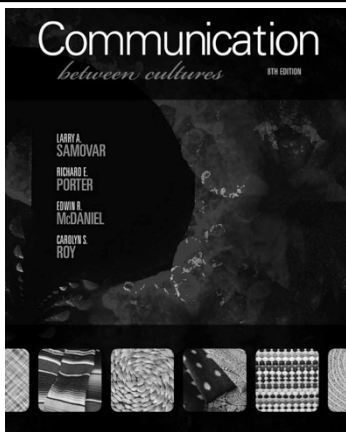


Communication
between cultures

Chapter 1



Chapter 1
Intercultural Communication:
Interaction in a Multicultural World



Every tale can be told in a different way

Intercultural communication involves interaction between people whose cultural perceptions and symbols differ enough to influence the communication event.

Allow people to be different as long as those dissimilarities do not create hardship for others

Ethnocentrism

- Written from white US perspective
- The belief that your culture is superior to all other's.

- Dominant culture
The group determine the political, economic & social agenda. They have influence - in Ethiopia Amharic, in Netherlands & USA white adult males.
- Co-cultures
Dual membership, characteristics of dominant culture buy also distinct & unique patterns of communication

Internet

- Global Village
- All the same..?
- Technology not just single homogenised culture but also to reaffirm and extend cultural awareness, identity and practices.

Intercultural ethics

- What is right and what is wrong/what is proper or improper
- Ethics are a reflection of your convictions, which are rooted in your culture and it provides guidelines.
- Cultural diversity also exists among ethical systems.

Fundamentalism = absolutism.

- They believe ethical principles are universally applicable, that moral truths are rooted in human nature. They think there are true moral rules and codes that apply to all people at all times, no exceptions!

(Moral) relativism, morals are changeable and relative. They are culturally bound and context dependent. No single true morality; many different moral frameworks. None is more correct than others

Cultural relativism

- The idea that one must suspend judgment of other people's practices in order to understand them in their own cultural terms.

Seek the common grounds!

- Look at differences and similarities!
- People's hopes, aspiration, desire to survive, search for love and need for family.
- We all denounce murder, stealing, bearing false witness, adultery etc.

Seek out similarities, but do not ignore cultural difference

People are more than their culture.

Culture is important but

1. We are all unique (individuals)
2. Be careful with generalisations
3. For academia, a certain inter subjectivity is needed

Don't put too much emphasis on national character; there is an interplay of personality & culture.

Stereotypes & Generalisations

- Cultural generalisations are popular because they are easy. They rely mostly in limited samples.
- Stereotype appeal to emotions
- Generalisations on data

Cultural generalisations are approximations and not absolute representations.
