



Intercultural communication

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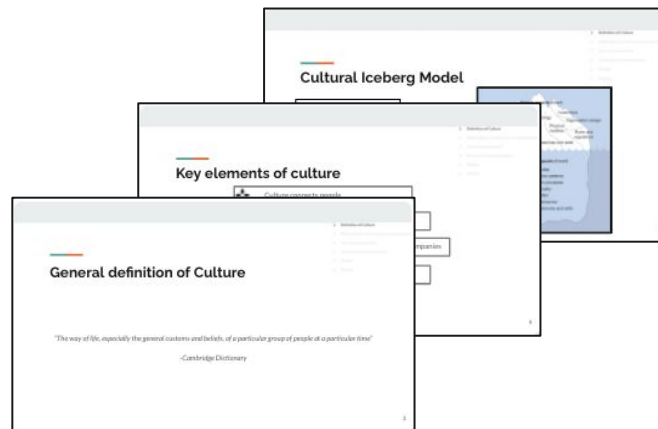
I5CCGE21 Psychologie sociale et éthique



20 minutes

Content

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2. Multicultural vs intercultural communication
3. Intercultural contacts
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General definition of Culture

“The way of life, especially the general customs and beliefs, of a particular group of people at a particular time”

-Cambridge Dictionary

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Key elements of Culture



Culture connects people



Culture develops values



Culture differentiates people and companies



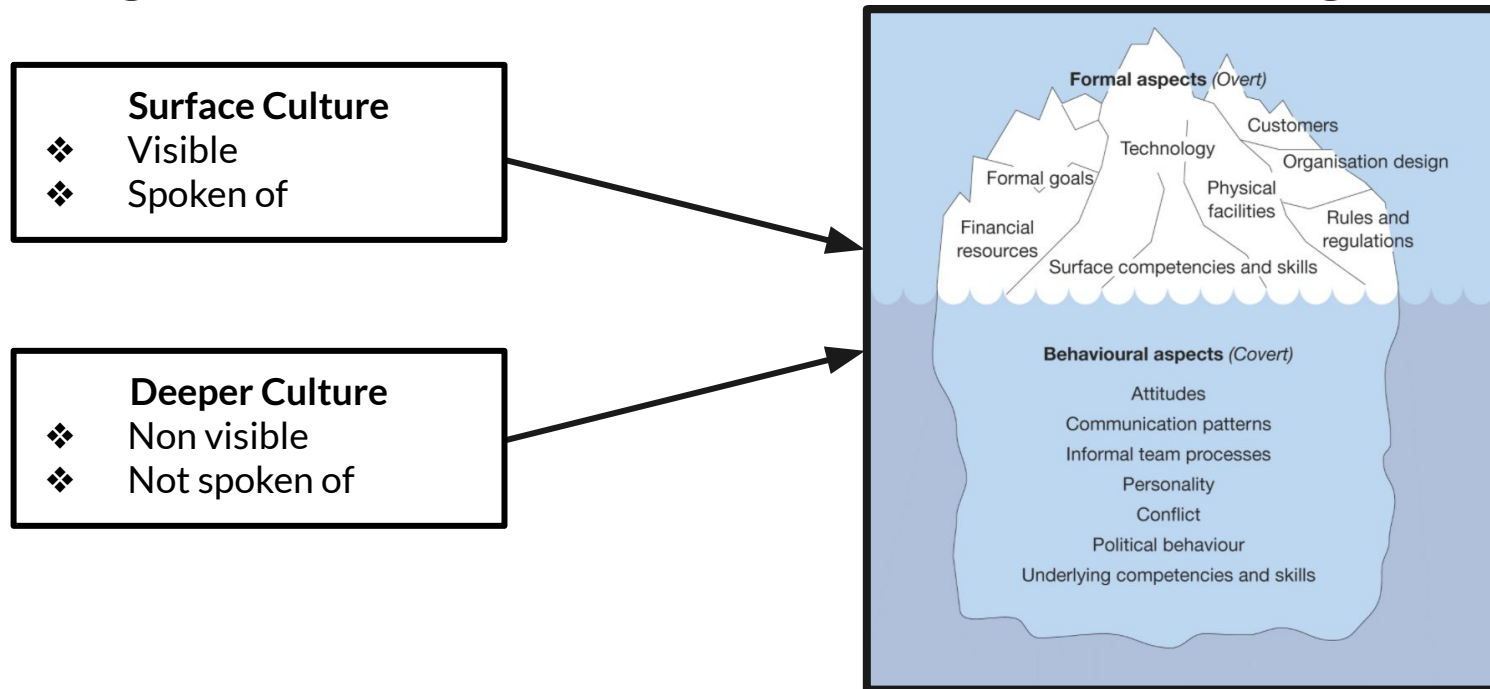
Micro and macro cultures



Cultures are collective

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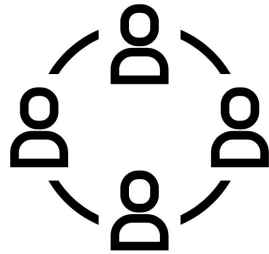
Organizational Culture is like an iceberg



Culture in the context of an engineer from INSA



Much more than an engineer



Cooperative culture

Multicultural vs intercultural communication

- Multicultural
 - Different cultures coexisting
 - Not necessarily contact between cultures
- Examples
 - New York
 - High school



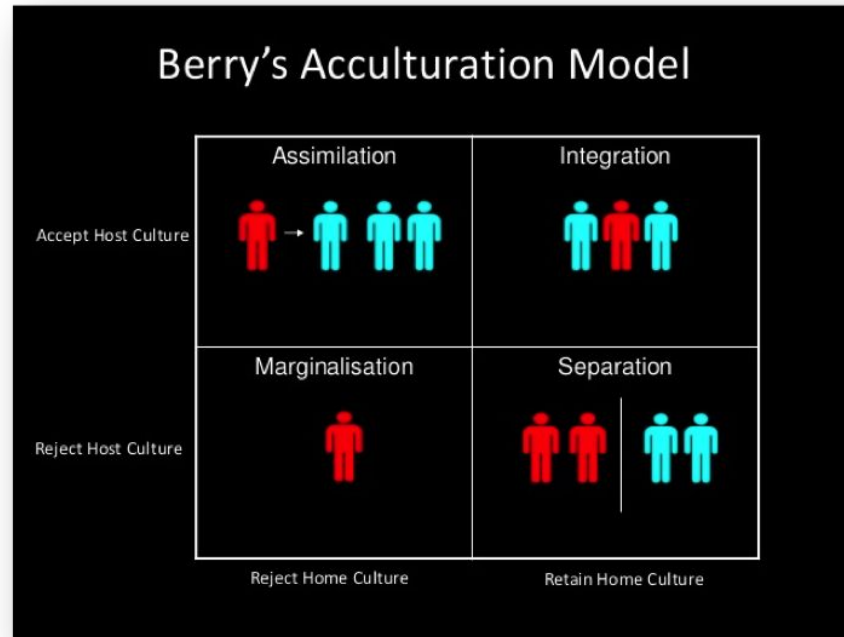
Multicultural vs intercultural communication

- Intercultural
 - Different cultures interacting and cooperating
 - Sharing of information and ideas
 - Examples
 - Local events
 - Big projects

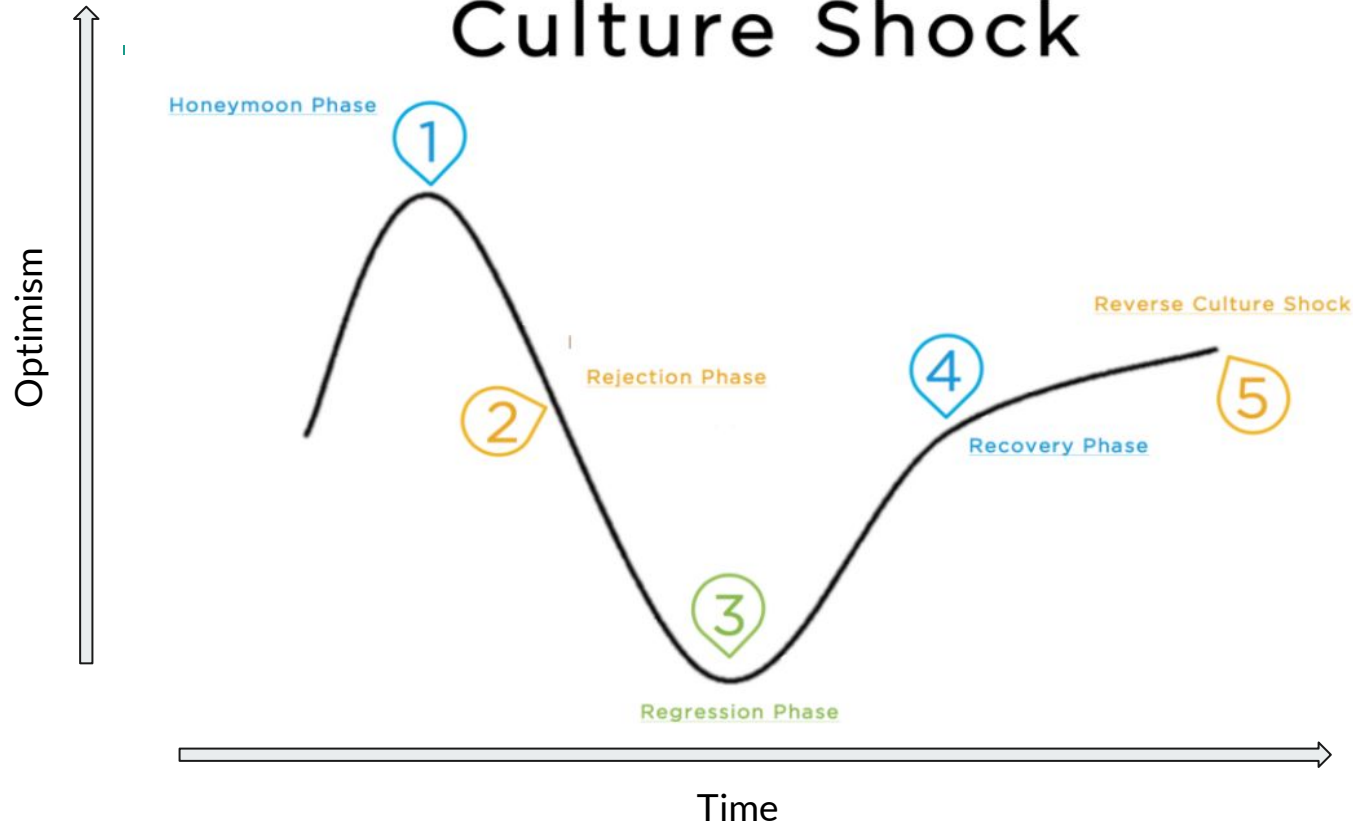


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Intercultural contacts



Culture Shock



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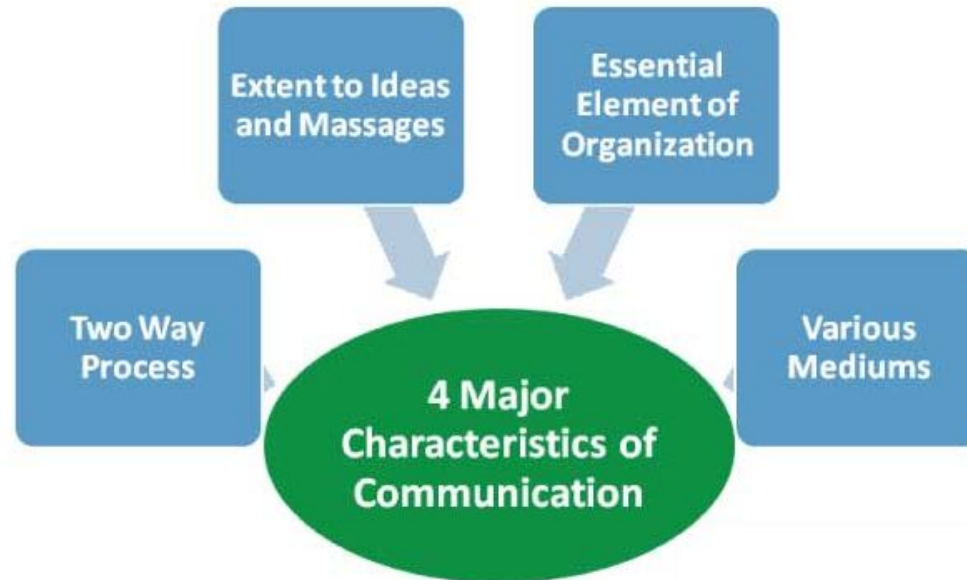
Communication and intercultural communication

The word communication has been derived from the Latin word ‘communis’ which means ‘common’. Thus, communication means sharing of ideas in common.

According to the shorter Oxford English Dictionary, communication means “the imparting, conveying or exchange of ideas, knowledge, etc., whether by speech, writing or signs.”

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Characteristics Nature of Communication:





Intercultural communication

An email sent to a factory in Russia, from a U.S manager:

“Please send a headcount of the people in your factory and in your office, broken down by sex. Information urgent.”

The local manager, a Russian, replied:

“Here’s is your headcount: We have 30 in the factory, 15 in the office, 5 in the hospital in sick leave, 5 broken down by alcohol, none broken down by sex. For your information, our problem here is not sex, it’s about vodka.”



Intercultural communication

-Basically, 'inter-' is a prefix that means 'between' and cultural means... well, from a culture, so intercultural communication is the communication between cultures.

-Intercultural communication is targeted at allowing for positive and productive interaction.

-Intercultural communication is also not simply a language proficiency

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Obstacles of intercultural communication



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Ethnocentrism



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Preconceptions and stereotypes

Stereotypes of Other Cultures As viewed by Japanese and U.S. Students		
	<u>Japanese</u>	<u>U. S. Americans</u>
English	gentlemanly, polite	formal, proper, polite, intelligent
Irish	cold, patient, religious	drinkers, jovial, hot-tempered, loud
Chinese	diligent, serious, laboring	quiet, small, industrious, smart
Mexicans	cheerful, passionate, spicy-food eaters	lazy, poor, loud, dirty, uneducated
Russians	cold, dark, closed, secret, selfish	cold, respect authority, hard-working
Israelis	religious, faithful, warlike, Jewish	religious, quarrelsome, wealthy, greedy

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Nonverbal misinterpretation



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Tendency to quickly evaluate





Conditions for better intercultural communication

- Knowledge of the cultures
- Recognition that these aspects affect behavioural norms
- An understanding of how culture can affect communication and language
- An understanding of the conventions that may govern behaviour in certain specific intercultural environments
- Crucially, awareness of your own and other people's beliefs and values, and a willingness to recognise when these may clash.
- Sensitivity towards cultural stereotypes

Debate

What factors are important to consider to promote intercultural communication in a group ?





Sources

- Ibanez B. Penas, Ma. Carmen López Sáenz. Interculturalism: Between Identity and Diversity (2006)
- <https://hbr.org/2020/04/build-a-culture-that-aligns-with-peoples-values>
- <http://bankofinfo.com/characteristics-of-communication/>