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Globalization - process of bringing people together and making them interact and exchange ideas across traditional borders

↳ culture is something that has always been shared, regardless of the reasons.

- The increasing economic, political, and cultural integration of diverse cultures.

↳ combination (bringing them together).

- Technology makes everything possible. Almost anything is shared; culture included. Interacting with various people all over the world is made possible. & it is already painfully obvious how technology plays a big role in circumstances like this. You don't have to fly out of the country to enjoy and partake in diff. cultures (ex. learning a new language online).

Interdependence - refers to two or more countries that impact and rely on each other. They have an impact on each other when it comes to the integration of economic activities.

* give and take relationship. They both benefit



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from the other's cultures. Mostly due to economical reasons:

What drives globalization?

* Globalization is greatly improved over the last half century due to the wonders of technology.

* Connectivity and communication aided in the improvement of different nations. And while some nations may develop on their own, it would be more efficient to get help from more stable countries especially those under the first world countries.

* Sending and receiving information is less of a hassle now due to the innovation of technology.

↳ the same goes for importing goods.

* The invention of enormous container ships helped too. Faster ships, trains, and airplanes made it possible to travel the globe more efficiently.

Signs of globalization

* Globalization and colonialism are both related to each other since we see the results of colonial-



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lism far from the Americans for instance in our present day. (various brands and items such as fast food and clothing which were originally from foreign countries).

↳ the two are similar in the sense that the powerful have an upper hand that can increase their profits at the expense of those that they have control over.

Impact of globalization

1. Interconnectedness of people on global scale

↳ regardless if we are in and out of the country, we can still communicate with people from foreign nations.

2. Virtual communication (ex. online tutorial)

↳ we can transact with others online, even at the comfort of our own homes.

3. Cultural awareness *we are able to know more about other cultures by consuming them.

↳ shown in consuming all sorts of medias such as shows, even their clothing and food. *the more you indulge in their culture, the



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more you get to know about them.

4. Time (communicating synchronously and asynch.)

Intercultural communication

* discipline that studies communication across different cultures & social groups.

* or simply how culture plays a role in manipulating communication

Culture

- is the learned and shared behavior of a community of interacting human beings

* in order for something to be called a culture, it needs to have a lot of people sharing these beliefs, ideas, traditions, etc. ←

- system of beliefs, assumptions, and values shared by the group of people

- learned set of shared interpretations about beliefs, values, and norms that affect the behaviors of large groups of people

* culture is passed down from generation to generation. It might be tweaked or improved, but its original ideas still remain.



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- * culture is shared through communication
- * you adapt to the culture of wherever you are in. Humans are natural adapters and shape shifters. They learn to adjust.

Examples :

- | | |
|-----------------|--------------------------|
| - language | - Relationships |
| - communication | - Practices |
| - courtesies | - Expected behavior |
| - Rituals | - Values |
| - Roles | - Thoughts |
| - customs | - Manners of interacting |

2. Cultures are shared

- We all have our own individual differences. However, we follow the norms of the cultural group we belong in.
- Fitting into the group means acceptance and fellowship. In order for you to be accepted by those within the cultural group, you have to do what they do too. It's only normal to respect their cultures. As they say, When in Rome, you must do as the Romans do.



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3. Cultures are multifaceted

- All around us, we see the presence of different cultural norms that affect language, religion, basic world view, education, etc. all interacting with each other.
- Behavior and things ~~is~~ common to people who live together in social groups are considered cultural universals. Though there are still differences from culture to culture.
* multifaceted means there are several different features to consider.

↳ it doesn't only revolve around one culture.
* The best we can do is respect each other's beliefs and customs

4. Cultures are dynamic

- Cultures always change as cultural contact increases, new technologies emerge, and economic conditions vary.

* Nothing is constant considering how fast paced our world is. So we must learn to adapt and overcome these changes.



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5. Cultural identities are overlapping

- We belong to each of our own cultures as we interact with one another.

- However, not every culture can complement others. They may take a turn for the worse and clash

* It's impossible to not belong in any culture since it doesn't automatically have to mean the culture of the place we are raised in. Sometimes, it can refer to what makes up our identities (gender, economic status, etc.).

World Englishes

* A term for emerging localized varieties of English, especially those that have developed in territories influenced by the UK or USA.

* Three things to consider: **expanding**, **outer**, and **inner circle**.

Inner circle - native English speakers (ex: Australia, UK)

Outer circle - former colonies of English speaking countries where the language itself still



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has a strong presence. (Ex. India, Pakistan, PH). They made use of English as one of their official languages. * ESL (Eng. as a second lang.)

Expanding circle - English has no official use. It is still used, but English is not their priority. (Ex. Japan, China) * EFL (Eng. as a foreign lang.)

World Englishes

* other varieties of English

ex. Singlish, Taglish

World English

* global English, lingua franca

* only one

Overcoming Communication Barriers in Multi-Cultural Settings

Multicultural * incorporating ideas, beliefs, from many people of diff. cultural backgrounds

* An example of multicultural celebration is when people of different cultures come together

→ through the help of technology, what seemed



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to be a larger and more intimidating world gradually becomes smaller with how easy it is to communicate with others.

* in order for the flow of the communication to be much smoother, you have to be aware of the culture of the person you are talking to.

Effective communication in a multi-cultural environment poses several challenges

↳ this is common to people in a new setting especially if they ~~are~~ interact with people who are significantly different from them in terms of the way they speak and behave.

* misunderstanding is inevitable.

1. Language

- Two billion speakers globally
- It has become the lingua franca, used among people who speak various languages so they can understand each other more efficiently.
- * It would be easier to communicate in English to understand one another better.



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- language is embedded in culture so it is culture that dictates what to say in situations

* example is the way they talk to others. Are they direct? what tone do they carry?

* refusing to adapt to these factors could cause issues that might affect your relationship with others.

- language and cultures are intertwined.

- you cannot only learn one without taking the other into consideration.

overcoming language and semantic barriers

- Have awareness on intercultural communication to understand interlocutors who come from diff. linguistic and cultural backgrounds

* for instance, if they make a mistake, you may correct them so as long as you do not do it in a harsh manner.

2. Signs and symbols

- this also differs from culture to culture

* what might be okay to you can be



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deemed as inappropriate to other cultures. which is why it's important to do your research beforehand. When you're travelling for instance. You don't want to accidentally offend someone.

3. Stereotype and prejudice

* Prejudice (emotional bias) } Disimination

* Stereotype (cognitive bias)

→ negative emotions regarding someone based on the cultural groups they belong in. (ex: gender, race, etc.) → based on mere assumptions.

→ overgeneralizes individuals. They put a group of people in a single category.

4. Ethnocentrism

- The process of dividing cultures as "us" and "them".

- Tendency to judge the culture of other people as a way to make them seem inferior.

* No culture is better than the other.



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Cultural Relativism

- The opposite of ethnocentrism
 - The ability to understand and accept other cultures ~~at~~ instead of passing foolish judgment.
- * When it comes to morality and the law,
no one is above it.

Overcoming stereotypes and ethnocentrism

- observe the basics in maintaining good interpersonal relationships. It should be done in a way where no one is offended or discriminated.
- understand that everyone is different and should still be treated with respect in order to become more culturally sensitive.

5. Cultural difference

- Cultural taboos are practices prescribed by a particular society as being ~~improper~~ or ~~acceptable~~ in their culture.
- * Again, what might seem harmless may be viewed as rude in other cultures.



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Overcoming cultural barriers

- * Be aware of cultural differences that dictate appropriateness in a multicultural setting

b. Personal Space

-The amount of space between speakers defines their relationships but cultures will also have an effect on how a person defines personal space:

Overcoming communication barriers

- * Know yourself and your culture to get used to interpretations of your culture.
- * Appreciate cultural differences
- * Avoid using deep words or jargon.
↳ you don't want others to get confused.
- * Be open to learning new insights and things.