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Prezentace předmětu:
Intercultural Communication
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1. Intercultural communication and its specifics

Tato přednáška byla vytvořena pro projekt „Rozvoj vzdělávání na Slezské univerzitě v Opavě“



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Předmět:
Intercultural Communication

INTERCULTURAL COMMUNICATION AND ITS SPECIFICS

The aim of the lecture is to introduces intercultural communication, its specifics, importance of a language and cultu-re, culture values and their impact on intercultural communication.



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INTERCULTURAL COMMUNICATION AND ITS SPECIFICS

Overview

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Language and culture

**Culture values and their impact
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Introduction to Intercultural Communication

- ❑ To understand and to study intercultural relations and communication, various perspectives are necessary.
 - ❑ Intercultural Communication is therefore an interdisciplinary field of inquiry.
 - ❑ The primary academic disciplines involved in Intercultural Communication studies are: Psychology, Anthropology, Sociology, Linguistics and Communication.
 - ❑ The scope of Intercultural Communication and the main contributions of the various fields can be seen as follows:
 - ✓ perception, interpretation, attribution (psychology, linguistics, communication)
 - ✓ verbal communication (linguistics, communication)
 - ✓ nonverbal communication (communication)
 - ✓ communication styles (linguistics, communication)
 - ✓ values (psychology, anthropology, sociology)
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Introduction to Intercultural Communication

- ❑ Intercultural communication is the verbal and nonverbal interaction between people from different cultural backgrounds.
 - ❑ Basically, 'inter-' is a prefix that means 'between' and cultural means... well, from a culture, so intercultural communication is the communication between cultures.
 - ❑ Sometimes, this is used to describe a single person trying to interact in a foreign environment but more often, it is a two-way street, where people from both cultures are trying to improve their communication.
 - ❑ Intercultural communication study is to study and understand how people from different cultural background communicate with each other.
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Intercultural communication and its specifics



- ❑ Communication and culture are important parts of intercultural communication.
 - ❑ That's why, for the term 'intercultural communication' to be clearly understood, it is important to understand the meaning of the terms 'communication' and 'culture' as well.
 - ❑ People must be aware that to engage and fix intercultural communication there is no easy solution and there is not only one way to do so. Listed below are some of the components of intercultural competence.
 - ❑ Context: A judgment that a person is competent is made in both a relational and situational context. This means that competence is not defined as a single attribute, meaning someone could be very strong in one section and only moderately good in another. Situationally speaking competence can be defined differently for different cultures. For example, eye contact shows competence in western cultures whereas, Asian cultures find too much eye contact disrespectful.
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Intercultural communication and its specifics



- ❑ **Appropriateness:** This means that one's behaviours are acceptable and proper for the expectations of any given culture.
 - ❑ **Effectiveness:** The behaviours that lead to the desired outcome being achieved.
 - ❑ **Motivations:** This has to do with emotional associations as they communicate interculturally. Feelings which are one's reactions to thoughts and experiences have to do with motivation. Intentions are thoughts that guide one's choices, it is a goal or plan that directs one's behaviour. These two things play a part in motivation.
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Intercultural communication and its specifics

- ❑ The following are ways to improve communication competence:
 - ✓ Display of interest: showing respect and positive regard for the other person.
 - ✓ Orientation to knowledge: Terms people use to explain themselves and their perception of the world.
 - ✓ Empathy: Behaving in ways that shows one understands the point of view of others
 - ✓ Task role behaviour: initiate ideas that encourage problem solving activities.
 - ✓ Relational role behaviour: interpersonal harmony and mediation.
 - ✓ Tolerance for unknown and ambiguity: The ability to react to new situations with little discomfort.
 - ✓ Interaction posture: Responding to others in descriptive, non-judgmental ways.
 - ✓ Patience, active listening, clarity.
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Intercultural communication and its specifics



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- ❑ Key areas of knowledge for those wanting to improve their intercultural communication are:
 - ✓ Some knowledge of the cultures, organisations and institutions, history and general way of living of different communities and nations.
 - ✓ Recognition that these aspects affect behavioural norms. For example, there is considerable ‘history’ between the Greeks and Turks, and therefore it may be considered potentially a problem to serve Turkish food to a Greek person.
 - ✓ An understanding of how culture can affect communication and language. For example, people from Nordic countries are often said to speak more directly than native English speakers who tend to use more ‘polite’ language. Scandinavians in the UK have reported causing offence to English people by failing to say ‘please’ and ‘thank you’ enough.
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Intercultural communication and its specifics



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- ✓ Some understanding of the conventions that may govern behaviour in certain specific intercultural environments, such as views on the role of women, or the licence (or otherwise) permitted to children.
 - ✓ 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 that may affect and interfere with intercultural communication.
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Language and culture



- ❑ Language is an example of an important cultural component that is linked to intercultural understanding.
 - ❑ Intercultural communication is in a way the 'interaction with speakers of other languages on equal terms and respecting their identities,.
 - ❑ Communication and culture are important parts of intercultural communication.
 - ❑ That's why, for the term 'intercultural communication' to be clearly understood, it is important to understand the meaning of the terms 'communication' and 'culture' as well.
 - ❑ The link between language and culture when a communicative event takes place; by communicative event she means any social event, which also refers to a cultural event.
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Language and culture



- ❑ Language and culture can be separable, since it is possible for a language to express or create, would say, different realities or cultures.
 - ❑ In the psychological perspective these two are inseparable, since an individual carries all the linguistic and cultural experience within oneself.
 - ❑ The third perspective is valid only in the practice of linguistics where language is analysed outside of its cultural context.
 - ❑ Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts.
 - ❑ Culture as shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization.
 - ❑ Thus, it can be seen as the growth of a group identity fostered by social patterns unique to the group.
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Language and culture



- ❑ Language is used not just as a tool for the exchange of information, but as a symbolic system with the power to create and shape symbolic realities, such as values, perceptions, identities through discourse.
 - ❑ The relation of culture and language is the way they share human values, realities and behaviours of a social group.
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Language and culture

- Language is culture and culture is language
 - Language and culture have a complex, homologous relationship.
 - Language is complexly intertwined with culture (they have evolved together, influencing one another in the process, ultimately shaping what it means to be human).
 - Learning a language is therefore learning the behavior of a given society and its cultural customs.
 - Language is a product of the thought and behavior of a society.
 - For effective international cooperation, knowledge of other countries and their cultures is as important as proficiency in their languages and such knowledge is dependent on foreign language teaching.
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- ❑ Cultural values are the core principles and ideals upon which an entire community exists.
 - ❑ This is made up of several parts: customs, which are traditions and rituals; values, which are beliefs; and culture, which is all of a group's guiding values.
 - ❑ The Impact of Cultural Values on Marketing Ethics
 - ❑ A single marketing message cannot be expected to work in multiple territories due to cultural and ethical differences.
 - ❑ You must therefore be prepared to make necessary adjustments when attempting to break into international markets.
 - ❑ Failure to do so could leave you red-faced and considerably out of pocket.
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- ❑ First and foremost, you must pay attention to the dominant culture of a society.
 - ❑ This refers to the established language, religion, values, rituals and social customs of a country, region or community.
 - ❑ Then you must spend time analysing the various subcultures created by material cultures, belief systems, socio-economic groupings and religious and political differences.
 - ❑ This refers to groups of people within a culture that differentiate themselves from the larger culture to which they primarily belong.
 - ❑ Marketers often make the mistake of overlooking subcultures.
 - ❑ They think that looking at the dominant culture is enough, when in reality it is actually just the tip of the iceberg.
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- There is usually more than meets the eye, so always delve a little bit deeper to uncover other underlying cultural values.
 - Having a good understanding of your target audience is essential.
 - It allows you to alter promotional material or subtle brand messages prior to launching a product or service abroad.
 - Sometimes you may have to change the whole message completely.
 - If targeting the Muslim community, for instance, steer clear of anything that involves pork or alcohol, as their religion forbids them from consuming these.
 - Both are considered to be impure.
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- ❑ Always remember that consumers with different cultural backgrounds demonstrate different consumer behaviours and are most receptive to content that is consistent with their cultural expectations.
 - ❑ Your product or service is more likely to become a success story if you respect the cultural expectations of potential consumers.
 - ❑ When planning an international marketing communication strategy, companies have to decide whether to standardize, for example, have a single marketing strategy in all operating countries or to adapt a strategy to fit the unique dimensions of each local market.
 - ❑ Every culture has its own social time and the social context of individual cultures is one of the critical issues for marketing managers by developing a global marketing strategy.
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Culture values and their impact on communication in marketing



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- ❑ Always remember that consumers with different cultural backgrounds demonstrate different consumer behaviours and are most receptive to content that is consistent.
 - ❑ Understanding the cultural boundedness of business (i.e., the degree of willingness of a culture to relinquish its traditional methods and adopt new ones) is imperative for successful international marketing communication and for marketing to ethnic populations domestically.
 - ❑ Intercultural marketing communication is marketing communication among consumers or customers whose culture differs from that of the marketer's own culture in at least one fundamental aspect of cultural such as language, religion, social norms and values, education, and life style.
 - ❑ The effectiveness of international marketing communication can be strengthened when businesspeople become aware of cultural differences and their impact on communications.
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Summary



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- Communication is a social process, so we use the term social communication.
- Communication is distinguished verbally and verbally in the simplest way.
- Language is a set of symbols shared by a community to communicate meaning and experience.
- Language and culture can be separable since it is possible for a language to express or create, would say, different realities or cultures.
- Cultural values can be characterized as a complex of tangible and intangible elements arising from the gradual development of settlements, traditions arising from the character of the place and the place-bound.



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Thank you for your attention
