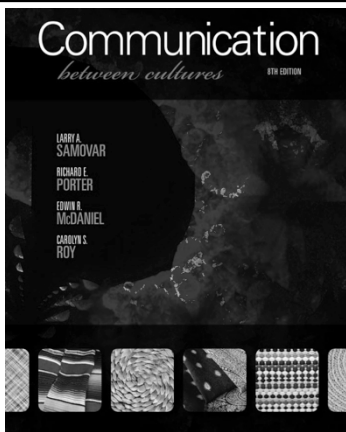


Communication
between cultures

Chapter 2



Chapter 2
Communication and Culture:
The Voice and the Echo



Intercultural Communication

... is the study of culture & communication

To understand intercultural interaction, you must first recognise the role of communication in that process

Uses of Communication

- Identity
 - Self is acquired in the process of communication with others, it has evolved during the course of interaction with others
- Person Perception
 - How to get to know and present yourself to another person; collecting data about other people
- Interpersonal needs
 - People are social creatures, communication satisfies a basic social need
- Persuasion
 - You can send messages that can shape the behaviour of other people

Definition

Human Communication is a dynamic process in which people attempt to share their thoughts with other people through the use of symbols in particular settings (, p. 29)

Communication is a complex behaviour that involves numerous interrelated processes

- Communication behaviour is learned
- Communication has a consequence

- Components of Communication I**
- **Source:** the person who wants to share an idea, feeling, experience with another person
 - **Encoding:** symbolic representations. The source creates a message through the selection of verbal or nonverbal symbols
 - **Messages:** a set of symbols that represent a source's particular state of being at a specific moment

- Components of Communication II**
- **Channel:** words in a book, sights and sounds in face-to-face interaction
 - **Receiver:** The person takes the message in account
 - **Decoding:** information processing, attributing meaning to the behaviours generated by the sender
 - **Feedback:** response in words, nonverbal or silence
 - **Noise:** Multitude of competing stimuli that affect the fidelity of a sender's message

Characteristics of Communication

- A dynamic process, not static. You cannot retract or disregard it and many variables are in operation at the same time
- Symbolic, not direct mind-to-mind contact. A symbol is an expression that stands for or represents something else
- It is contextual, not in a vacuum. Setting and environment help determine the words. You behave different in different
 - Locations, Occasions, Time & Number of Participants

We learn a culture's view and patterns in the process of communicating. As we interact with others, we come to understand the beliefs, values, norms, and language of our culture

Culture

- Culture is communication and communication is culture
 - You learn your culture through communication
 - Communication is a reflection of your culture
- Cultures vary in their ways of thinking and ways of behaving
- Culture consists of how we relate to other people, how we think, how we behave, and how we view the world. We are not born that ay, but learn it through communication.

Characteristics of Culture

- We are the same but different
- The heart of culture
 - Language
 - Religion
 - Values
 - Traditions
 - Customs
- Culture is learned

Culture is learned

- We are often unaware of learning culture
- The essential message gets reinforced and repeated
- You learn from a large variety of sources

Through

- Proverbs
- Folktales, Legends & Myths
- Art
- Mass Media

Culture is ...

- transmitted from generation to generation
- based on symbols
- dynamic
- an integrated system
