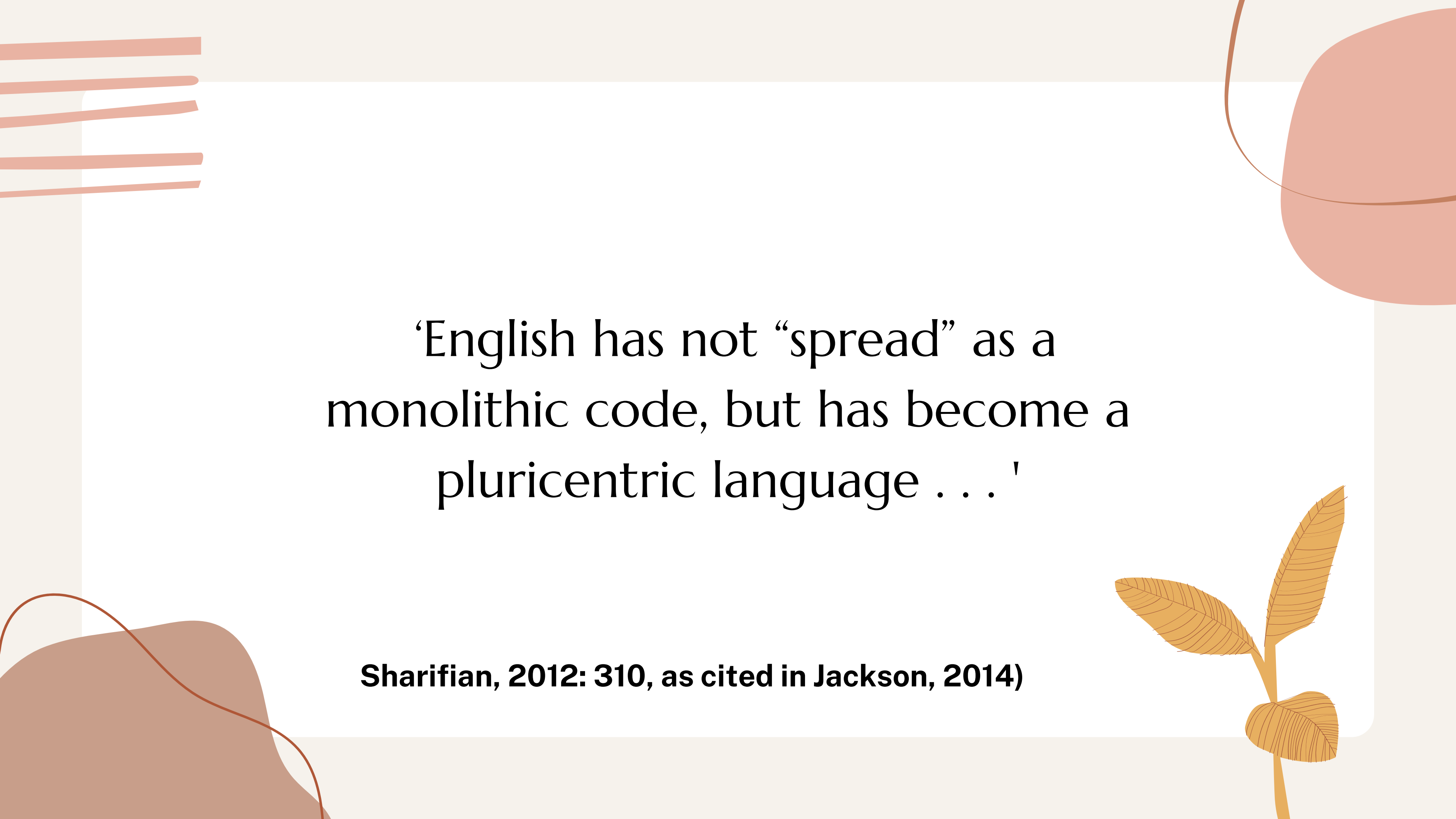




'spatial-temporal processes, operating on a global scale that rapidly cut across national boundaries, drawing more and more of the world into webs of interconnection, integrating and stretching cultures and communities across space and time, and compressing our spatial and temporal horizons. '

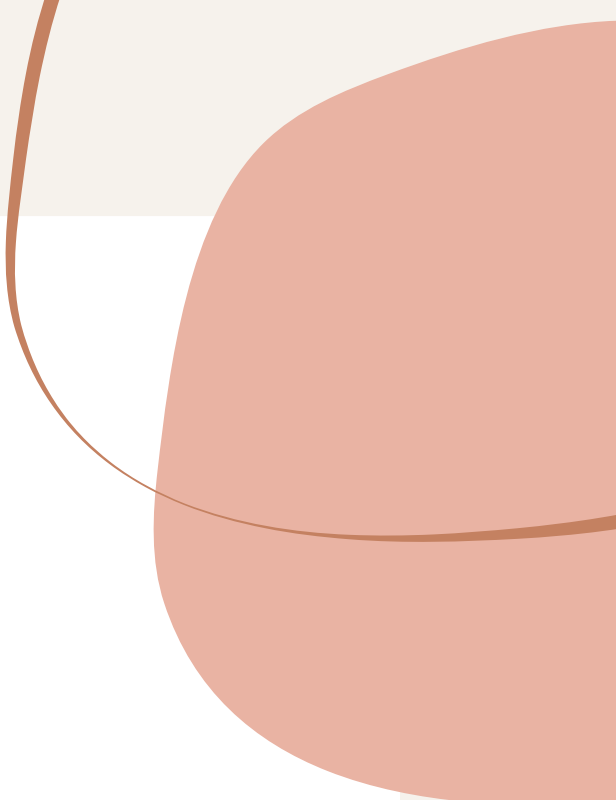

(Inda & Rosaldo, 2006: 9, as cited in Jackson, 2014)





‘English has not “spread” as a monolithic code, but has become a pluricentric language . . . ’

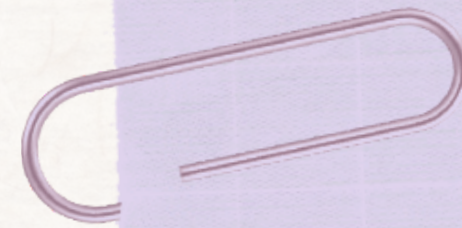
Sharifian, 2012: 310, as cited in Jackson, 2014)



'non-native speakers of English now outnumber native speakers by three to one.'

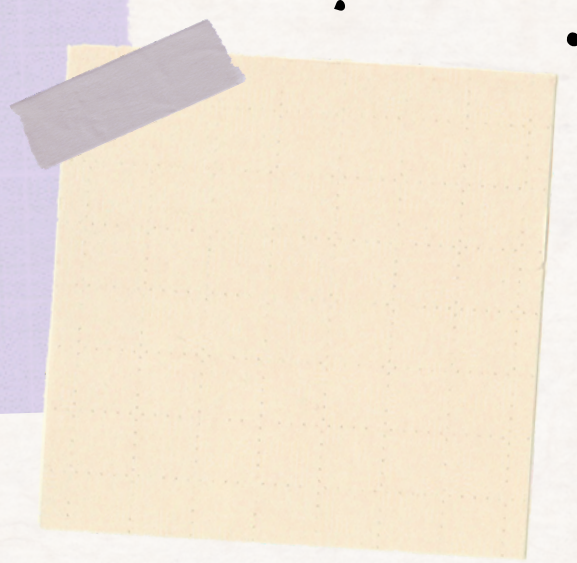


(David Crystal, 2010, as cited in Jackson, 2014)



'... English has become a
lingua franca ...'

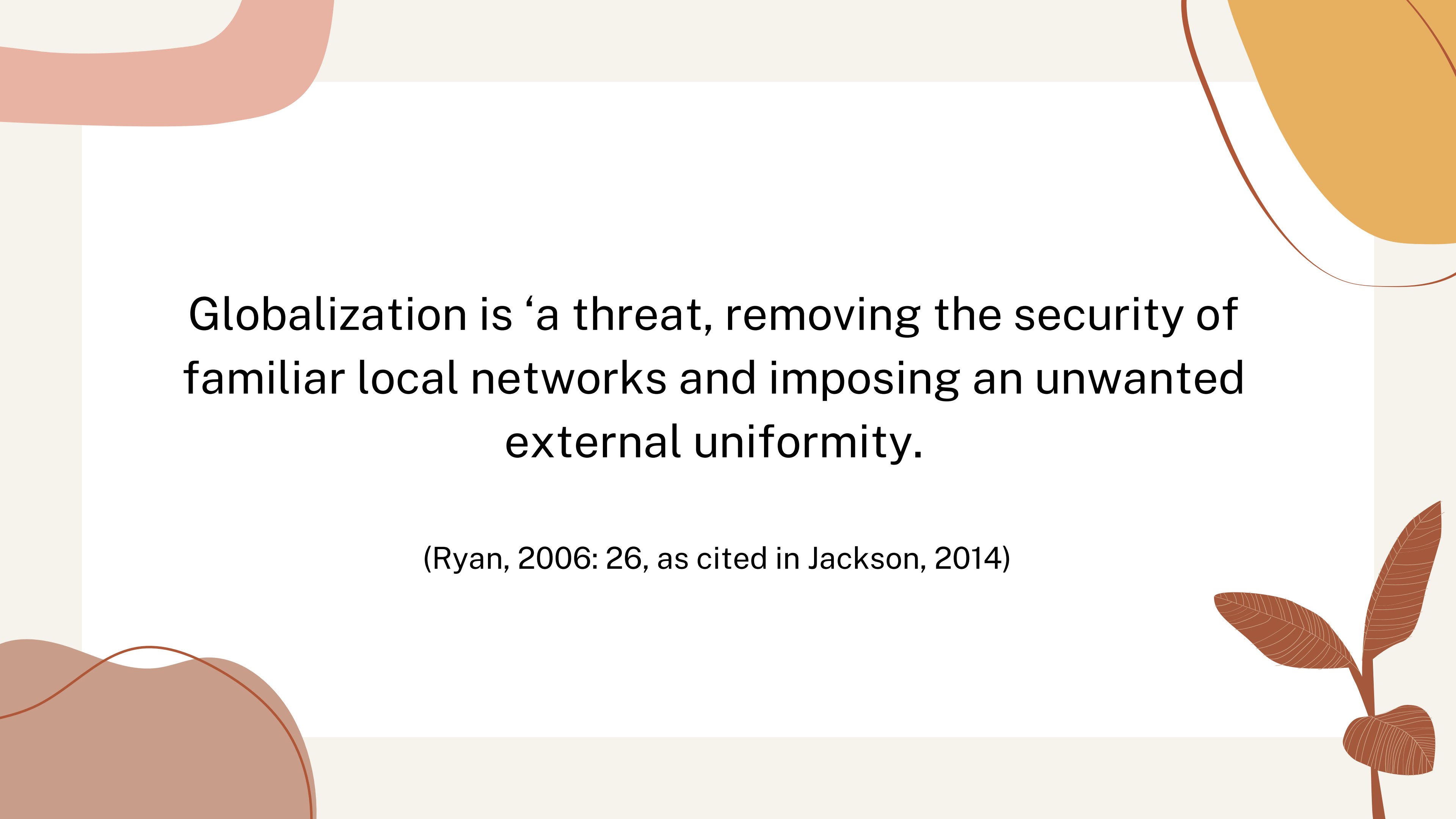
(Trudgill, 2003: 80, as cited in Jackson,
2014)





The impact of globalization on *ways of being*

(Jackson, 2014)

The background features a light beige color with several abstract shapes in shades of terracotta and burnt orange. In the top left, there is a curved shape. In the top right, there is a large, rounded shape. In the bottom left, there is a large, rounded shape. In the bottom right, there is a stylized illustration of a plant with three leaves and a stem.

Globalization is ‘a threat, removing the security of familiar local networks and imposing an unwanted external uniformity.

(Ryan, 2006: 26, as cited in Jackson, 2014)



Internationalization

Internationalization

Accelerating globalization has resulted in increased investment in training for **knowledge industries (organizations or industries dependent on a workforce with advanced scientific or technological knowledge and skills) and **second or foreign language teaching**.**

e.g. 'ELT (English language teaching), has become a global industry'

(Jackson, 2014)

Intercultural competence is an ability to communicate effectively and appropriately in intercultural situations based on one's intercultural knowledge, skills and attitudes.

(Deardorff, 2006: 249 as cited in Jackson, 2014)

internationalization, ‘any systematic sustained effort aimed at making higher education more responsive to the requirements and challenges related to the globalization of societies, economy and labor markets’.

(Kälvermark and van der Wende, 1997: 19, as cited in Jackson, 2014)

Internationalization at home (**laH**) refers to the embedding of international/ intercultural perspectives into local educational settings to raise the global awareness, cultural understanding and intercultural competence of faculty and students.

(Turner & Robson, 2008: 15, as cited in Jackson, 2014)

Education abroad is an education outside their home country such as study abroad, internships, work, volunteering and directed travel with learning goals.

(Forum on Education Abroad, 2011, as cited in Jackson, 2014)

Advances in transportation and communication technologies



Telecommunication

(significant distances/audience)

telephones

telegraphs

Internet

Mass media

(Large market/audience)

magazines

television

newspapers

radio, book,
recording.

(Jackson, 2014)

In 1962, Marshall McLuhan, a Canadian educator, philosopher and scholar, coined the term global village to refer to the way the world is 'shrinking',

(as cited in Jackson, 2014)

"Information and communications technology (ICT) refers to the role of unified communications and the integration of telecommunication . . . "

(Jackson, 2014)

"ICT consists of information technology (IT) as well as telecommunication, broadcast media, all types of audio and video processing and transmission and network-based control and monitoring functions."

(Tuffley, 2011, as cited in Jackson, 2014).

Social media is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content.

(e.g. Facebook, Myspace, Twitter, Google Groups, Windows Online, blogs, Wikis, Skype, LinkedIn and multimedia (such as YouTube)

(Kaplan & Haenlien, 2010: 61, as cited in Jackson, 2014)



Changing demographics

Human migration entails physical movement by people from one place to another, sometimes over long distances

Immigration, that is, moving from one's home country to reside in another, is providing more possibilities for intercultural interaction in many parts of the world.

(Jackson, 2014)

Ethnic cleansing is the violent removal of an ethnic or religious group by another.

Human trafficking/the modern slave trade is the illegal trade of human beings for sexual exploitation or forced labor.

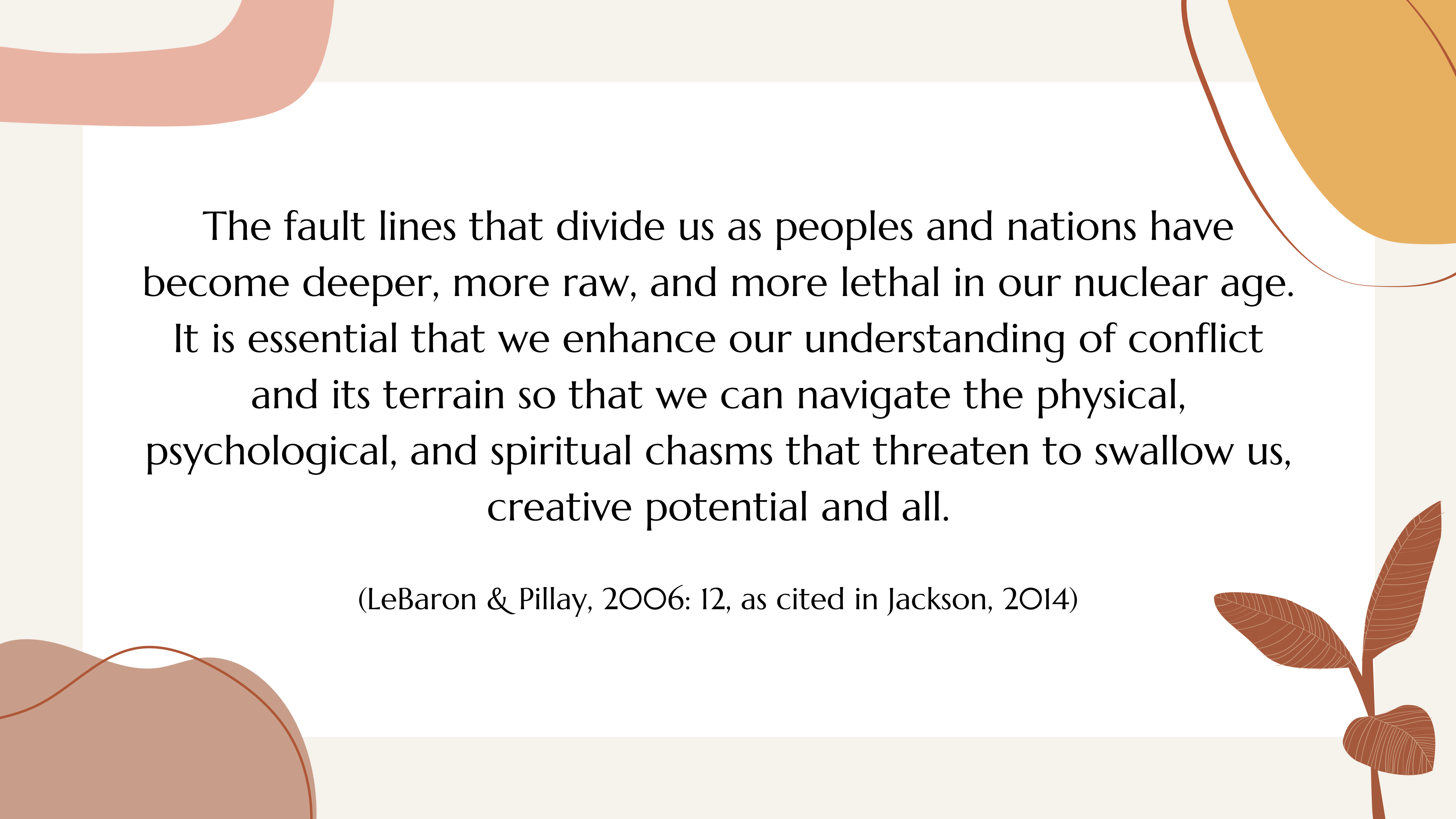
(Jackson, 2014)

Refugees are people that displaced by war, economic crises, religious persecution, natural disasters or other calamities.

(Jackson, 2014)




Conflict and peace



The fault lines that divide us as peoples and nations have become deeper, more raw, and more lethal in our nuclear age. It is essential that we enhance our understanding of conflict and its terrain so that we can navigate the physical, psychological, and spiritual chasms that threaten to swallow us, creative potential and all.

(LeBaron & Pillay, 2006: 12, as cited in Jackson, 2014)

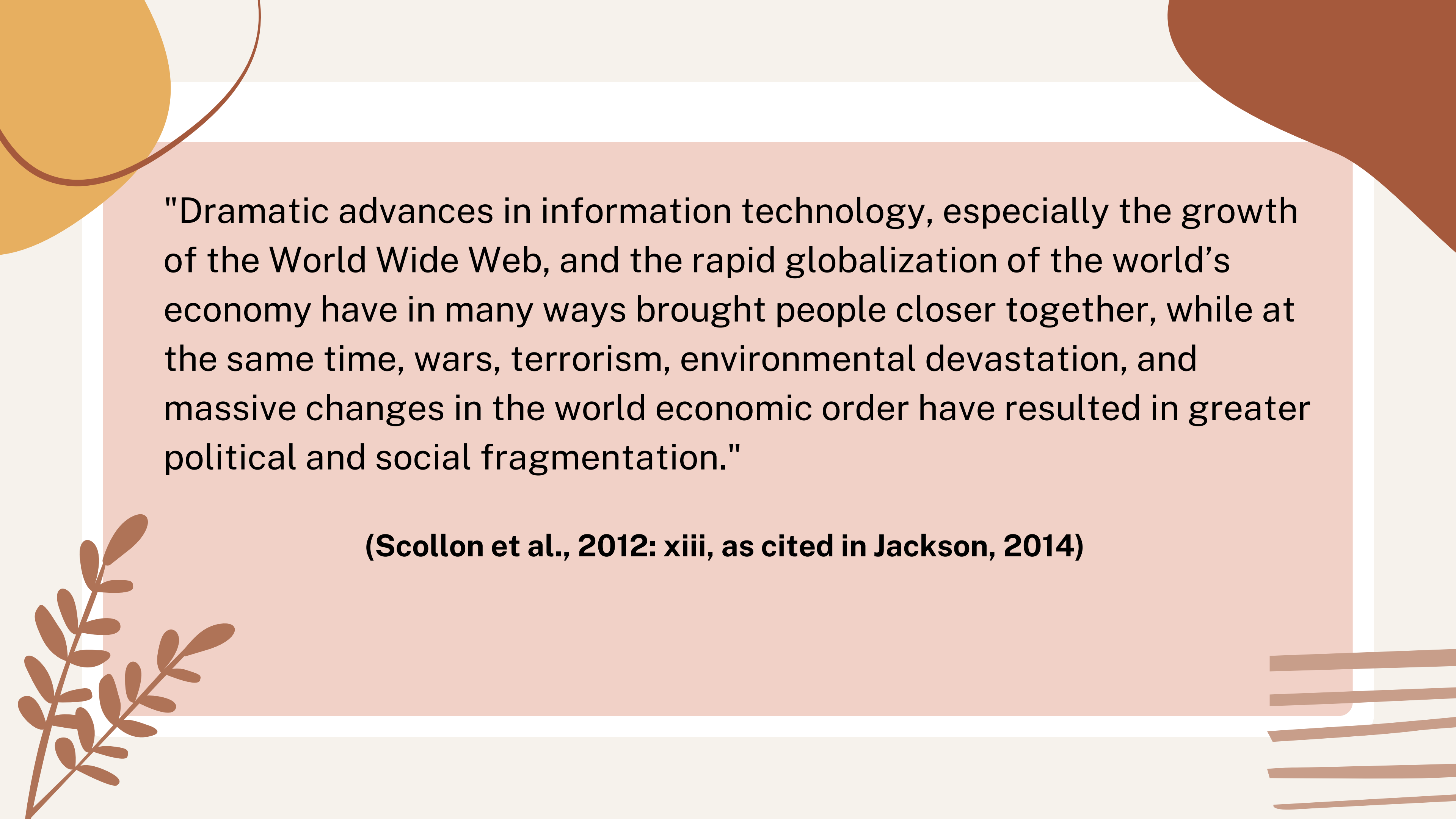




"the acceptance, in fact, the
celebration of our individual and
cultural differences."

(Peck, 1978, as cited in Jackson, 2014),





"Dramatic advances in information technology, especially the growth of the World Wide Web, and the rapid globalization of the world's economy have in many ways brought people closer together, while at the same time, wars, terrorism, environmental devastation, and massive changes in the world economic order have resulted in greater political and social fragmentation."

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

Intercultural conflict is defined as the perceived or actual incompatibility of cultural values, situational norms, goals, face orientations, scarce resources, styles/processes, and/or outcomes in a face-to-face (or mediated) context’.

(Ting-Toomey, 2012: 279, as cited in Jackson, 2014)

"If inappropriate or ineffective **conflict negotiation strategies** are continuously employed, misunderstandings can quickly evolve into a complicated and protracted intercultural conflict situation."

(Jackson, 2014)

intercultural conflict competence, ‘the mindful management of emotional frustrations and conflict interaction struggles due primarily to cultural, linguistic, or ethnic group membership differences’

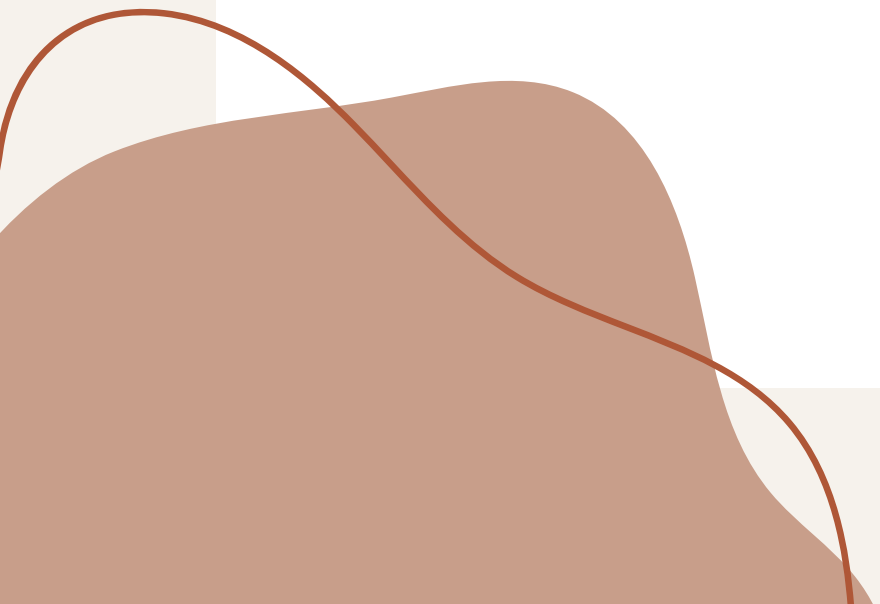
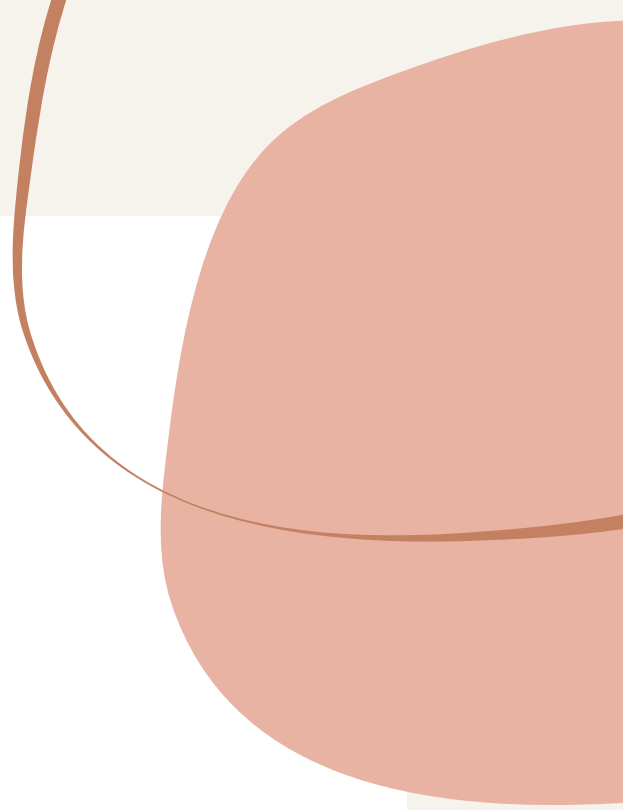
(Ting-Toomey, 2012: 279–80, as cited in Jane Jackson, 2014).

LeBaron and Pillay, 2006, as cited
in Jackson, 2014)

'conflict fluency'

'cultural fluency'.

Ethics



Ethics 'principles of conduct that help govern the behaviour of individuals and groups, that is, they provide direction for how we live our life.'

(Blackburn, 2009; Johannesen et al., 2008, as cited in Jackson, 2014)

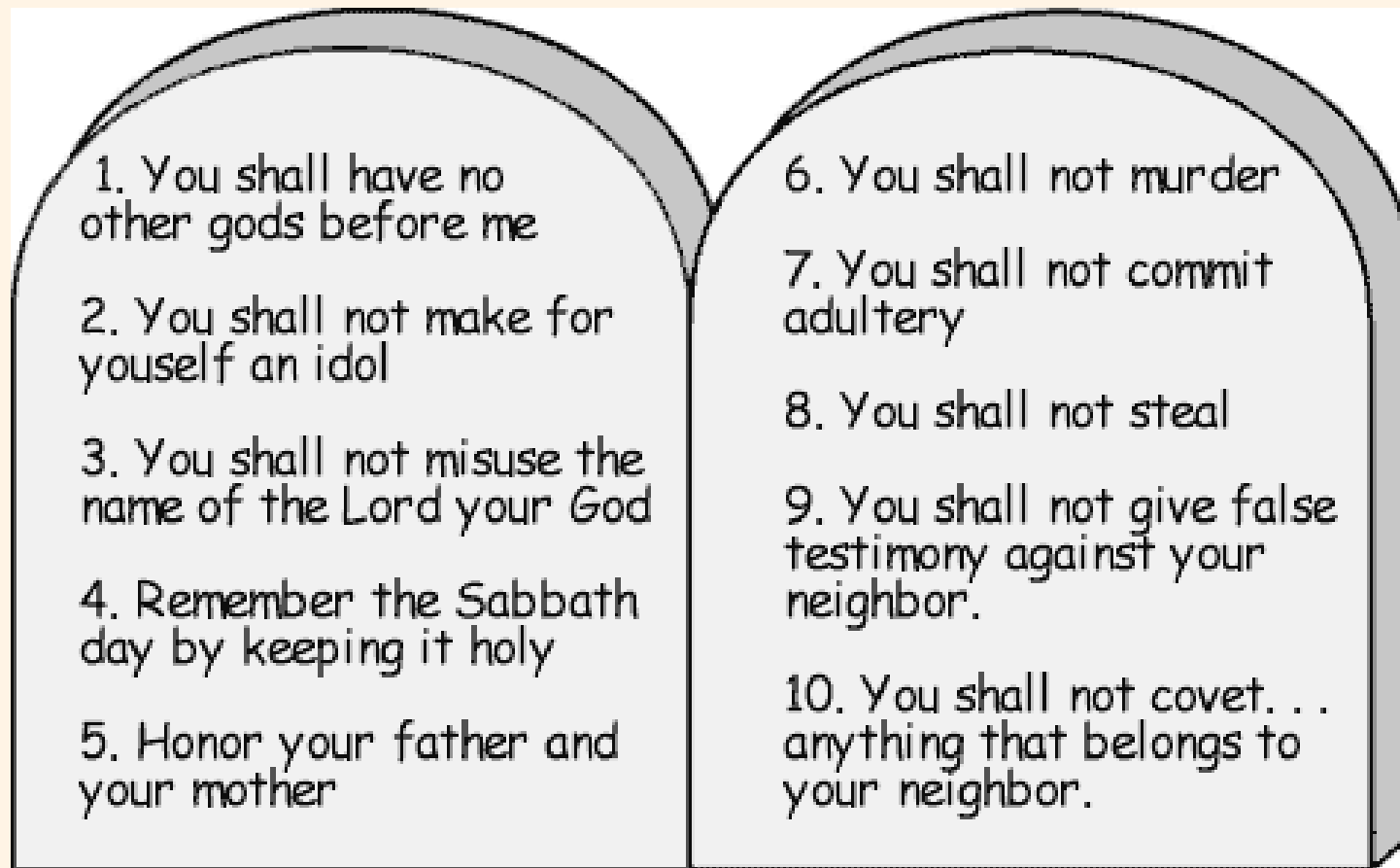
'determines what we find acceptable or unacceptable, admirable or contemptible. It determines our conception of when things are going well and when they are going badly. It determines our conception of what is due to us, and what is due from us, as we relate to others. It shapes our emotional responses, determining what is a cause of pride or shame or anger or gratitude, or what can be forgiven and what cannot. It gives us our standards — our standards of behavior.'

(Blackburn, 2009: 1, as cited in Jackson, 2014)

A code of ethics consists of guidelines that spell out what is 'right' or 'wrong' behaviour in everyday life as well as in professional contexts such as educational, business, health care, legal).

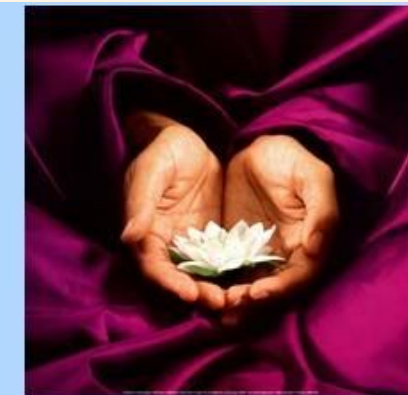
(Jackson, 2014)

Christianity



Source: sutori.com

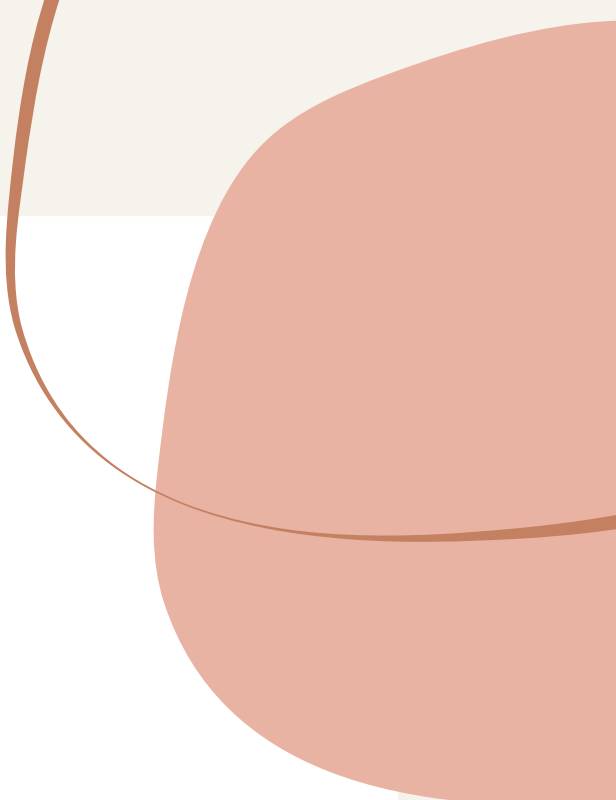

Buddhanism



The Five Precepts of Buddha

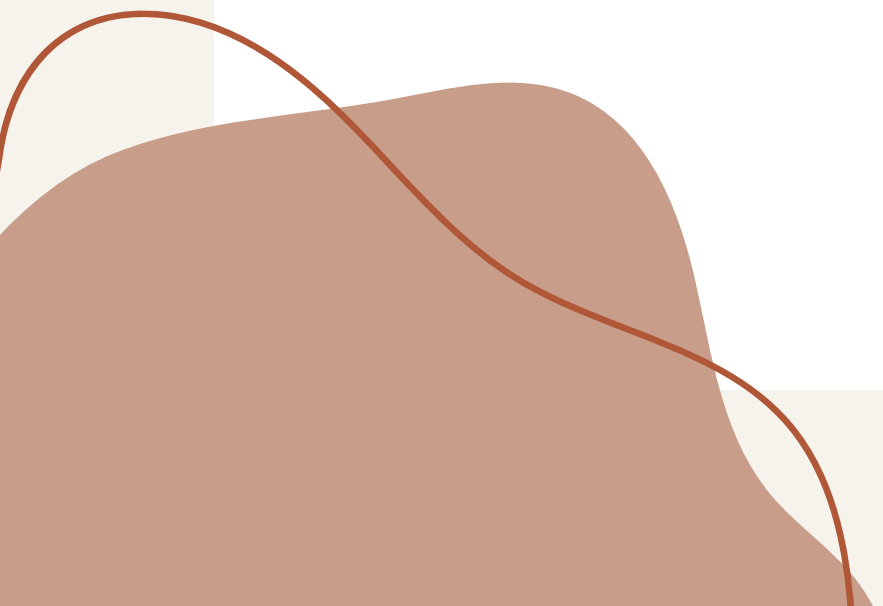

- 1- Do not harm any life being
- 2- Do not steal
- 3- Respect each other
- 4- Speak kindly of others
- 5- Avoid action that are harmful to your body and mind

Source: pinterest.com

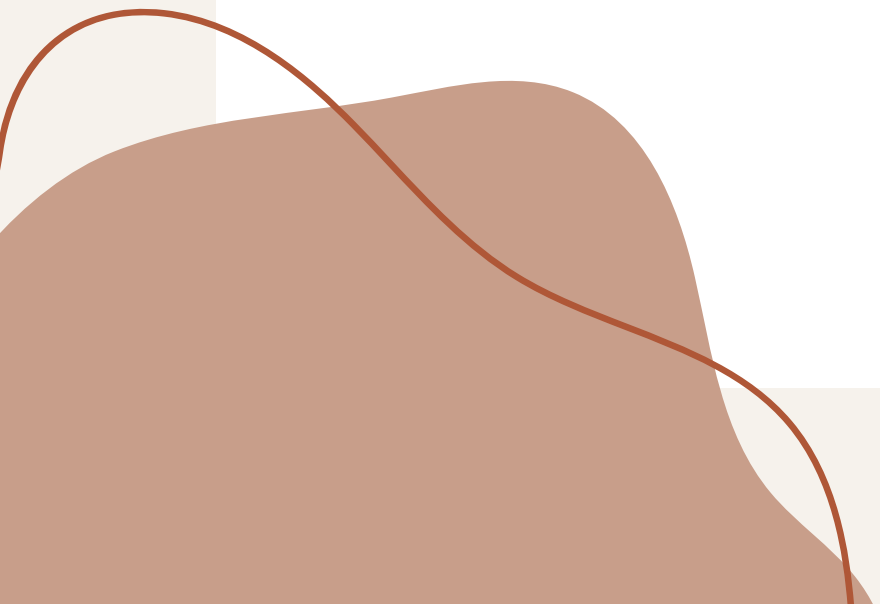
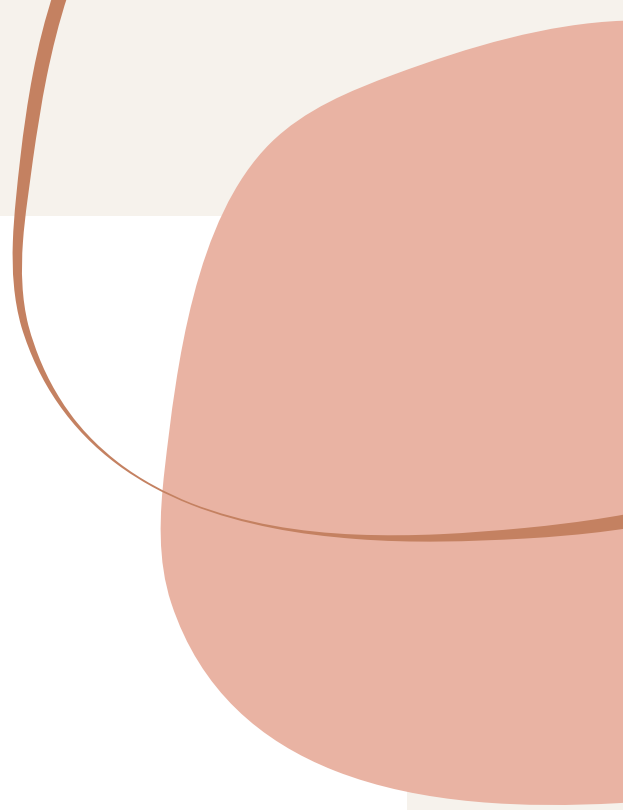


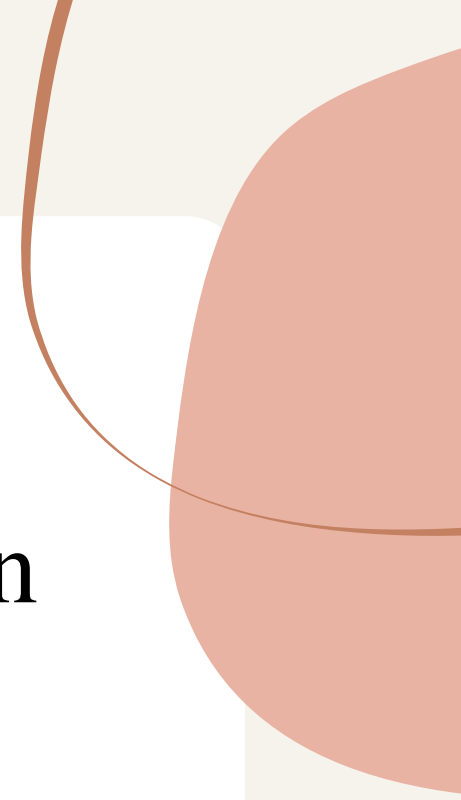

"Fear of difference can lead to **Otherization** or **Othering**, that is, the labelling and degrading of people who are different from oneself."

(Dervin, 2012; Holliday 2012, as cited in Jackson, 2014).



Personal growth and responsibility





"Through the course of our lives, we have many opportunities to learn about others — their cultures, their ways of being in the world, and their diverse stories and meanings. We can choose to go toward these opportunities or move away from them. We can live amidst differences and ignore them, or notice the differences that divide us and plumb them for their richness."

(LeBaron and Pillay, 2006: 11)



THE CHARACTERISTICS OF AN ETHICAL INTERCULTURAL COMMUNICATOR

An individual who is an ethical intercultural communicator:

1. regards people as equal, even when their beliefs or values differ;
2. actively seeks out and interacts with persons of diverse backgrounds (e.g. ethnic, religious, gender, linguistic, physically disabled, etc.);
3. listens attentively and refrains from making snap, negative judgments about the behaviours of people from a different cultural or linguistic background;
4. patiently asks questions to confirm the intended meaning;
5. recognizes that misunderstandings may arise due to linguistic and/or cultural differences;
6. seeks and provides (verbal and nonverbal) feedback to ensure that messages were received as intended;

7. makes a genuine effort to learn about the language and cultural practices of people who have been socialized in different cultural backgrounds;
8. works from the perspective that the behaviour of people from other cultural backgrounds is apt to be rational when understood in its situational and cultural context;
9. values intercultural cooperation and peaceful conflict mediation/resolution;
10. recognizes diversity within cultural groups and acknowledges that no individual can serve as a representative of an entire community or culture;
11. seeks to include all voices in intercultural interactions;
12. treats people of other cultures with respect and dignity.

(adapted from Chen & Starosta, 1998, as cited in Jackson, 2014)

Questions!

1. What are some reasons why people might be reluctant to communicate with people who have a different linguistic and cultural background?
2. What do you think the population will be like in 20 years? In 50 years? Do you think the need for bi(multi)lingualism and intercultural competence is growing?
3. Why are you interested in learning more about language and intercultural communication? What do you hope to gain by exploring the issues and themes in this text?

References

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

Picture 46:

<https://www.sutori.com/en/item/untitled-aff-3282>

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