

**M.Umer**

**20601**

### **Cultural Shock:-**

*Kalervo Oberg*, a Canadian anthropologist, coined the term culture shock.

#### *Definition:-*

A series of emotional reactions precipitated by the anxiety that results from losing all our familiar signs and symbols of social intercourse.

In simpler terms, it is a feeling of uncertainty or anxiety that affects people that are immersed in a culture that is different or new, usually as a result of immigration or a visit to a new country.

#### *For Example:-*

### *Tourists visit to Pakistan.*

In Pakistan, English is widely spoken in urban areas, encountering (unexpectedly be faced with) Urdu or regional languages in rural areas might pose a challenge for communication, leading to a cultural shock for those not familiar with the language.

#### *Problems:-*

##### *Information overload:-*

The sights, sounds and smells of Pakistan can be overwhelming for newcomers, especially in crowded cities like Karachi or Lahore. The vibrant street life, honking horns, aromatic food stalls and colorful markets can bombard the senses.

##### *Language barrier:-*

For those not fluent in Urdu or regional languages, navigating daily interactions, signs and announcements can be challenging, leading to cognitive fatigue from constantly trying to understand and interpret new information.

## Generation Gap:-

Immigrants may experience a culture shock when they encounter a society where traditional values are upheld by older generations while younger generations may embrace more modern and progressive attitudes. This creates a sense of conflict.

## *Technological gap:-*

Difficulties in accessing the sources that they were accustomed to in their home country.

## Skill Interdependence:-

Developing Cultural Awareness and adaptability skills is crucial for understanding norms, values, and behavior of the new cultural environment.

## Formulation Dependency:-

Indian Media portrays Pakistan as a terrorist country.

## Homesickness:-

Experience a sense of alienation

Boredom:- Sources of entertainment are no longer accessible in non-native country.

There is no true way to entirely prevent culture shock, as individuals in any society are personally affected by cultural contrasts differently.

### **Oberg's 4 phases model:-**

According to Oberg's model, people will initially have honeymoon period, and then there will be transition period, that is, cultural shock. This period may be marked by rejection of the new culture, as well as romanticizing one's home culture. But then, with some time and perhaps help from local people or other culture brokers, people will start to adapt. And there are some people who return to their own places and re-adapt to the old culture.

#### **Honeymoon**

During this period, the differences between the old and new culture are seen in a romantic light.

For example:-

In moving to a new country, an individual might love the new food, the pace of life, and the locals' habits. During the first few weeks, most people are fascinated by the new culture. They associate with nationals who speak their language, and who are polite to the foreigners. Like most honeymoon periods, this stage eventually ends.

### Rejection/Regression

After some time (usually around three months, depending on the individual), differences between the old and new culture become apparent and may create anxiety.

For example:-

Excitement may eventually give way to unpleasant feelings of frustration, depression, anger, loneliness, homesickness, emotional disturbance, loss of sense of identity, lack of confidence, difficulty in the acquisition of target language. All this results from unfavorable events like: Language barriers, differences in public hygiene, traffic safety, food quality and accessibility, pressure on

communication skills, difficulty in seeking treatment for illness

## Negotiation/Adjustment

Again, after some time (usually 6 to 12 months), one grows accustomed to the new culture and develops routines. One knows what to expect in most situations and the host country no longer feels all that new. One becomes concerned with basic living again, and things become more "normal".

For example:-One starts to develop problem-solving skills for dealing with the culture and begins to accept the culture's ways with a positive attitude. The culture begins to make sense, and negative reactions and responses to the culture are reduced.

## Outcomes:-

**Cultural Isolation:-**Rejectors find it impossible to accept the foreign culture. They isolate themselves from the

host country's environment, and see return to their own culture as the only way out. These people also have the greatest problems re-integrating back home after return.

### **Cultural Assimilation:-**

Adopters integrate fully and take on all parts of the host culture while losing their original identity. This is called cultural assimilation. They normally remain in the host country forever.

Between the above two extremes exist some people who manage to adapt to the positive aspects of the host culture, while keeping some of their own and creating their unique blend. They have no major problems returning home or relocating elsewhere.

### **Mastery/Adaptation**

In the mastery stage individuals are able to participate fully and comfortably in the host culture. Mastery does not mean total conversion; people often keep many

traits from their earlier culture, such as accents and languages. It is often referred to as the bicultural stage.

Gary R. Weaver wrote that culture shock has "three basic causal explanations":

1 Loss of familiar cues

2 The breakdown of interpersonal communications

3 Identity crisis

### Reverse Culture Shock

Reverse culture shock may take place on one's return to home culture after growing accustomed to a new culture. The affected person often finds this more surprising and difficult to deal with than the original culture shock.

Reverse culture shock is generally made up of two parts: idealization and expectations. When an extended period of time is spent abroad we focus on the good from our



past, cut out the bad, and create an idealized version of the past. Secondly, once removed from our familiar setting and placed in a foreign one we incorrectly expect things to remain exactly the same as when we left them. The realization that life back home is now different causes discomfort and psychological anguish.

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How to deal with Culture Shock?

Attitudinal Adaptations

Open-mindedness, curiosity, flexibility, tolerance, optimism, positive outlook

Practical Adaptations

Exercise, making connections, remaining in touch with the familiar ones,

Cultural analysis

Remaining objective, avoiding being judgmental, observing and interpreting the sense of cultural experiences.

