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## UNIVERSITY OF LIBERAL ARTS BANGLADESH

**Program:**

Bachelor of Social Science in  
Media studies and Journalism

**Course:** MSJ 11241: Interpersonal and Intercultural Communication

**Section:** 1

**Semester:** Spring 2022

**Final Assignment**

**Submitted To**

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## **Write a reflective paper based on the problem solving case study.**

Try to imagine yourself as a student who has recently enrolled on an educational exchange program. And for that reason, you have to go to the UK where you have not been before. Putting yourself there now analyze the followings:

What are the barriers that you might face when you move to the UK from Bangladesh? Explain in detail with cultural information and references to the cultures and contexts of each country. Select any country of your choice (other than the UK) and make a detailed comparison between Bangladeshi culture and your chosen country's culture showing in particular: how the cultures in each country are either similar or different.

Elements the reflective write-up will cover:

### **Generic:**

What is culture and how do we express it?

What are the primary barriers?

How important is it to develop Intercultural Communication skills?

### **Problem A:**

Ethnocentrism

Cultural relativism

Ideal states of Intercultural and Cross-cultural communication focusing on Cultural Intelligence.

### **Problem B:**

Importance of Intercultural Communication.

Use Hofstede's six dimensions of culture to understand the situation better.

## **Constraint:**

You have to do independent research to find out the relevant points.

**Cultures** are characterized as all of a population's ways of life, including arts, beliefs, and institutions, that are passed down from previous generations. As such, it encompasses etiquette, clothing, language, religion, traditions, art, behavioral conventions such as law and ethics, and cultural beliefs (3 May 2016, sphweb.bumc.bu.edu).

The people of Bangladesh express their culture through history, beliefs, food, architectural style, languages, music, sculpture, and dress all show its deep-rooted tradition.

Suppose as a student I recently enrolled in an educational exchange program and for that reason, I have to go to the America where I have not been before. The barriers that I might face when I move to America from Bangladesh are written below-

Bangladesh's three major religions (Hinduism, Buddhism, and Islam) have had a significant impact on the country's history and culture. On the other hand like Bangladesh, the American culture also have its cultural beliefs including food, language, business culture, work practices, Social etiquette and customs, Social Stratification, gender roles, and so on. Both the countries express their culture in their way.

There are six primary barriers that I face in America when I am from Bangladesh.

1. **Ethnocentrism:** Ethnocentrism is the belief that one's own culture is superior to that of others.
2. **Stereotype:** A stereotype is a strongly accepted, simplistic, and essentialist view of a certain group. Sex, gender identity, race and ethnicity, country, age, socioeconomic class, language, and other factors are frequently used to stereotype groups.
3. **Psychological barriers:** Psychological barriers are a person's personal beliefs that prevent him from completing a task. Absent-mindedness, fear of expressing one's views to others, excitement, and emotional instability are all symptoms of these barriers, which account for a large number of communication issues.
4. **Language barriers:** Language barriers arise when two persons speaking different languages are unable to communicate with one another, resulting in a breakdown in language and communication. Physical language difficulties, such as stuttering, syntax dysfunction, and hearing loss, can also cause them.

5. **Geographic distance:** Physical obstacles are frequently caused by geographic remoteness. Phone conversations, video conferences, SMS, and emails are used to replace personal communication. Long-distance communication might be hampered by poor reception or slow internet due to network challenges.

6. **Conflicting values:** When individuals or groups of people possess strong personal convictions that are in contradiction with themselves or with the principles, an organization's value conflict occurs. Religious differences, ethnic backgrounds, and cultural differences are only a few examples.

The skills needed to communicate or share information with persons of different races and cultures are known as intercultural communication abilities. Intercultural communication skill is important because it aids interracial groups and international communities in cooperating and building stronger relationships, which are critical in today's globalized society, where cultural adaptation and good intercultural communication are both required (5 October 2021, peepstrategy.com). It is also important to foster open-mindedness, self-development and patience, communication, cooperation, a positive attitude toward people, and better business practices, among other things. Ethnocentrism is a term used to describe a conscious or unconscious cultural or ethnic prejudice in which an individual perceives the world through the lens of his or her group, setting the in-group as archetypal and grading all other groups against this ideal. For example: as a student, I come to America to study, and I believe that my culture is superior to American culture. At the same time, American people believe that their culture is superior to my culture.

The principle of cultural relativism is that a person's ideas and actions should be acknowledged in light of their own culture. Cultural relativists also claim that the beliefs and values of one culture should not be judged by the norms and values of another culture (1 June 2022, en.wikipedia.org). Cultural relativism refers to the refusal to judge a culture according to our criteria of what is right or wrong, weird or ordinary. Instead, we should need to comprehend other people's cultural behaviors in their cultural context. For example, we have become more accepting of food from cultures other than their own, as evidenced by their culinary choices. We used to be more inclined to find certain foods offensive, but now they are less likely to pass judgment on others based on their food preferences.

The ability to relate and operate effectively in culturally varied contexts is referred to as cultural intelligence. It's the ability to thrive across cultures and beyond boundaries. Communication between people from two distinct cultures is referred to as intercultural communication. People from various cultures develop shared meanings through intercultural communication, which is a symbolic, interpretative, transactional, and contextual process. Everyone, including executives, company leaders, workplace managers, and employees, will benefit from improved communication and cross-cultural understanding. The exchange of information between persons from different cultures is referred to as cross-cultural communications. Successful cross-cultural communication requires flexibility, adaptability, and open-mindedness. Communication between persons of different cultures is improved when they have a good understanding of one other's cultures. As a result, there is a higher level of trust. Employees and customers are more inclined to pay attention when they are aware of potential differences and similarities.

Intercultural communication is important because it aids interracial groups and communities in general in cooperating and building stronger relationships, which are critical in today's globalized society, where cultural adaptation and good intercultural communication are both required. Because each person's norms and behaviors are often distinct and may clash with those of co-workers raised in different parts of the world, these values and attitudes can have an impact on cross-cultural communication.

The cultural model was created by Hofstede based on differences in values and views about job goals. Hofstede's framework is particularly beneficial because it gives crucial information about country differences and how to manage them (20 September 2019, [www.cleverism.com](http://www.cleverism.com)).

Geert Hofstede's 6 Cultural Dimensions are-

1. **Power Distance Index (PDI):** This dimension describes how individuals of a society who are less powerful accept and expect unequal power distribution. With a score of 80 for Bangladesh and a score of 40 for the United States of America, the power difference between the two countries displays a stark disparity. The high score indicates a strict hierarchy and greater reliance on superiors, whereas America has many leadership behaviors.

2. **Individualism Vs Collectivism:** This dimension is concerned with the topic of whether people prefer to just be left alone to fend for themselves or rather to be part of a close-knit network. Bangladesh is classified as a collectivist society with a score of 20. On other hand, The United States, with a score of 91, is a cultural individualist country.
3. **Masculinity Vs Femininity:** Masculinity refers to a society's propensity for assertiveness, heroism, achievement, and material gain in the pursuit of success. Femininity, on the other hand, denotes a propensity for humility, cooperation, high quality of life, and compassion for the vulnerable. Bangladesh receives a 55 on this scale and is classified as a Masculine society. Women and men performing the same tasks are becoming more acceptable in the United States. With a value score of 62, the United States was less manly.
4. **Uncertainty Avoidance Index (UAI):** It's a societal factor that describes how uncomfortable people are with ambiguity and uncertainty. The United States is an example of a country that has a low level of uncertainty avoidance. Administrative decision-making in Bangladesh is highly centralized and focused on an "incremental approach." A general inclination exists to avoid making fresh and creative decisions.
5. **Long Vs Short Term Orientation:** The tendency of a community to seek virtue over the long run is referred to as long-term orientation. The term "short-term orientation" refers to civilizations that are intensely committed to establishing absolute truth. Bangladesh gets a score of 47, which indicates that it has no strong inclination in either direction. With a score of 26, the United States has a strong preference.
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6. **Indulgence Vs Restraint:** This is concerned with the extent to which cultures can regulate their urges and desires. Bangladesh has a score of 20 on the Indulgence scale, which is quite low. As a result, it is classified as a restricted nation. The United States, on the other hand, has a high indulgence score of 68.

Hofstede's dimensions reflect the profoundly ingrained values of various cultures. These values influence not only how people of various cultural origins behave, but also how they may behave in a work-related situation.

We now have a better understanding of how we communicate with others as a result of this course. Beliefs, personality, cultural teachings, physical characteristics, abilities, values, and ambitions are all part of who we are. This course focuses on communication and makes it easier to communicate with others. Maintains positive interactions as well. It also improves the efficiency with which requirements are communicated. We now have a better understanding of how to demonstrate concept theories. Learn to think about intercultural communication critically, creatively, and autonomously.

## Referencing

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