

Intercultural Competence-I

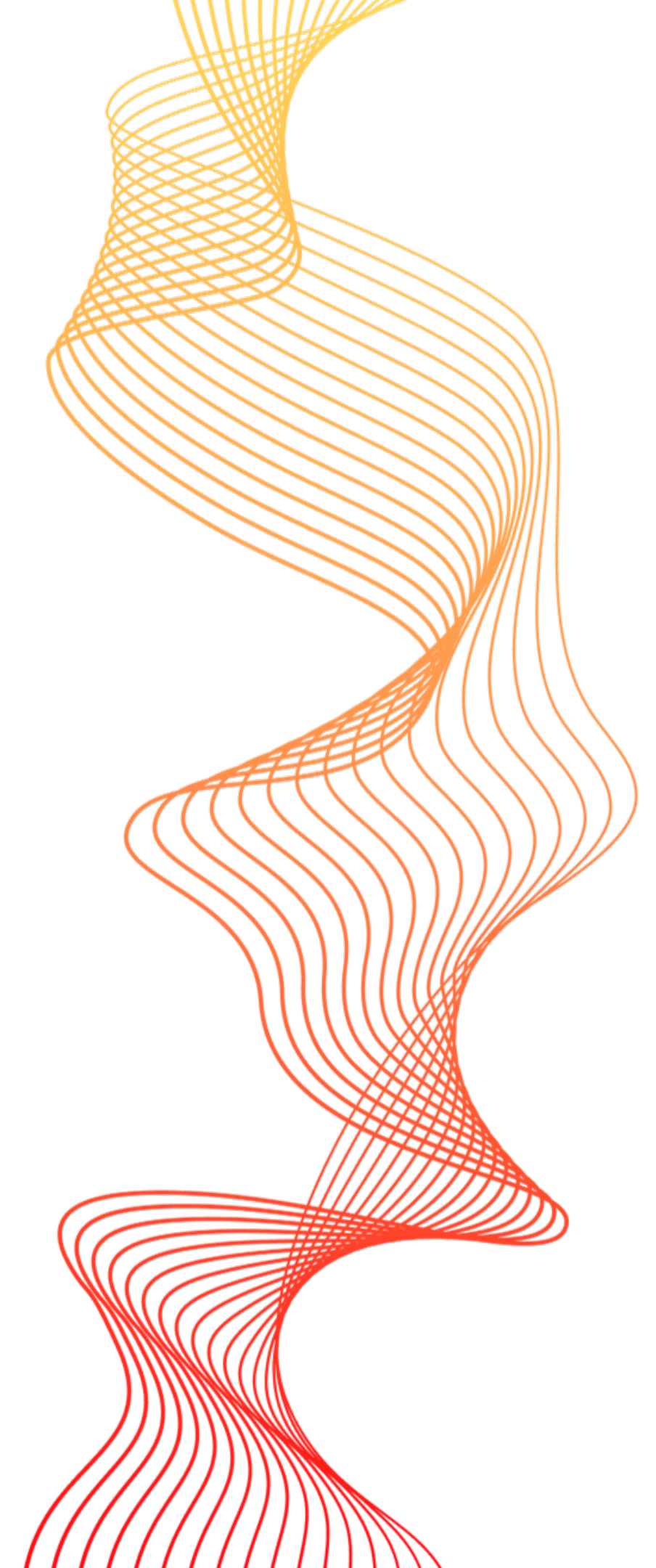
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Know Intercultural Competence

- Introduction to Intercultural Competence
- Understanding Culture and its Impact on Communication
- Cultural Awareness: Self-Awareness and Awareness of Other Cultures





Introduction to Intercultural Competence

- Definition of Intercultural Competence: The ability to effectively communicate and interact with individuals from diverse cultural backgrounds.
- Importance of Intercultural Competence in a Globalized World: In today's interconnected world, cross-cultural interactions are becoming increasingly common in various professional and personal settings.
- Key Components of Intercultural Competence: According to Bennett (2008) and Deardorff (2006), intercultural competence includes knowledge, attitudes, and skills related to understanding, appreciating, and adapting to different cultures.

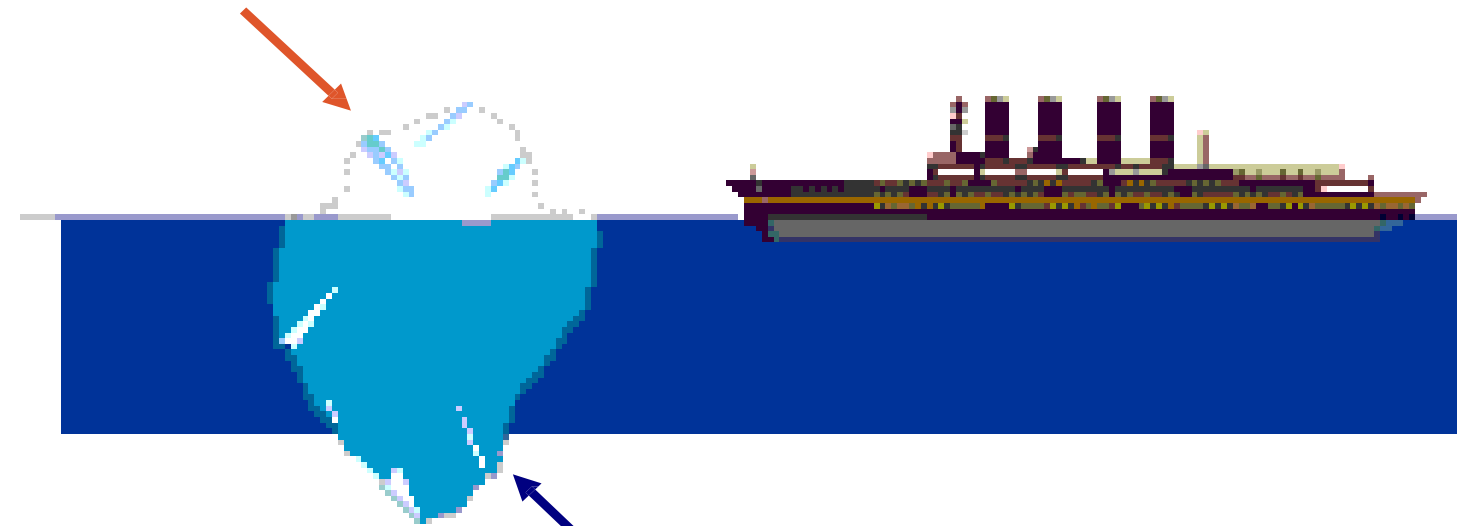


What is Culture?

- *“Life style of people, i.e. the learned and shared patterns of beliefs, behaviors and values of a group of interacting people.”- Bennett 1993*
- *“Culture is the collective programming of the mind.”- Hofstede 2005*
- *“Culture is the ideological apparatus through which society reproduces its conditions of existence.”-Louis Althusser*
- Definition: shared beliefs, values, customs, behaviors, and artifacts that characterize a group or society. It encompasses the way of life and social practices of a particular community, including their language, religion, arts, music, cuisine, dress, and other forms of expression.

Culture is like an iceberg

Observable



Not observable (but very important)



Cultural Aspects

What are the aspects of culture?

- **Beliefs:** These are the shared ideas and values that people hold about the world, themselves, and others. They can include religious or spiritual beliefs, political beliefs, and moral values.
- **Values:** These are the principles or standards that people use to evaluate what is right and wrong, good and bad, desirable and undesirable. They can vary between different cultures and can influence behavior and decision-making.
- **Norms:** These are the unwritten rules or expectations for behavior that are enforced by society. They can be formal, such as laws and regulations, or informal, such as customs and traditions.
- **Symbols:** These are objects, gestures, or images that represent something else and are used to communicate meaning. They can include flags, logos, hand gestures, and other forms of visual or verbal communication.
- **Language:** This is the system of communication used by a culture to convey meaning and express ideas. It includes both spoken and written forms of communication and can vary widely between cultures.
- **Art:** This is the creative expression of a culture, including visual art, music, literature, and other forms of creative expression.
- **Technology:** This refers to the tools, techniques, and methods used by a culture to solve problems and achieve goals. It can include everything from simple hand tools to complex machinery and computer systems.

These are just a few examples of the many aspects of culture that can shape people's attitudes, behaviors, and worldviews.



The Iceberg Concept of Culture

Like an iceberg,
nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

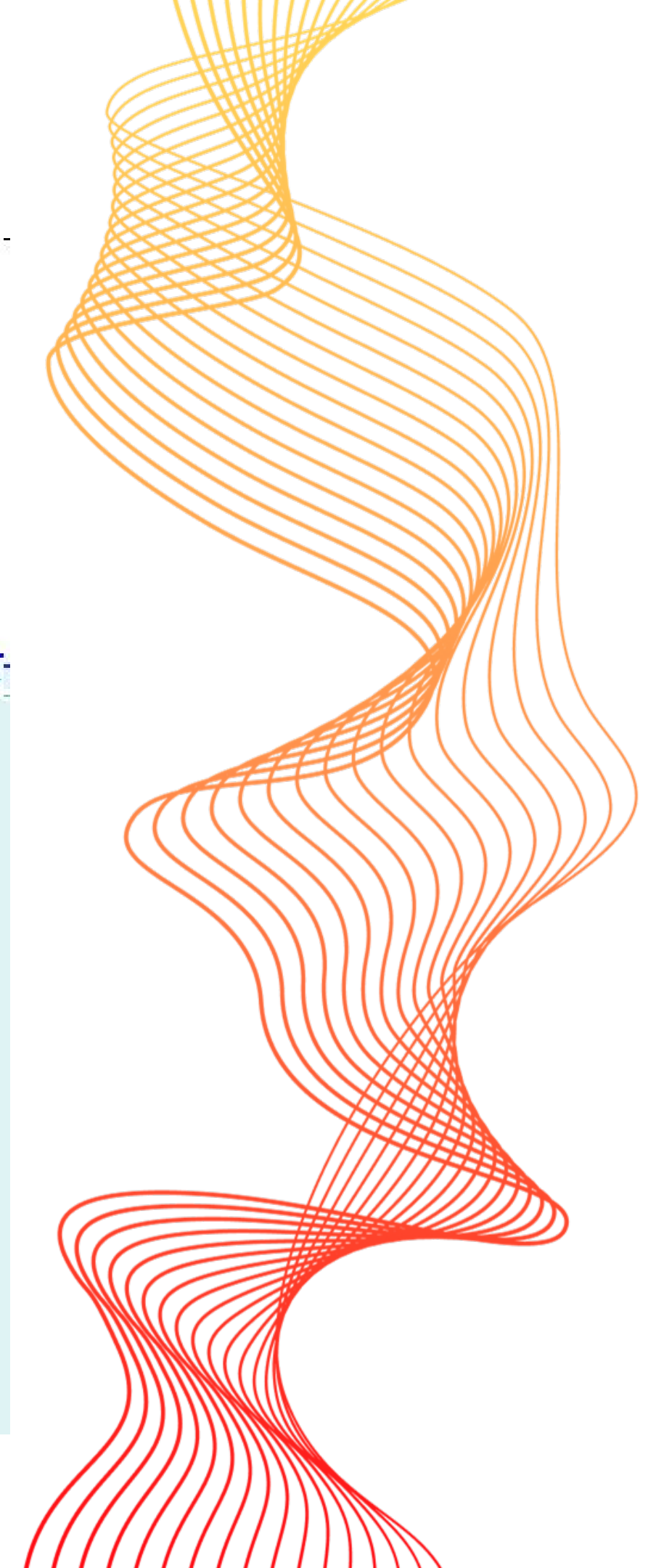
Food, dress,
music, visual arts,
drama, crafts,
dance, literature,
languages, celebrations, games



Shallow Culture
Unspoken Rules
Emotional level - high

courtesy, contextual conversational patterns, concept of time,
personal space, rules of conduct, facial expressions,
nonverbal communication, body language, touching,
eye contact, patterns of handling emotions,
notions of modesty, concept of beauty, courtship practices,
relationships to animals, notions of leadership, tempo of work,
concepts of food, ideals of child rearing, theory of disease,
social interaction rate, nature of friendships, tone of voice,
attitudes toward elders, concept of cleanliness, notions of adolescence,
patterns of group decision-making, definition of insanity,
preferences for competition or cooperation,
tolerance of physical pain, concept of "self",
concept of past and future, definition of obscenity,
attitudes toward dependents,
problem solving roles in relation to age, sex, class, occupation,
kinship, and ...

Deep Culture
Unconscious Rules
Emotional level - intense





Understanding Culture and its Impact on Intercultural Communication

- Definition of Culture and its Impact on Communication: Culture encompasses the shared values, beliefs, norms, and behaviors of a group, and it significantly influences communication styles, expectations, and interpretations (Hall, 1976; Hofstede, 1980).
- Cultural Dimensions and their Influence on Intercultural Interactions: Trompenaars and Hampden-Turner (1997) identified various cultural dimensions, such as individualism vs. collectivism, power distance, and communication styles, which can significantly affect cross-cultural communication.
- Cultural Identity and its Role in Intercultural Competence: Kim (1994) emphasized the significance of understanding one's own cultural identity and recognizing the impact of cultural identity on communication and intercultural interactions.

Do they share the same culture?



VS

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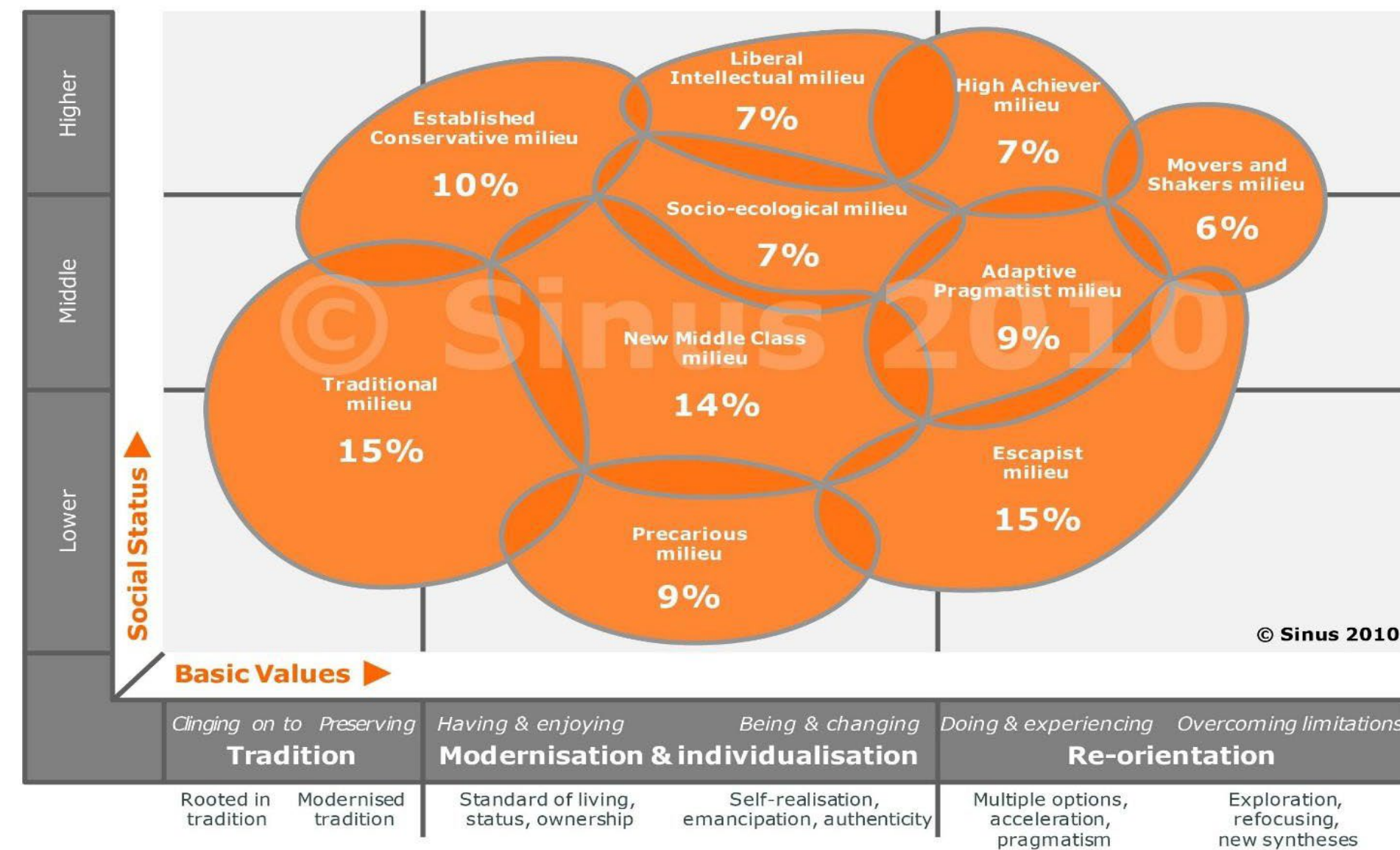
VS

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Social Diversity in Germany

Sinus-Milieus® in Germany 2010





Importance of Interculture Communication

Definition:

- Intercultural communication refers to the exchange of information and ideas between individuals or groups from different cultural backgrounds.
- It involves understanding and respecting differences in language, customs, beliefs, values, and behaviors.

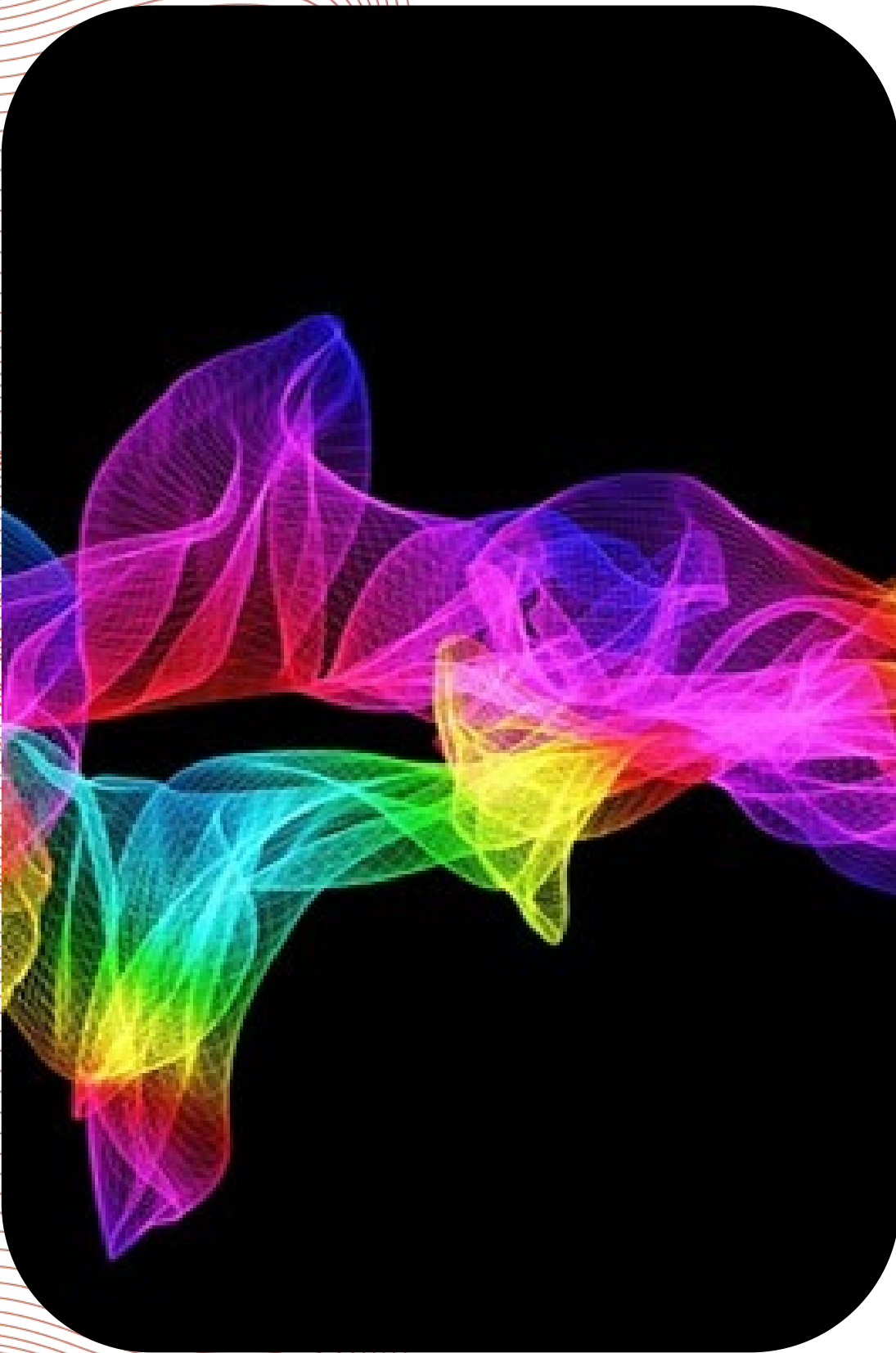
Importance:

- In today's globalized world, intercultural communication is becoming increasingly important in many fields, including business, education, diplomacy, and healthcare.
- It can help to promote mutual understanding and respect between different cultures, which is essential for building strong relationships and avoiding misunderstandings or conflicts.
- Effective intercultural communication can also enhance creativity and innovation by bringing together diverse perspectives and ideas.
- It can improve cross-cultural teamwork and collaboration, leading to more productive and successful outcomes.
- Failure to understand or respect cultural differences can lead to misunderstandings, misinterpretations, and even offense, which can damage relationships and undermine trust.
- Intercultural communication skills are increasingly valued by employers, as they enable individuals to work effectively in diverse teams and interact with customers or clients from different cultural backgrounds.



Impact on Interculture Communication

- **Communication styles:** Different cultures may have different communication styles, which can affect how information is conveyed and interpreted. For example, some cultures may value direct communication, while others may prefer indirect communication.
- **Language:** Language is a crucial aspect of culture, and differences in language can create barriers to effective communication. Even when individuals speak the same language, there may be differences in dialects or accents that can affect understanding.
- **Nonverbal communication:** Nonverbal communication, such as body language, facial expressions, and gestures, can vary widely between cultures and can convey different meanings. For example, a gesture that is considered friendly in one culture may be considered rude or offensive in another.
- **Values and beliefs:** Culture shapes people's values and beliefs, which can influence their attitudes and behaviors. Differences in values and beliefs can affect how individuals perceive and respond to different situations and can create misunderstandings.
- **Power distance:** Power distance refers to the extent to which individuals in a culture accept and expect unequal distributions of power. Cultures with high power distance may value hierarchy and respect for authority, while cultures with low power distance may value equality and collaboration.
- **Time orientation:** Different cultures may have different attitudes towards time and punctuality, which can affect communication. For example, some cultures may value punctuality and efficiency, while others may prioritize relationships and flexibility.



Cultural Awareness: Self-Awareness and Awareness of Other Cultures

- **Self-Awareness** and Understanding of One's Own Cultural Lens: Bennett (1986) and Ting-Toomey (1999) emphasized the importance of self-reflection and recognizing one's own cultural biases, values, and communication styles.
- **Awareness of Other Cultures** and their Values, Beliefs, and Practices: Brislin (1999) and Gudykunst (2003) highlighted the need to develop cultural knowledge and sensitivity towards different cultures, including their values, beliefs, practices, and communication norms.
- **Benefits of Cultural Awareness** in Intercultural Competence: Chua (2007) and Jandt (2019) highlighted that cultural awareness enhances empathy, reduces misunderstandings, and fosters positive intercultural interactions.



Cultural Awareness: Self-Awareness

- Self-awareness is an essential component of cultural awareness, as individuals need to understand their own cultural identity before they can effectively interact with people from other cultures.
- Self-awareness involves recognizing one's own biases, assumptions, and stereotypes about other cultures, and understanding how they may influence communication and behavior.
- Self-reflection and introspection can help individuals identify their cultural biases and become more open to learning about and appreciating other cultures.
- Developing self-awareness can also enhance empathy and understanding towards people from different cultural backgrounds.



Cultural Awareness: Awareness of Other Cultures

- Awareness of other cultures involves recognizing and respecting cultural differences, and being open to learning about and understanding other cultures.
- This can involve learning about different cultural values, beliefs, customs, and traditions, and understanding how they influence communication and behavior.
- Developing awareness of other cultures can help individuals avoid misunderstandings and conflicts, and can foster positive relationships with people from different cultural backgrounds.
- Cultural awareness can also help individuals appreciate and value diversity, and promote inclusivity and equality in various settings, such as schools, workplaces, and communities.

Benefits of Cultural Awareness

- **Improves communication:** Cultural awareness helps individuals understand the nuances of communication in different cultures, such as verbal and non-verbal cues, and adjust their communication style accordingly. This leads to clearer and more effective communication with people from different cultural backgrounds.
- **Builds trust and respect:** When individuals demonstrate cultural awareness and respect for other cultures, it builds trust and respect with people from those cultures. This fosters positive relationships and promotes collaboration and teamwork.
- **Reduces misunderstandings and conflicts:** Cultural awareness helps individuals identify and avoid cultural misunderstandings and conflicts that can arise from differences in values, beliefs, and communication styles.
- **Enhances problem-solving and decision-making:** Cultural awareness helps individuals approach problem-solving and decision-making with a broader perspective, taking into account the cultural context and different cultural perspectives.
- **Promotes creativity and innovation:** Cultural awareness encourages individuals to think outside the box and consider diverse perspectives, which can lead to innovative solutions and ideas.
- **Improves customer service:** Cultural awareness helps individuals understand and respond to the needs and expectations of customers from different cultural backgrounds, leading to improved customer satisfaction.
- **Increases cultural competence:** Cultural awareness is a key component of cultural competence, which is essential for individuals working in multicultural environments. By developing cultural awareness, individuals can build their cultural competence and work effectively with people from diverse cultures.





Activity session

- 5 Mins: Find out your culture (**Beliefs, Values, Norms, Symbols, Language, Art, Technology**)
- 3 Mins: Briefly tell us about your culture. (culture per person).



Resources for self study

List of resources for further learning on:

1. Introduction to Intercultural Competence:

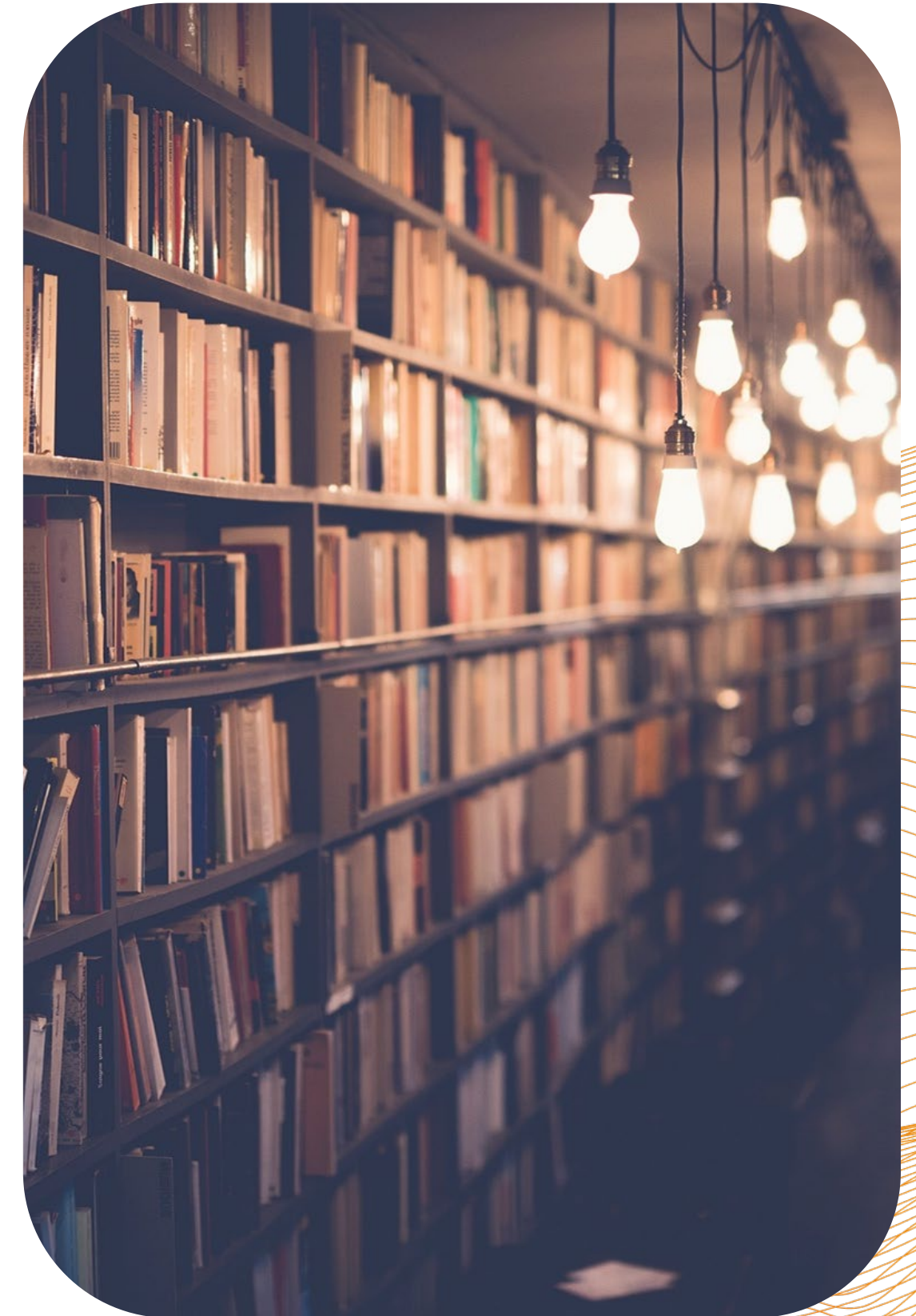
- "Intercultural Competence: Interpersonal Communication Across Cultures" by Myron W. Lustig and Jolene Koester
- "Building Cultural Competence: Innovative Activities and Models" by Kate Berardo and Darla K. Deardorff
- "The Cultural Dimension of Global Business" by Gary Ferraro and Elizabeth K. Briody

2. Understanding Culture and its Impact on Communication:

- "Culture and Communication" by W. B. Gudykunst
- "Intercultural Communication: A Contextual Approach" by James W. Neuliep
- "Communication Across Cultures: Mutual Understanding in a Global World" by Heather Bowe, Kylie Martin, and Howard Manns

3. Cultural Awareness: Self-Awareness and Awareness of Other Cultures:

- "Cultural Intelligence: Improving Your CQ to Engage Our Multicultural World" by David C. Thomas and Kerr C. Inkson
- "The Diversity Toolkit: How You Can Build and Benefit from a Diverse Workforce" by William Sonnenschein and Lisa M. Pappas
- "Cultural Competence in Trauma Therapy: Beyond the Flashback" by Laura S. Brown
- These are just a few examples of resources available on these topics. There are many more books, articles, and online courses that can provide further learning opportunities.





Q&A

Question-and-answer session to address any remaining questions or concerns about:

1. Introduction to Intercultural Competence
2. Understanding Culture and its Impact on Communication
3. Cultural Awareness: Self-Awareness and Awareness of Other Cultures





Thank you for your time 😊