**Chapter 6 Communicating across cultures**

* **What is culture?**
  + The values, attitudes, beliefs, orientations and underlying assumptions prevalent among people in a society
* Culture shock
  + The psychological discomfort you may feel when you attempt to adjust to a new cultural situation
* Intercultural communication
  + Interactions that occur between people whose cultural assumptions are so different that the communication between them is altered
* Dominant cultures
  + Attitudes, values, beliefs, and customs that the majority of people in a society hold in common
* Co-cultures
  + Cultural groups whose values, attitudes, beliefs, and customs differ from dominant culture
  + Exhibit communication that is sufficiently different to distinguish them from the dominant culture
* Race
  + Traditionally used to classify people in terms of biological characteristics
  + Social effects of perceived race
* Ethnicity
  + Classification of people based on combinations of shared characteristics such as nationality, geographic origin, language, religion, ancestral customs and tradition
  + Language is an obvious influence of ethnicity on communication
* Sex and gender
  + Generalizations are made about gender
* Religion
  + System of beliefs that is shared by a group and that supplies the group with an entity for devotion, rituals for worship and a code of ethics
* Sexual orientation
  + Dominant culture values heterosexuality
  + Discrimination for values that go against the dominant culture
* Social class
  + An indicator of a person’s position in a social hierarchy, as determined by income, education, occupation and social habits
* Age
  + Period in which we are born can have a strong formative influence on us
* **Cultural identity**
  + How we view ourselves within a culture
  + Mental image one has of oneself and that image is negotiated and reinforced through your communication with others
* Cultural norms and values
* Individualism-collectivism
* Individualistic cultures
  + Emphasizes personal rights and responsibilities, privacy, voicing one’s opinion, freedom, innovation and self-expression
* Collectivist cultures
  + Emphasizes community, collaboration, shared interest, harmony, the public good and avoiding embarrassment
* Uncertainty avoidance
  + How members deal with unpredictable people, relationships or events
* Low uncertainty-avoidance cultures
  + More tolerant of uncertainty in how people behave in relationships and events
* High uncertainty-avoidance cultures
  + Lower tolerances for unpredictable people, relationships and events
* Power distance
  + How accepting people are about the distribution of power in a society

High-power distance

* + Inequalities in power, status and rank are viewed as natural
  + People in a culture have a rightful place

Low-power distance

* + Inequalities in power, status and rank are muted
  + People with low power are not in awe of those that do have power
* Masculinity-femininity

Masculine culture

* + Culture in which people are expected to adhere to traditional sex roles

Feminine culture

* + Culture in which people, regardless of sex, are expected to assume a variety of roles based on the circumstances and their own choices

**Barriers to effective intercultural communication**

* Anxiety
* Assuming similarity or difference to one’s own culture
* Ethnocentrism
  + Belief that one’s own culture is superior to others
* Stereotypes
  + Ascribe certain characteristics to a group of people
* Prejudices
  + Rigid attitude based on group membership

**Intercultural communication competence**

* Adopting correct attitudes
* Tolerate ambiguity
* Be open-minded
* Be altruistic
* Acquire knowledge about other cultures
* Observe
* Formally study
* Immerse yourself in the culture

**Develop culture-specific skills**

• practice listening

• practice intercultural empathy

• develop flexibility

**Drawing audience into a speech**

* Ethos
  + Credibility to audience
* Pathos
  + Emotional connection to audience
* Logos
  + Logical argument