

# **Understanding Culture for Global communication, Etic and Emic Approaches to Culture**

Global communication is the term used to describe methods of communicating, participating, connecting and mobilizing across geographical, political, economic, social and cultural gaps. It redefines soft and hard power as well as the power of information and diplomacy in ways that are not taken into account by traditional theories of international relations.

Global communication involves transferring knowledge and ideas from centers of power to the parties and imposing new dominance between cultures through the "soft power" of world news and entertainment. The study of global communication is an interdisciplinary field that studies the continuous flow of information used to transmit values, opinions, knowledge and culture across borders.

As mentioned earlier, the words "emic" and "etic" mean two different methods used to study human cultures. However, like many terms used in anthropology, the study of mankind, the definition of these terms can vary.

For this reason, we will keep our tariffs more general. Once our conditions are fulfilled, we will take some time and set some examples. However, as we do this, it will be important for us to remember that although the terms are largely contradictory, most recent research tends to be a mixture of the two.

Emic and Etic approaches helps to understand behavior and personality for the study of cultural effect of communication cultural approaches state that people are shared by their cultures and subcultures emic and etic refers to two kinds of fields of research done and the viewpoints obtained emic includes the data collected from the social group and from cultural Behavior of people and attic is collected from outside sources and from the perspective of the observer.

the emic approach investigates how local people think how they receive their rules for behavior and how they imagine and explain things the attic approach ships the focus from local observations explanation and interpretations to the real world this approach interprets culture .

Emic knowledge and interpretations exist within a culture that are determined by local customs and believes at acknowledge refers to generalization about human behavior that are considered universally true and commonly links with cultural practices.

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