



---

# **Business Communication (HS-218)**

*Week 3 (Recorded Lecture 2)*

---

*ASMARA SHAFQAT*

Lecturer & PhD Scholar (Applied Linguistics)

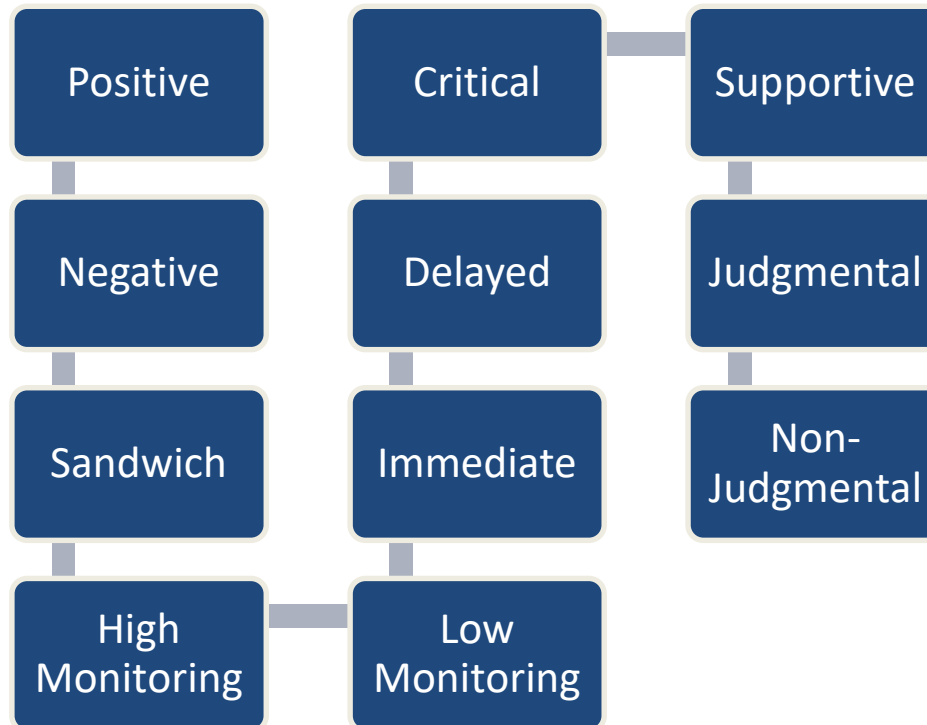
Department of Humanities

NED University of Engg. & Tech. Karachi



# Recap of Lecture 2 - Part 2

## *Feedback* *Types of Feedback*



**Asmara Shafqat**  
PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Culture

Culture means a set of learned values, internalized practices, and shared beliefs among a group of people.



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Multicultural Communication

Multicultural refers to a society that contains several cultural or ethnic groups.



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi

Cross-cultural communication deals with the comparison of different cultures.



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities  
NED University Of Engineering &  
Technology, Karachi

Intercultural describes communities in which there is a deep understanding and respect for all cultures.



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Role of Intercultural Communication



Communication Skills

Globalization

Importance of Information



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi





# Flexibility in Intercultural Communication



Anticipate

Assess

Evaluate

Select

Apply

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi





# Importance of Intercultural Communication



Understanding Your Own Identity

Enhancing Personal and Social Interactions

Solving Misunderstandings, Miscommunications, and Mistrust

Enhancing and Enriching the Quality of Civilization

It Influences Senders and Receivers

It Influences the Setting

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



Cultural differences are manifest in the cultural identities of the people which influences behavior including choices of symbols, ideals, rituals, and even the values one chooses.

*Power Distance*

*Individualism Versus Collectivism*

*Femininity Versus Masculinity*

*Uncertainty Avoidance*

*Long-term Orientation*

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Power Distance



Power distance is a way of contrasting a group of cultures to another group of cultures by measuring social inequality in each.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Individualism versus Collectivism

The degree of integration and orientation of individuals within groups is referred to as individualism versus collectivism.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Femininity versus Masculinity

A way of contrasting a group of cultures to another group of cultures that looks at the division of rules between men and women is called femininity versus masculinity.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Uncertainty Avoidance



Uncertainty avoidance compares tolerance for the unknown when contrasting a group of cultures to another group of cultures.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Long Term Orientation



Cultures having long-term orientation admire persistence, ordering relationships by status, thriftiness, and having a sense of shame that emphasizes care for others and being loyal and trustworthy.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi

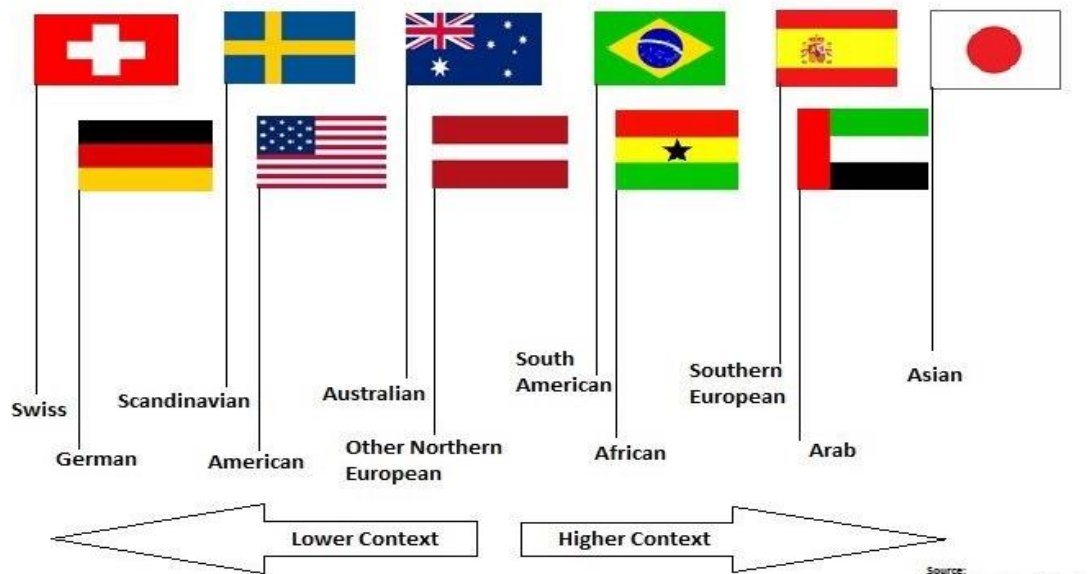




# High Context Cultures

High-context cultures rely on implicit communication and nonverbal cues. In high-context communication, a message cannot be understood without a great deal of background information.

*For example: In the Japanese, African, Mexican, Asian, and Latin American cultures most of the meaning of a message is either implied by the physical setting or is presumed to be part of the individual's beliefs, values, and norms.*



**Asmara Shafqat**

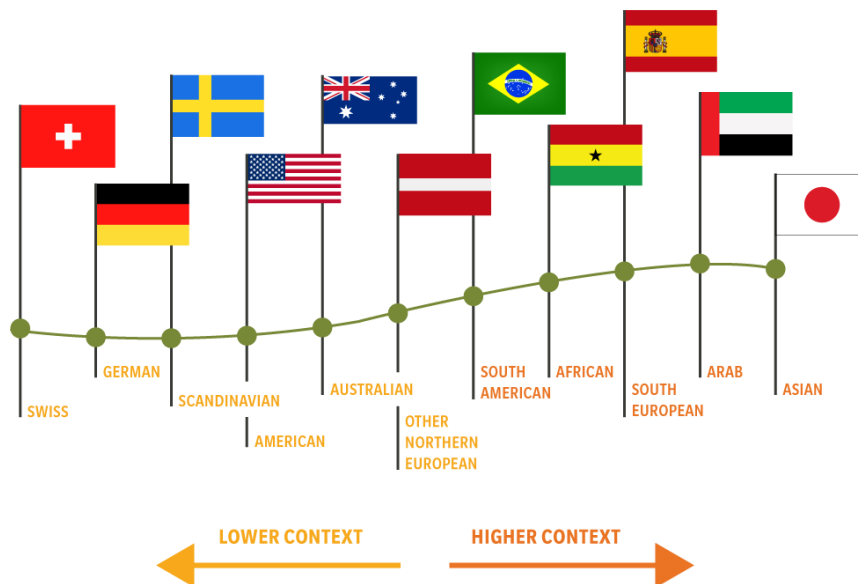
PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Low Context Cultures

A low-context culture relies on explicit communication. In low-context communication, more of the information in a message is spelled out and defined.

*For example: Cultures with western European roots, such as the United States and Australia, are generally considered to be low-context cultures.*



**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Barriers to Intercultural Communication



Ethnocentrism  
Stereotyping  
Prejudice  
Discrimination

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Ethnocentrism



Ethnocentrism is the belief that one's own cultural group's behaviors, norms, ways of thinking, and ways of being are superior to all other cultural groups.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Stereotyping

Stereotypes are oversimplified or distorted views of another race, another ethnic group, or even another culture.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



Prejudice is a negative attitude toward a cultural group based on little or no experience.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



Discrimination is the overt actions one takes to exclude, avoid, or distance oneself from other groups. It can be interpersonal when you do it against another person, either collectively or institutionally.

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi





# Any Questions?



**If you have any questions regarding this Part of Recorded Lecture i.e. “Intercultural/Multicultural Communication”, you can ask in the live session starting at your scheduled live session timings.**

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Thank you

