



Key to Effective Intercultural Communication

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Greetings in different cultures

- What are some different ways people greet each other?
 - ▶ namaste (India & Nepal)
 - ▶ wai (Thailand)
 - ▶ bow (Japan)



Overview of the session

These slides cover

- ▶ Important concepts in intercultural communication
- ▶ Ways to enhance intercultural communication effectiveness



What is culture?

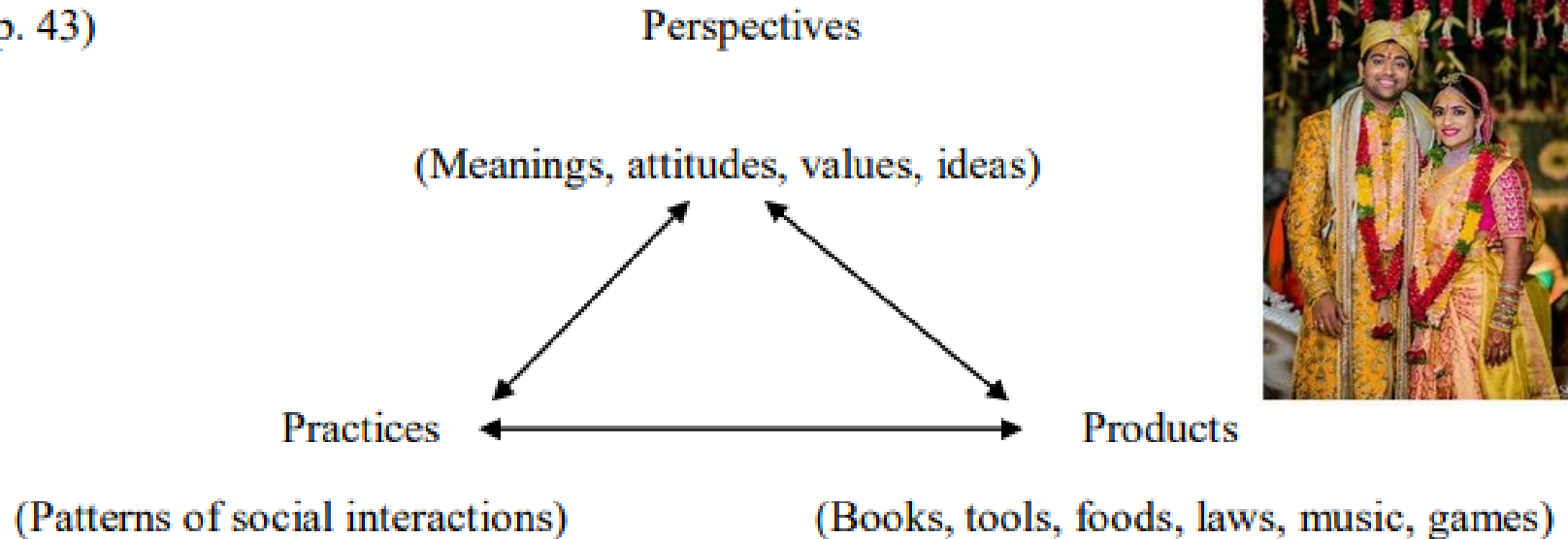


- ▶ Whatever it is one has to know or believe to operate in a society (Goodenough, 1957)
- ▶ Relative and changeable in time and space (Fox, 1999)
- ▶ A way of life, context where people exist, think, feel, and relate to others, the glue binding people together (Brown, 2007)
- ▶ The National Standards for Foreign Language Learning (1996) depicted culture as a triangle that includes philosophical perspectives, behavioral practices, and tangible and intangible products.



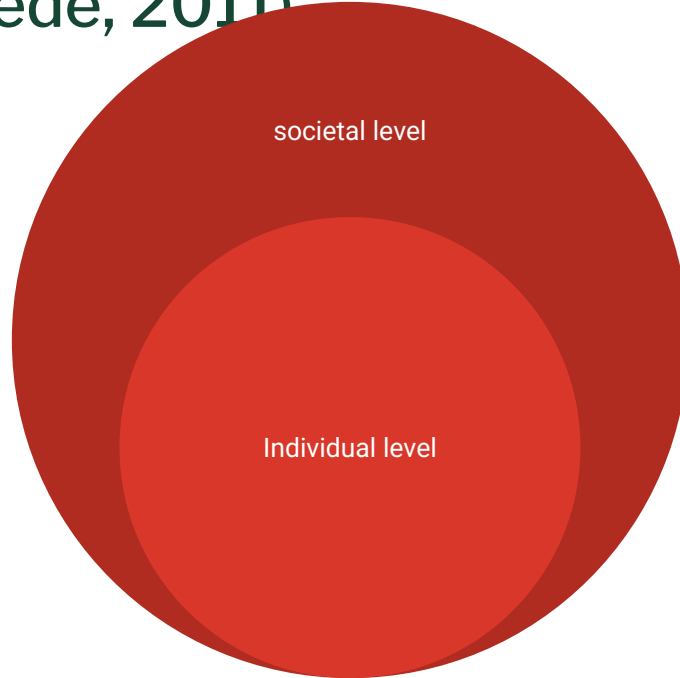
Culture as a triangle

Figure 1: What constitutes culture? (The National Standards for Foreign Language Learning, 1996, p. 43)



Societal versus individual cultural levels

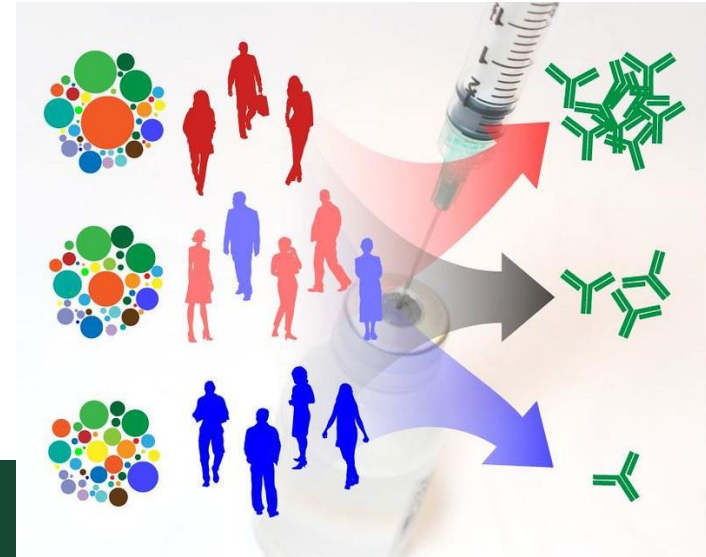
(Fox, 2001; Hofstede, 2011)



Key concepts in intercultural communication

Communication styles: tone, volume, **speed of speech**, eye contact, **proximity**, emotional expressions, self-disclosure, formality, directness, **context (high: verbal and non-verbal cues, low: words)**, orientation to self or others

Key concepts: enculturation, acculturation, culture bump and culture shock



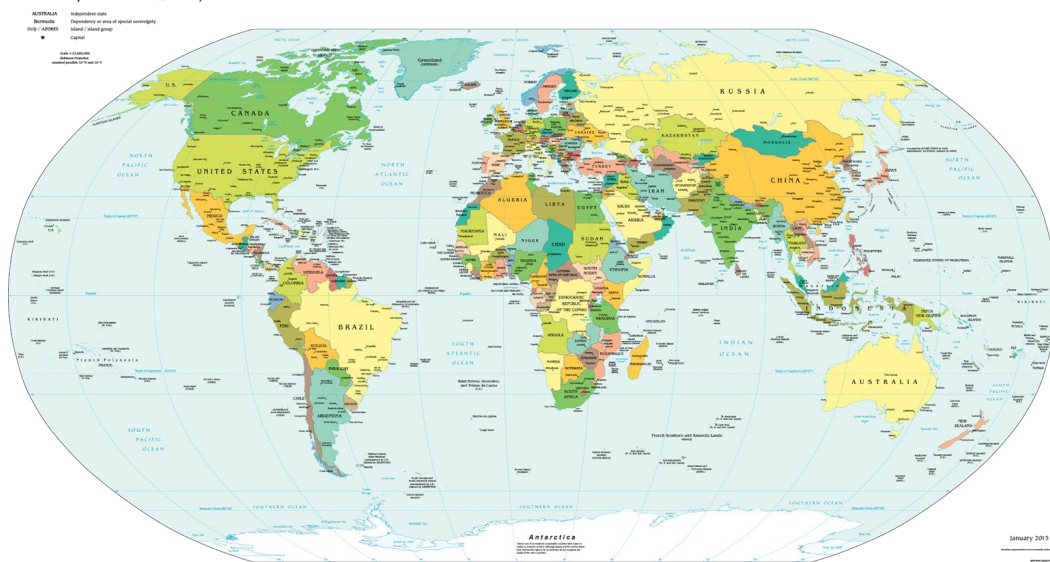
Cultural humility (Guskin, 2013)

Questioning the supremacy of our culture and understanding the validity of another's culture puts us in a learning mode.

Instead of assuming our comprehension of another culture, we ask questions to clarify what is meant.

We need to respect the fact that misunderstanding and miscommunication is possible.

Political Map of the World, January 2015



Common expectations for effective communication

(King & Bailey, 2021; Bullock & Sanchez, 2021, Emerson, 2021)

- Speak slowly and enunciate
- Eliminate cultural references
- Avoid idioms and abbreviations
- Pay attention to non-verbal cues
- Watch your tone
- Practice active listening

*Communication
is the*



Fostering effective intercultural communication

Based on Deardoff (2008)

1. Attitudes

2. Knowledge

3. Skills





Bring the attitudes of

respect, openness, **humility**, and
curiosity to the conversation with other people.

Knowledge

Acquire fundamental knowledge of intercultural communication to communicate across cultures with confidence and humility.

- elements of culture
- cultural dimensions



Skills

Sharpen intercultural communication skills via



- Practicing active listening
- Employing linguistic brevity and clarity (simple, short words, sentences, and questions; limited use of abbreviations, jargons, and idiomatic expressions)
- Putting an emphasis on comprehension (summarizing key points to ensure interlocutors fully understand them and prompting interlocutors to relay the message received to ensure accuracy of the message)
- Embracing exploration and explanation of cultural differences

Fostering effective intercultural communication

Recap

- Bring the **attitudes** of respect, openness, and curiosity to the conversation with people of diverse backgrounds.
- Acquire fundamental **knowledge** of intercultural communication to communicate across cultures with confidence and humility.
- Sharpen intercultural communication **skills** via active listening, linguistic brevity and clarity (simple, short words, sentences, and questions; limited use of abbreviations, jargons, and idiomatic expressions), emphasis on comprehension (summarizing key points to ensure interlocutors fully understand them and prompting interlocutors to relay the message received to ensure accuracy of the message), explanation of cultural differences.



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