

The background features a light blue gradient with numerous stylized, flat-design illustrations of people in various poses and outfits, representing diversity. The people are scattered around a central white rounded rectangle containing text. The illustrations include individuals of different ethnicities, ages, and styles, some in formal wear and others in casual or athletic attire, all appearing to be in motion or celebrating.

Final Presentation

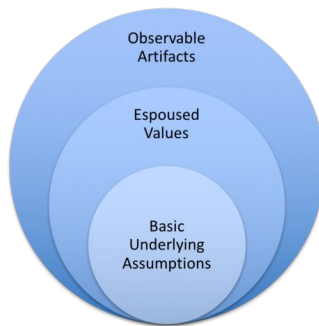
Intercultural Awareness
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What is Culture?



Cross Cultural Communication: The process of exchanging information between people who define themselves as culturally different in a specific context

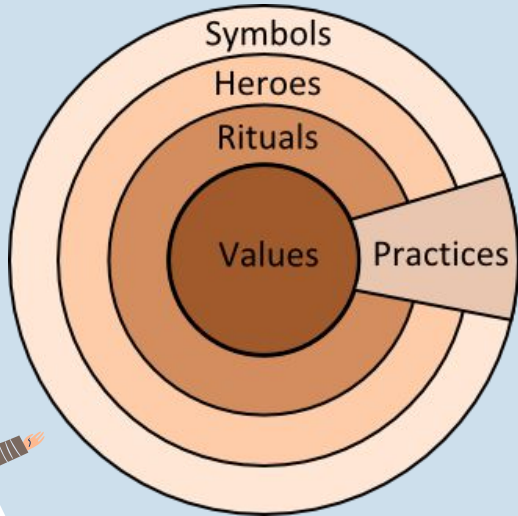
- Levels of Culture:
 - Artifacts- visual symbols (ex. Clothing, food)
 - Values- only known by insiders / cultural group (ex. Visiting hours for the hospital)
 - Assumptions- implicit rules that everyone knows but cannot necessarily describe (ex. What meaning you give to things)



- 5 steps towards Intercultural Competence:
 - **Cultural Self-Knowledge**- having insight/being aware of the factors from your cultural programming that influence your opinions and behaviors
 - **Cultural Knowledge**- helps you gain insights in similarities/differences between cultures and the roles culture plays
 - **Intercultural Skills**- needed to gain intercultural sensitivity; skills include observing, listening, analysing, interpreting, evaluating and connecting
 - **Intercultural Sensitivity**- ability to look at matters from your own cultural perspective as well as from different culture's perspective
 - **Intercultural Competence**- allows you to effectively communicate in intercultural situations

What is Culture?

The Onion Diagram of Geert Hofstede



- Culture is:
 - **Pervasive**- includes visible (ex. Way of dress) and invisible (ex. Customs of our behavior) things of our daily lives
 - **Shared**- sharing culture binds us together as a co-existing group
 - **Changeable**- cultures are typically in a state of flux
 - **Potentially ethnocentric behavior**- major misunderstanding in intercultural communication (seeing other cultures through the lenses of our own)

When are you inter-culturally competent? When you truthfully and sincerely are interested in learning about the other person's culture



Dimensions of Cultural Differences

by Hall and Hofstede

Egalitarian

Power Index

Authoritarian

'We'- Oriented

Collectivism vs Individualism

'I'- Oriented

Nurturing,
'Quality of life'

Femininity vs Masculinity

Assertive,
Competitive

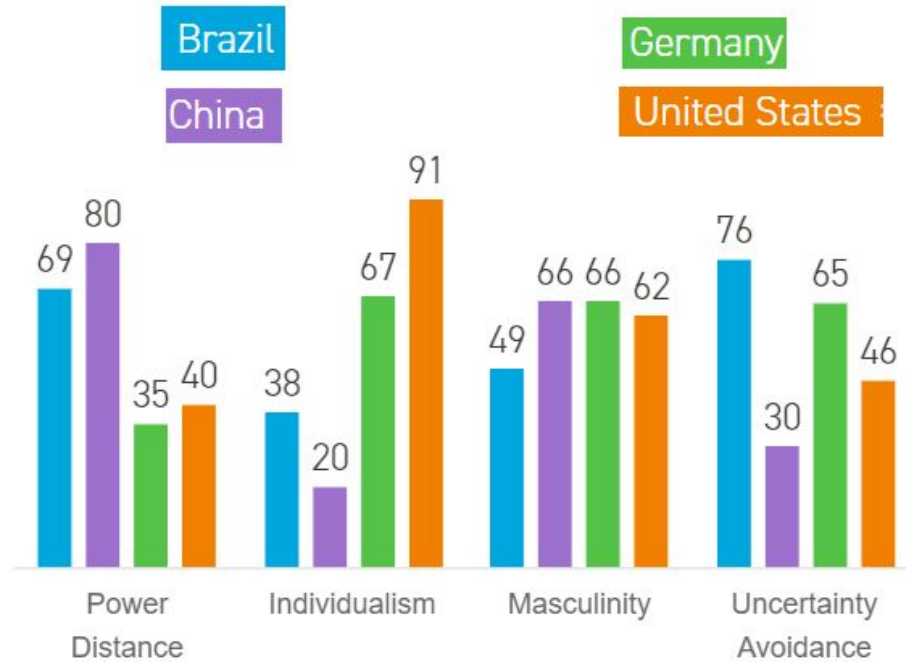
Implicit

High vs Low Context Communication

Explicit



Dimensions of Cultural Differences



Stumbling Blocks

● Six stumbling blocks in cross cultural communication (Laray Barna, 1994)

→ Assumption of similarities

❖ “Assumption” VS “Actually so”

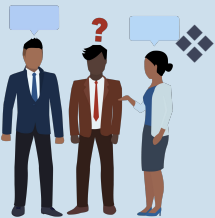
★ Tip: Assumption of enough similarities among different groups → Easier communication

→ Language differences/ Communication acts

❖ Different speech acts among different cultures

→ Non-verbal misinterpretations

❖ Way of speaking: e.g. softly/loudly, looking at the audience/ not so



Stumbling Blocks

- Six stumbling blocks in cross cultural communication (Laray Barna, 1994)

→ Stereotypes

- ❖ Tip: Be aware of the stereotypes ----- put aside the images ----- correct ourselves ----- approach others with open minds

→ Anxiety and fear

- ❖ More defensive ----- less able to perceive accurately (about the motives, the values, the emotions of the sender)

→ Tendency to evaluate

- ❖ Related to assumptions (without observing, listening or learning)
- ❖ Tip: postpone our judgements



Patterns of Cultural Differences

Six fundamental patterns of cultural differences (Dupraw & Axner)

When entering into a multicultural dialogue...

→ Styles of communication

- ❖ Language use: the use of words and phrases
- ❖ The degree in which people give importance to non-verbal communication

→ Attitudes toward conflict

- ❖ Viewed positively/ negatively
- ❖ Avoidance / not
- ❖ Act as if nothing is wrong/ deal with a conflict directly in face-to-face meetings

→ Completing a task

- ❖ Different approaches in completing a task
- ❖ “Relationships building first” VS “Tasks completing first”



Patterns of Cultural Differences

Six fundamental patterns of cultural differences (Dupraw & Axner)

When entering into a multicultural dialogue...

→ Decision-making styles

- ❖ “Made by subordinates” VS “Made by superordinates”
- ❖ “Made by the majority” VS “Made by individuals”

→ Attitudes towards disclosure

- ❖ Frank about emotions/ reasons behind conflicts or misunderstandings

→ Approaches to knowing

- ❖ How people get to know things/ find out about things
- ❖ “Measuring and counting” VS “Symbolic imagery and rhythm” VS “Emphasizing the validity of knowledge gained through striving towards transcendence”



Cultural Differences in How We Use Language

Cultural differences in languages include:

- Opinions about talk
- Direct vs. indirect language
- Taboos
- Content organization
- Persuasive strategies
- Conversational behavior
- Attitudes to language, competence, and accommodation
- Non-verbal communication



<https://au.reachout.com/articles/understanding-a-different-culture>



Stereotyping, Ethnocentrism, and Acculturation



The Man Who Knew Infinity



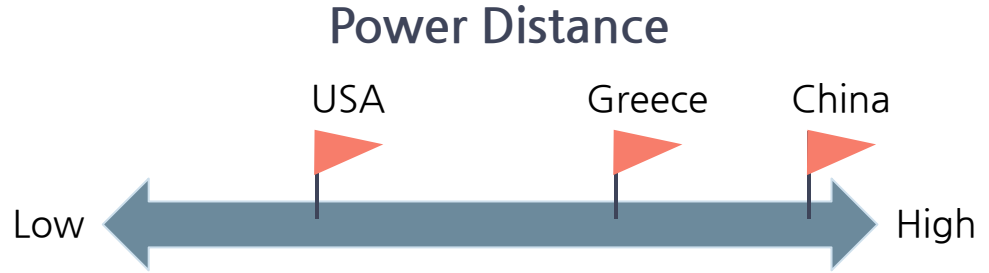
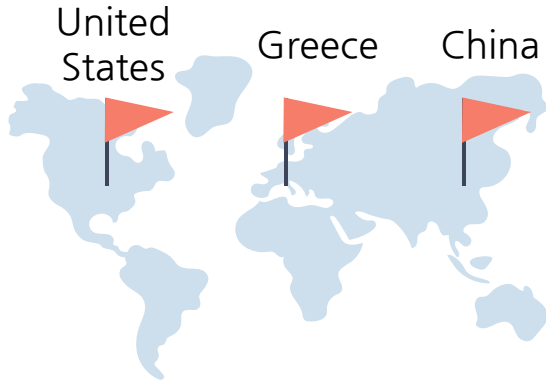
Stereotyping: generalized preconceived ideas about a group of individuals

Ethnocentrism: judging other cultures based on our own norms and values.

Cultural Relativism: examine other cultures through the lens of that particular culture

Acculturation: adaptation to a particular culture

Similarities / Differences in our Cultures



Individualism vs. collectivism

USA: Individualistic

Greece: Collectivistic

China: Collectivistic

High context vs. Low context

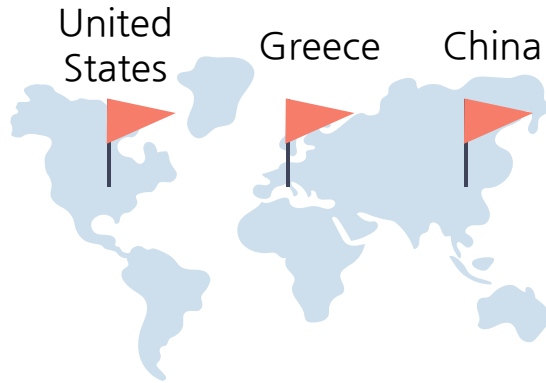
USA: High Context

Greece: High Context

China: High Context

Similarities / Differences in our Cultures

Masculinity vs. femininity



USA: masculine in terms of success and quality of life, but *feminine* in terms of *gender norms*.

Greece: masculine in terms of gender roles, but *feminine* in terms of *quality of life*.

China: more masculine than *feminine*