

## **Term Explanation**

### **1. Stereotype**

A belief or idea of what a particular type of person or thing is like. Stereotypes are often unfair or untrue.

### **2. Collectivist culture**

A collectivist culture is one in which people tend to view themselves as members of groups (families, work units, tribes, nations), and usually consider the needs of the group to be more important than the needs of individuals.

### **3. Individualist culture**

An individualist culture is one in which people tend to view themselves as individuals and to emphasize the needs of individuals.

### **4. High context communication**

The high context communication style is more indirect and subtle, and listeners are expected to take more responsibility for interpreting messages correctly. In this communication style, people are expected to pay much attention to the context in which communication takes place and often give more weight to the context than to the actual words said.

### **5. Low context communication**

The low context communication style is more direct and explicit, and speakers are expected to take more responsibility for ensuring that messages are stated in a way that is clear and easy to understand. In this communication style, people are expected to pay much attention to the words used in communication than to the context in which things are said.

### **6. Violated expectations**

Violated expectations is the unanticipated violations of social norms and expectations. When your expectations are violated, you are likely to feel uncomfortable, and this may affect how you react to others in intercultural encounters.

### **7. Projected cultural similarity**

Projected cultural similarity is the tendency to assume that people from other cultures basically think and feel more or less the same way we do.

### **8. Culture shock**

Commonly experienced by travelers, expatriates and exchange students, "culture shock" describes the impacts of moving from a familiar culture to an unfamiliar culture.

### **9. Loose cultures**

Loose cultures are those in which social norms are flexible and informal. Loose cultures do not demand a high degree of conformity.

#### 10. Tight cultures

Tight cultures are those in which social norms are clearly defined and reliably imposed. Tight cultures expect a relatively high degree of conformity.

#### 11. Ethnocentrism

Ethnocentrism is the tendency to think of one's own culture as being at the center of the world; in other words, to assume that your own culture's way of thinking and acting is more natural, normal, and correct than the way people from other cultures think and act.

#### 12. Ingroups

Ingroups are the people we have the most in common with and identify most closely with, such as our family, classmates, or co-workers.

#### 13. Outgroups

Outgroups are those groups of people who we do not identify with, people from other families, regions, ethnic groups, or nations.