Interpersonal & Intercultural Communication

By

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Intercultural Communication

Break down:

http://youtu.be/M2z-HYnRTdQ

http://youtu.be/PSt_op3fQck

http://youtu.be/WXCvAX5Wl8w
INTERCULTURAL AWARENESS WORKSHOP

* Culture
* Communication
* Cross- and Intercultural Communication
What does it mean?

- ‘Culture or civilisation, taken in its wide ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society’ (Tylor 1871: 1)

- Culture is an active process of meaning making and contest over definition ... This then is what I mean by arguing that Culture is a verb (Street 1993: 25)

- ‘Culture in all its meanings and with all its affiliated concepts, is situational’ (Blommaert 1998: n.p.)
Communication creates culture: culture is a means of communication. Language carries culture, and culture carries, particularly through orature and literature, the entire body of values by which we come to perceive ourselves and our place in the world (Ngugi 1986: 15-16).
Cross- and Intercultural Communication

What do they mean?

- **Cross-Cultural Communication (CCC)** tends to compare patterns of communication and interactions across peoples from different cultural backgrounds (an ethnological position).

- **Intercultural Communication (ICC)** considers (interpersonal) communication which has the added characteristics of cultural ‘variance’ between those people involved, in one or more areas, such as: values, beliefs, thought patterns, practices (including language) and other habits of behaviour. Cultural variance can be salient in that it can create differing expectations and interpretations of interactions between people. [See Scollon & Scollon (2001: 13) for the distinction they make between ICC and CCC, as well as Gudykunst (2000: 314)]

- Is all communication intercultural?
Discussion

* How would you define intercultural communication before?
* How would you define intercultural communication now?
* Do you have any other questions pertaining to intercultural communication?
References / Sources


