

# **Intercultural English Communication**

# Week 1

## A. Introduction

## B. Cultural Iceberg

### Definition of Culture

Culture is made up of explicit and implicit patterns, these patterns come to us through historical influence and selected ideas. These patterns are expressed in institutions, practices, and artifacts.

Culture is the shared assumptions, values, and beliefs of a group of people which result in characteristic behaviors.

### Visible & Invisible Dimensions

! [Cultural Iceberg] (./Cultural Iceberg.png)

Implicit dimensions of culture manifest themselves in visible ways.

Behavior is the result of cultural values and beliefs.

## Week 2

### A. Universal, Cultural or Personal?

#### Review: What is Culture?

“Culture is made up of explicit and implicit patterns, these patterns come to us through historical influence and selected ideas. These patterns are expressed in institutions, practices, and artifacts.”

*Historical Influence* is what makes cultures rooted -- you are shaped by culture!

*Selection of ideas* is what makes culture dynamic -- you shape culture!

#### Universal Needs

Universal Needs: Needs all humans share, including both material and non-material needs. The former are for our physical life, and the latter psychological-spiritual-social life.

Material needs: Food, water, shelter, clothing, physical touch, healthcare, sanitation, safety and security, energy, transportation, etc.

Non-material needs: Love and connection, sense of belonging, respect and recognition, purpose and meaning, security and safety, etc.

#### Cultural Responses

Cultural Responses are ways humans respond to universal needs filter through cultural patterns. All actions, thoughts occur within patterns of culture.

#### Personal Choices

People still make choices about which parts of the cultural pattern they will accept or deny. These choices are what make cultures dynamic.

Even if dumplings are popular in your hometown, it does NOT mean YOU like dumplings -- maybe you prefer a different dish!

![Universal Cultural and Personal](./Universal Cultural and Personal.jpg)

## B. Beyond National Culture

Within a nation, there are also subcultures and regional cultures.

### Mainstream Cultures

### Subcultures

*Subcultures* are groups within the larger culture whose behavior, norms, and values often differ in some distinct ways from the overall mainstream culture. They can be groups defined by music, fashion, race, religion, leisure activities, etc. that is distinct from the mainstream culture.

Examples of subcultures in the USA: Skater, Hindu, Chinese American.

What is the mainstream culture in one place may be a subculture in another.

Subcultures are not limited to regional or national borders.

Category ideas: Youth subcultures, religious subcultures, ethnic subcultures, occupational subcultures, music subcultures, online subcultures, fashion subcultures, sports subcultures, tech subcultures, hobbyist subcultures, etc.

Occupational Work Culture: Tech Workers

- Explicit
  - Work schedule and habits: long work hours
  - Use of technology tools: cutting-edge tools
  - Workplace environment: supporting long work hours
- Implicit
  - Work ethic and innovation: hard working and value innovative ideas

Subcultures influence our identities, values and behavior as well as our responses to universal needs. Sometimes they have more influence on a person than the mainstream culture.

### Regional Differences

## Week 3

### Ethnocentrism

We often think the cultural responses that are more familiar to us are "best", "correct" or "superior", and that are unfamiliar to us are "strange", "incorrect" or "inferior".

*Ethnocentrism* is the evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture. It means that one may see his own culture as the correct way of living.

Avoiding ethnocentrism does not mean that one can never make judgements about another culture's behavior.

Problems with never making any judgements ...

- **Moral Problems:** It can make people think that any action is okay if it's part of another culture, even if it harms others.
- **Universal Values:** It ignores important values, like honesty, fairness, respect for others, kindness, responsibility, etc. that should apply to everyone, regardless of the culture.
- **Blocks Change:** It might stop people from fixing harmful traditions within a culture.

Patriotism is when you love and support your country, you still respect other countries and their ways of life. It's about pride in your own nation without thinking less of others.

*Ethnocentrism* is when you believe your culture is better than others. It often leads to judging or looking down on people from different cultures.

Reasons why ethnocentrism can be harmful ...

1. There is a strong tendency to compare and critique, mainly based on one's own cultures norms.
  - This can lead one to treat others with a lack of respect, which harms relationships.
2. It can block learning.
  - This keeps one from learning new or different perspectives that could cause him to grow in helpful ways.

### Interpretation and Description

*Interpretation* is when you explain or give meaning to something based on your own thoughts, feelings or experiences.

If you see someone frowning, you might interpret it as them being upset, even though they could just be thinking deeply.

*Description* is when you explain what you see, hear or experience without adding your own opinions or feelings. You just state the facts.

If you see someone frowning, you describe it by saying, "the person has a frown on their face."

Why do we usually interpret behavior?

- Everyone has an *interpretive framework* that shapes how we see the world, which is sometimes called our *worldview*. It's like we are constantly wearing a pair of tinted cultural glasses.

## First Cultural Framework

Our 1st culture interpretive framework shapes how we see the world.

Where does our 1st culture interpretive framework come from?

- We are taught behavioral norms, which tell us what behaviors to copy and what to avoid.

Pros and cons: Our 1st culture interpretive framework helps us in our 1st cultural context, but **doesn't work well** in other cultural contexts.

*Jumping to conclusions* is when you quickly decide something without having all the facts or without thinking carefully. We should avoid *jumping to conclusions* because our interpretations may be wrong.

If someone doesn't say hello to you, you might jump to the conclusion that they are angry with you, even though they might just be distracted or busy.

*Value judgments*: When we make the wrong conclusions about behavior, we can form the wrong impression about people's character.

See a behavior → Make an interpretation → Make a value judgement.

## Week 4

### A. Cultural Bifocals

*Cultural Bifocals* help us to see the world from multiple perspectives.

A person with a single cultural framework is likely to be less effective than someone who can effectively use more than one cultural framework.

The question is not "Who is right or who is wrong?" but rather, "How can we see the same so differently that it results in not seeing the same thing" at all?

### B. Benefit of the Doubt & Cultural Orientations

#### Giving the Benefit of the Doubt

To see a culture *in its own terms*:

1. Acknowledge and Reflect

- What is your initial reaction?
- Where might your reaction be coming from?

2. Imagine

- What are some other possible interpretations?

3. Assume Positive Intent

- What might your neighbor / friend / coworker have been trying to communicate?
- How "generous" is your current interpretation?

4. Be Informed

- What are some general cultural practices in this context?

5. Be Observant

- Are you paying attention to how people are acting in particular situations?

*Giving the benefit of the doubt*: the state of accepting something / someone as honest or deserving of trust even though there are doubts.

#### Cultural Orientation Scales

1. Cultural orientation scales are generalizations.
2. Cultural orientation scales are on a gradient.
3. Cultural orientation scales are relative.

# Week 5

## Generalizations

*Generalizations* involve categorizing members of the same group as having similar characteristics. They are a type of **hypothesis**, or **guess**, of what we expect to encounter when we interact with a certain culture.

Being aware of and understanding the patterns of the cultures to which one belongs (nation, age, gender, etc.) provides the basis for understanding other cultures and their sub- or co-cultures. Cultural generalizations can help us with this process.

Generalizations are a **necessary** part of intercultural communication as they can help us to anticipate, sort, and make sense of the new information and sensations we experience in intercultural situations.

Cultural generalizations can be used as a base to build upon, while we continue to seek out more information about individuals from other cultures.

However, cultural generalizations must not be applied to every person within a culture group.

## Stereotypes

Generalizations become stereotypes when all members of a group are categorized as having the same characteristics (**\*over-generalization\***).

Stereotypes can be linked to any type of cultural membership, such as nationality, religion, gender, race or age.

Stereotypes can, and often do, lead to prejudice and intentional or unintentional discrimination.

Generalizations	Stereotypes
Shows similarities between people but gives room for variety	Claiming people in a group are the same; saying what is true about one person in the group is true for everyone
More descriptive and objective	More <b>evaluative</b> and subjective; can be positive but <b>often negative</b>



Generalizations	Stereotypes
Flexible	Inflexible
Open to adding new information	Resistant to adding new information
Starting point to understanding others	Barrier to understanding others

The problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story.

## Hedging Devices

The purpose of hedging is to ...

- Avoid over-generalizations (instead of saying *all, always, every time, everyone*)
- Soften your claims when you aren't 100% certain (instead of saying *this proves, this definitely shows, without a doubt*)
- But still be able to demonstrate patterns and make some claims

Other hedging devices:

Modal Verbs	Adverbs of approximation	Distancing Verbs	Compound Hedges
Can	Apparently	Appear	Seems reasonable
Could	Likely	Indicate	Seems probable
May	Perhaps	Look like	Looks likely
Might	Possibly	Seem	Seems unlikely
	Probably	Suggest	
	Arguably	Tend to	
	Reasonably	Imply	

Don't hedge too much!

## Week 7

### Individualism and Collectivism

#### CONCEPT OF SELF

Individualism	Collectivism
Individual is the smallest unit	Group (usu. family) is the smallest unit
Personal fulfillment is the greatest good	Group harmony is the greatest good
Children are taught to stand on own	Children are taught to depend on others
Individual recognition	Prefer team / group recognition
Identity is personal and individual	Identity is based on the function of group membership
"If I'm OK, my group is OK"	"If my group is OK, I'm OK"
Desire to have personal freedom	Desire to belong and maintain harmony
Encourages individual achievement	Encourages group success
Promotes personal choice	Promotes respect of elders
Identity is based on individual qualities	Identity is about one's role in the group
What you DO matters	Who you ARE matters

to *pull one's own weight*: to work as hard as everyone else who is involved in the same task or activity.

*There is strength in numbers.*

In individualistic cultures, there is often emphasis on self-reliance, which is considered a virtue.

### Internal Diversity

There are two major contributors to internal diversity.

### Regional Differences

### Generational Differences

## Week 8

### Value Trumping

*Precedence* refers to the condition of being considered more important than someone or something else, and therefore coming or being dealt with first.

*Take precedence (over sth).*

*Value trumping* is when one value is stronger or more important than others, or, in other words, when people choose to follow one value when there is a conflict between different values. Value trumping is the recognition that in specific contexts, certain sets of values take precedence over others.

### Task and Relationship Oriented Cultures

#### PRIORITIZING

Task Oriented	Relationship Oriented
Top Priority: getting down to business	Top priority: building relationships
Emphasis on work to be done	Emphasis on people to get work done
Important info is related to the task	Important info is what supports people
Success measured by tasks completed	Success measured by people's reactions
Small-talk cursory and limited	Small-talk more personal and essential

### Building Trust

Task Oriented	Relationship Oriented
People separate personal and professional life.	People mix personal and professional life.
Personal connection isn't as important in professional relationships.	Personal relationships are important in professional settings.
Focusing on tasks and working efficiently shows professionalism	Investing in relationships and building a personal

Task Oriented	Relationship Oriented
and builds trust.	connection makes someone seem more trustworthy.
Trust is built on <i>head trust</i> or <i>cognitive trust</i> , which is based on qualifications, work ethic, honesty and achievements.	Trust is build on both qualifications and emotional connection.

## Monochronic and Polychronic

Aspects	Monochronic	Polychronic
View of Time	<p>Strict.</p> <p>Time is extremely important and central to everything.</p> <p>Time is measured in minutes, hours, days, etc., and people are very aware of how time passes.</p> <p>Time is seen as limited and valuable.</p>	<p>Flexible.</p> <p>Time revolves around people, tasks and events, not the clock.</p> <p>Time is flexible and can be stretched, molded or given freely.</p> <p>Time is seen as abundant and adaptable to situations.</p>
Scheduling	<p>Tasks are carefully scheduled into time slots to avoid wasting time.</p> <p>People plan things far in advance and rarely change their plans.</p> <p>Schedules are rarely flexible once set.</p>	<p>People focus on the present moment instead of strict future plans.</p> <p>Plans are not made far in advance and are often changed easily to fit people's needs.</p>
Task Completion	<p>People prefer to focus on one task at a time, which is considered more efficient.</p>	<p>Tasks are still completed but often on a different timetable than originally planned.</p> <p>People often do many things at the same time (<i>Multitasking</i>).</p> <p>Interruptions are normal.</p>
Relationships	<p>To spend time with friends, you check your schedule and <i>fit</i> them <i>in</i>.</p>	<p>Putting tasks or the clock above relationships seems unnatural.</p> <p>Sticking too closely to a schedule could mean</p>

Aspects	Monochronic	Polychronic
		missing out on helping a friend or building relationships.
Punctuality	Punctuality is highly valued.	Punctuality is valued.
Criteria for Showing Respect	Punctuality shows respect.	Giving time shows respect.

## TIME ORIENTATION

Monochronic	Polychronic
Time is limited <i>commodity</i> .	Time is bent to meet people's needs.
Deadlines and schedules are sacred.	Deadlines and schedules are easily changed.
Plans are not easily changed.	Plans are fluid.
People may be too busy to see you.	People always have time to see you.
People live by external clock.	People live by internal clock.

Individualistic cultures tend to be more task oriented and more monochronic.

Collectivist cultures tend to be more relationship oriented and more polychronic.

# Week 9

## A. Idioms and Proverbs

### Idioms on Time

Time flies.

Time passes quickly. Used in contexts of surprise at how quickly time has gone by.

Time is running out.

There is not much time left to finish something.

Time is money.

Time is valuable, often used in work contexts to stress efficiency.

Against the clock

Rushing to complete something within a limited timeframe.

To kill time

To do something to pass the time when waiting.

To waste time

To spend time on activities without purpose.

### Idioms and Proverbs

Sayings in different languages can show us something about that culture's values.

*Idioms* are different sayings or phrases that have a special meaning.

*Proverbs* are sayings about wisdom.

Idioms and Proverbs reflect cultural values.

(Chinese saying) 计划没有变化快。Plans can't keep up with change.

It shows more of a polychronic and relational view of time.

(Arabic saying) Some talk to you in their free time, and some free their time to talk to you.

(Yiddish Proverb) Man plans and God laughs.

(French Proverb) There's no sense in running. You just have to leave on time.

## B. Low and High Context Cultures

*Context* refers to the background or situation in which communication happens. It helps people understand the meaning behind what is being said.

### Low Context Communication

Communication is "good" if it's simple, clear, detailed and straightforward.

People tend to repeat in writing to make things very clear and explicit.

### High Context Communication

Communication is "good" if it's nuanced, layered and subtle, often involving nonverbal cues.

*Nuanced* means something that has small, subtle differences or details. If something is nuanced, it's not just simple or straightforward; it includes layers of meaning or complexity.

*Layered communication* means that a message has multiple levels of meaning, at least a surface level and a deeper level.

*Subtle* means something that is not immediately obvious or easy to notice.

People's writing style tend to be indirect and polite and rely on shared understanding. Ideas aren't as clearly sequenced.

### ROLE OF CONTEXT

Low Context	High Context
In-groups are less developed	In-groups are well developed
Fewer shared experiences (assume minimal shared context)	More shared experiences (assume a high level of shared context)
Less shared understanding (do not assume people will understand them)	More shared understanding

Low Context	High Context
Being explicit is necessary and valued	Being explicit is unnecessary and less valued
Meaning is predominantly in words	Meaning is not always in words. (Messages are more subtle)
Speaker is responsible to make sure the message is clearly communicated	Listener is responsible to pay attention to both the explicit and implicit meaning of a message
People often repeat ideas and clarify points to make sure the hearer understands	Communication is often layered and nuanced

High context cultures usually have long history, established traditions, less migration and stronger group orientation.



# Week 10

## A. Peach and Coconut Cultures

### Peachy People

- Friendly and open with strangers; willing to share about themselves
- Openly share stories about work, challenges or positive feedback at social gatherings.
- Information shared is not considered "private" but appropriate for casual conversation.
- Perception of openness:
  - Easy to get to know on a surface level, but deeper, personal matters are reserved for close friends or family.
  - Often leads others to feel a quick closeness, which may not reflect the actual relationship.
- Misunderstandings
  - People from more reserved cultures might misinterpret this openness as intimacy, and be surprised when they found that their "new close friend" does not pursue a deeper relationship.
  - Peachy people see casual small talk as non-intimate and public information, not as a sign of closeness.

### Coconut People

- Appear distant, impersonal and guarded with strangers.
- Consider a wide range of information as "personal" and keep it private, especially with new people.
- Forming connections takes time, as they are protective of personal details.
- Building relationships:
  - Relationships require patience and trust to move from "outsider" to "insider".
  - Once trust is established, coconut people are open and loyal friends.
  - Friendships tend to be deep and long-lasting, unlike peachy cultures, where friendships may be more open yet changeable.

Cultural Differences:

- Coconut cultures emphasize a clear boundary between outsiders and insiders.
- Friendships in coconut cultures are often stronger and enduring than those in peachy cultures.

## B. Giving Supporting Evidence / Examples

Use evidence / examples to show connections when giving claims.

The pattern:

1. State your claim.
2. Give a piece of evidence that is connected to the claim.
3. Analyze the evidence to explain and show how it supports the claim.

Step	Phrases
Give evidence (clarifying a prior statement)	For example For instance In order to illustrate To give you an example To clarify To explain further To be specific
Analyze the evidence (drawing conclusions, making inferences, or suggesting implications based on specific data)	<u>Suggest/Imply/Illustrate/Exemplify/Highlight/Indicate</u> As is <u>indicated/suggested/illustrated</u> by Based on Can be <u>seen/observed</u> when As seen in Be demonstrated <u>by/through/when</u>

## Week 11

### Direct and Indirect Styles of Handling Conflicts

#### DEGREE OF DIRECTNESS

Direct	Indirect
Straightforward	Subtle
Separates issues from relationships	Still confront people
Directness in conflicts is a virtue	Might use a mediator (3rd party intervention)
Values honesty, efficiency and professionalism	Values social harmony

To be *assertive*: to show a confident or forceful personality.

To *meet the issue head on*: to deal with something directly.

To *go straight to the root of the problem*.

To *confront sb..*

### Taboo Topics

A *taboo* is something that is not acceptable to say, mention or do.

- It is banned because it is wrong or inappropriate.
- It could be a topic of conversation or a behavior.
- It could be legally banned or unacceptable by an unspoken rule.
- It may cause social trouble.
- It is talked about in a indirect way or only with those they know and trust.
  - Direct cultures may communicate in a much more indirect way about taboo topics.
  - Indirect cultures will also communicate in an even more indirect way than usual regarding taboo topics.

Common Taboo Topics:

- Religion
- Politics
- Money

- Sex
- Death

Taboo topics are not the same in every culture.

## Direct and Indirect Styles of Giving Negative Feedback

### DEGREE OF DIRECTNESS

Direct	Indirect
People say what they mean	People don't always say what they mean
People mean what they say	People don't always mean what they say
No need to read between the lines	Have to read between the lines
Tell it like it is	Can't always tell it like it is
People say what they think	People suggest and imply
Yes means yes	Yes can mean maybe no

Low-context cultures are typically direct in communication. High-context cultures are typically indirect in communication.

## Cultural Paradox

*Cultural Paradox* shows that behavior in a culture can be opposite to what you might expect based on context or situation.

Americans tend to be direct but may be indirect when giving negative feedback.

Russians tend to be indirect communicators but can be very direct when giving negative feedback.

Generalizations are helpful but sometimes the majority of people in a culture will behave differently from what would be expected in specific situations.

## Week 12

### Cultural Approaches to Conflict

#### CONFRONTATION STYLE

Ideas Confrontation	Relational Confrontation
Disagreement with ideas stated directly	Disagreement with ideas more subtle
Assumption: only ideas are being challenged	Assumption: relationship must come first
Ideas are open for attack	Ideas are attached to feelings
"It's just arguing. Don't take it personally"	"Be respectful of others' ideas and feelings"

	Ideas Confrontation	Relational Confrontation
Focus	Disagreement is directed at ideas, not at the person.	Disagreement is managed carefully to protect feelings and relationships.
Belief	Ideas and people are seen as separate; attacking an idea doesn't mean attacking a person's character.	Words can impact relationships, so people avoid direct confrontation to maintain harmony.
Impact on Relationships	Healthy conflict over ideas is seen as a sign of a strong relationship.	Confrontation can be perceived as personal criticism, which might harm relationships.

### Saving Face

#### IMPORTANCE OF FACE

Less Important	More Important
Honesty is essential	Harmony is essential
Truth should be sought	Truth should be adjusted as necessary
The Truth is more important than feelings	Feelings are more important than the truth

Less Important	More Important
"Face" is individuals' responsibility	"Face" is everyone's responsibility
Goal: getting/giving info	Goal: preserving/strengthening bonds
Have fewer ways to lose face	Have many ways to lose face

Face matters in all cultures. In some cultures, face strongly impacts behavior. In others, it has a smaller effect on actions and words.

## Hierarchical and Egalitarian Cultures

To *subject to criticism*: to be the recipient of outside criticism.

To *be one of the guys*: to be accepted by a social group; to act or be the same as the other members.

To *pull rank*: to take advantage of one's authority and seniority.

# Week 13

## A. Hierarchical and Egalitarian Cultures

### Characteristics

*Hierarchy*: a system, especially in a society or an organization, in which people are organized into different levels of importance from highest to lowest; the group of people in control of a large organization or institution; a system that ideas or beliefs can be arranged into according to their importance.

*Low power distance* = egalitarian:

- Boundaries surrounding what an individual within an organization "should" and "should not" do, and how they are treated, are less defined.
  - Role distinctions are a little less clear when looking on from the outside.
  - People maintain the appearance of equality.
  - How you treat someone "below" you in rank might not look that different than how you treat someone "above" you in rank, which is especially apparent in workplace environment.

*High power distance* = hierarchical

- The hierarchy is understood and adhered to, creating a sense of order.
  - Each person acts according to their role.
  - Each person is treated by others according to their role.
  - How you treat someone "below" you in rank might look dramatically different than how you treat someone "above" you in rank.

Egalitarian and hierarchical cultures represent different approaches to organizing and structuring societies or groups. Neither approach inherently values individuals more or less; they are simply different frameworks. Both cultures recognize the importance and value of individuals within their respective frameworks. Egalitarian cultures tend to value creating equal opportunities for individuals to contribute. In hierarchical cultures, individuals may be valued for their specific contributions within their roles.

Key Features	Egalitarian	Hierarchical
Role and Responsibility Distinction	Not as clear	Clear
Power Structure	Emphasizes equality and minimizes power distance	Emphasizes structured levels of authority and respect for status
Value Judgement	Importance of rank and seniority Respect for authority highly valued	Emphasis on equal treatment regardless of status Value placed on collaboration and teamwork
Communication	Informal, open and encourages feed back from all levels Feel free and be allowed to contact anyone in the office. The rank doesn't matter. Although you might go through someone else, you could talk to someone with a much higher or lower in rank than you.	Formal, structured, and often top-down Should probably follow the acceptable structure One wouldn't bypass a rank. You might convey your message to someone at the middle rank.
Leadership Differences	Leaders often consult team members before deciding	Leaders make decisions with less input from lower levels.

## POWER DISTANCE

Low power distance	High power distance
Democratic management style	Authoritarian management style
Power usually shared	Power is centralized
Delegation to subordinates	Not much delegation
Subordinates dislike micro-managing	Subordinates wait for instructions
Initiative highly valued	Initiative not necessary
Consultative decision making	Top-down decision making
OK to disagree with boss	No open disagreement with boss



Low power distance	High power distance
Boss-subordinate relations informal	Boss-subordinate relations formal
Rank has few privileges	Rank has many privileges

## Giving and Receiving Honor

- **Collective honor:** In group-focused cultures, the boss's actions can affect the entire team's honor. The leader's actions reflect on the whole group.

## B. Universalism and Particularism

To *be hard on* sb.: to be critical or even to enact a punishment on sb., esp. if you have high standards for his behavior.

To *show sb. who's boss*: to demonstrate authority or dominance over sb. so that it is clearly recognized.

To *\*make an exception for\** sb..

To *\*make an exception to\** sth. (a rule, policy, etc.).

To assign weight to/place weight on sth.: to consider sth. important or give it significance.

To *have tolerance for* sth.

*On sb's behalf.*

To *sting*.

# Week 14

## A. Universalism and Particularism

*Dilemma*: a situation in which a difficult choice has to be made between two or more alternatives, esp. equally undesirable or satisfactory ones. The solution or right thing to do is unclear.

A *right* is something that people are allowed to have, do or say because it is considered fair or just.

### ADHERENCE TO RULES

Universalism	Particularism
What's right is always right	What's right depends on circumstances
There are absolutes	There are no absolutes
Rules are rules and cannot be broken	Rules can be bent or broken
There should be no exceptions	There are always exceptions
Consistency is important	Consistency is not always best
Fair means treating everyone the same	Fair means treating everyone uniquely

Both logics are logical.

- Particularists think universalists are corrupt because they won't even help their friends.
- Universalists think particularists are corrupt because you can't trust them to tell the truth.

In their best form, universalism and particularism are both striving for fairness. It would be absurd to call universalism "right" and particularism "wrong" or vice versa. The solution (to dilemma) lies not in universalism or particularism but in the integration of both because there are strong ethical principles to be found in both approaches.

	Universalist Approach	Particularist Approach
Principle	Rules are fixed and apply equally to everyone,	Rules are flexible and can be adjusted based on

	Universalist Approach	Particularist Approach
	regardless of circumstances or relationships.	the situation and people involved.
<b>Logic</b>	Fairness means treating everyone the same and applying the laws or standards equally.	Fairness is seen as understanding the unique context of each situation and the people involved.
<b>Application</b>	People prioritize standard adherence to rules over personal relationships, believing this approach maintains objectivity and integrity.	They prioritize the relational impact of their actions over standard adherence to rules, believing this upholds loyalty and integrity.

*Pedestrian*: someone walking on the sidewalk

*Witness*: a person who has seen something happen with their own eyes, esp when they have seen a crime.

To *testify*: to give evidence in court when your are a witness.

*Integrity*: acting with strong moral principles.

## B. Culture Shock

### Definition

*Culture shock/fatigue*: what happens whenever a person from one culture goes to another and needs to learn how to adapt to life there.

### Stages

1. Honeymoon
2. Crisis
3. Recovery
4. Adjustment

# Week 15

## A. Culture Shock

### Causes

#### 1. Loss of control

We are used to being in control of our surroundings. Moving to a new culture can make a person feel like they've lost control, which is uncomfortable.

#### 2. Physical, mental and emotional fatigue

These are 3 ways to spend and renew energy.

- Physical: new home, change in physical activity, sleep, diet, etc.
- Mental: language learning, history, culture, context.
- Emotional
  - It's hard to feel dumb.
  - It's challenging to be far from family and friends, feeling lonely.
  - Learning is empowering and new friends are encouraging.

#### 3. Loss of people, things and activities that refresh and re-energize.

#### 4. Unfamiliarity of everything around them

## B. Using Multiple Lenses

### Cultural Orientations

- Direct / Indirect
  - Handling Conflict
  - 'Negative Feedback
- Hierarchical / Egalitarian
- Universalism / Particularism
- Collectivism / Individualism
- Monochronic / Polychronic
- Task / Relationship Oriented
- High / Low Context

Make an *educated guess*.