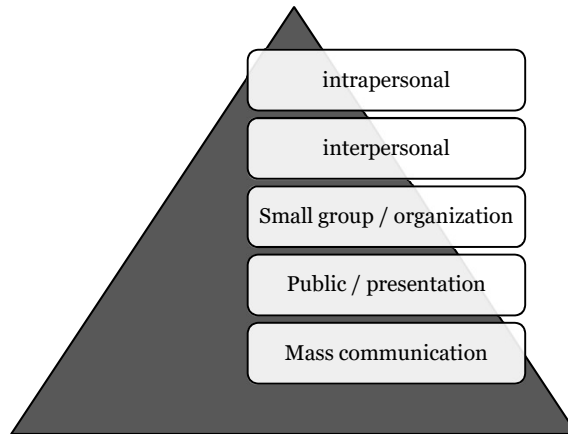


Intercultural communication

- **Communication** among individuals from different nationalities
- Inter-ethnic, inter-religious, inter-regional communication (sometimes also communication among individuals of different sexual orientations, gender, generation, etc.)

***Communication** is the process through which participants create and share information with one another as they move toward reaching mutual understanding*

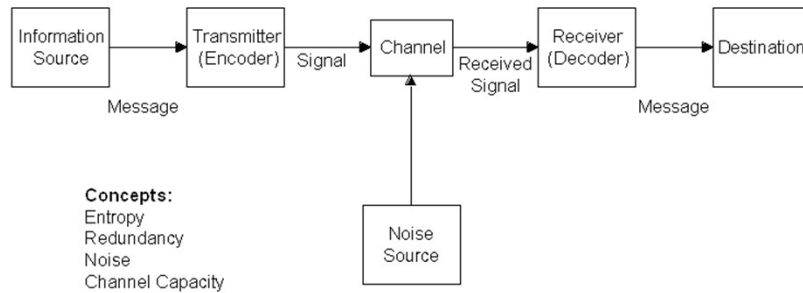
Types of communication



Basis	Intrapersonal communication	Interpersonal communication
1. Meaning	Interpersonal communication occurs when a person communicates with himself or herself.	Interpersonal communication is the exchange of information, ideas, opinions etc. between two persons.
2. Nature	It happens in the form of sensing, thinking, perception, evaluating and interpreting within oneself.	It happens in the form of exchanging and sharing of information or ideas between two persons.
3. Person involved	Only the communicator involved in intrapersonal communication.	Two persons are involved in interpersonal communication.
4. Media	It does not require any media or channel.	Must use verbal or non-verbal media.
5. Information flow	Information does not go beyond person's mind.	Information goes from one's mind to another mind.
6. Visibility	It is invisible.	It is visible in nature.

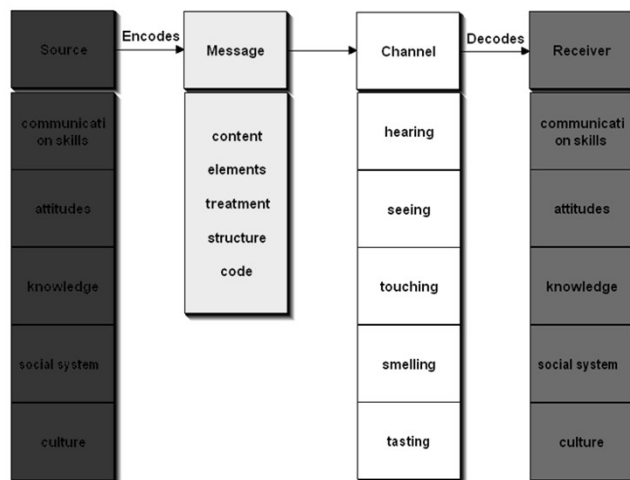
<http://thebusinesscommunication.com/differences-between-internal-and-external-communication/>

The Shannon-Weaver Mathematical Model, 1949



Berlo's S-M-C-R

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.

Elements in the interpersonal communication

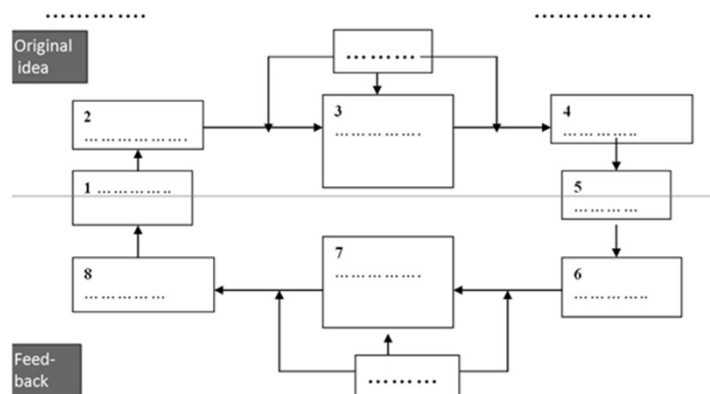
through which participants create and share information with one another in order to reach a mutual understanding

- **SENDER**
- **RECEIVER**
- **CODE (language)** common to the sender and recipient
- **CHANNEL (transport mode)**
- **IDEA / MESSAGE**

MODEL OF INTERPERSONAL COMMUNICATION

Fill gaps with the right term:

- 1/ receiver
- 2/ receiver
- 3/ sender
- 4/ sender
- 5/ encoding
- 6/ encoding
- 7/ decoding
- 8/ decoding
- 9/ noise
- 10/ noise
- 11/ idea
- 12/ idea
- 13/ channel
- 14/ channel



Types of communication channels

Direct channels

- are obvious and easily recognized by the receiver.
- Both verbal and non-verbal information is completely controlled by the sender.
- e.g. words, body language, colors, sounds, facial expressions

Indirect channels

- are usually recognized subconsciously by the receiver, and are not always under direct control of the sender
- may inadvertently reveal one's true emotions or intentions
- e.g. body language

Communication is never perfectly effective

- The receiver usually does not **decode** a message into exactly the same meaning that the source had in mind when encoding the message.
- **Noise** can interfere with the transmission of a message. *Noise is anything* that hinders the communication process among participants.

Cultural effectiveness

*„To be **culturally effective** doesn't mean you are an authority in the values and beliefs of every culture. What it means is that you hold a deep respect for cultural differences and are eager to learn, and willing to accept, that there are many ways of viewing the world”*

Okokon O. Udo

Cultural differences

- Homophily
 - The degree to which two or more individuals who communicate are alike
- Heterophily
 - The degree to which two or more individuals who communicate are unlike

The Continuum of Intercultural Differences

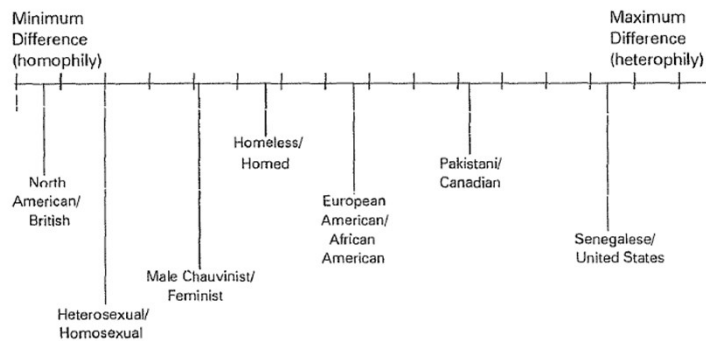


Figure 3-5. This continuum of intercultural communication differences displays representative types of human communication that differ in the degree to which the participants are homophilous or heterophilous. For example, the individuals in the United States/British dyad are closely similar but not identical in language and culture (they are relatively homophilous). The Senegal/United States pair of individuals are extremely different (heterophilous) culturally.

Source: E. Rogers, T. Steinfatt, *Intercultural communication*

Concepts of homophily/heterophily (Rogers, Bhowmik)

- Most communication occurs between homophilous individuals
- Homophilous communication is more effective than heterophilous communication
- Effective communication between individuals leads to their greater homophily in knowledge, attitudes and overt behavior

Cultural sources of misunderstanding

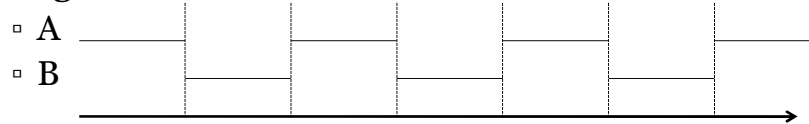
- Different language
- Lack of linguistic equivalence
- Lack of idiomatic equivalence
- Different direction of reading content
- Grammar rules

Cultural factors in interpersonal communication

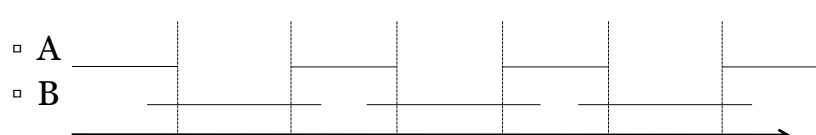
- Talk and silence
- Speaking style
- Turn-talking
- Self-disclosure
- Content vs relationship

Speaking Styles (talk and silence)

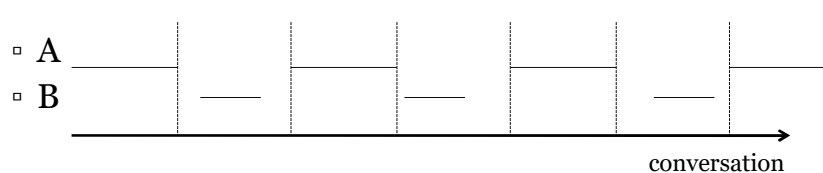
- Anglo-Saxon



- Roman



- Oriental



What else is important in communication?

- **Context**

- conditions that precede or surround the communication
- can change the message's effective meaning
- **Physical milieu:** the season or weather, current physical location and environment
- **Situational milieu:** classroom, military conflict, supermarket checkout
- **Cultural and linguistic backgrounds**
- **Developmental progress (maturity) or emotional state**
- **Complementary or contrasting roles:** boss and employee; teacher and student; parent, child, and spouse; friend or enemy; partner or competitor

Verbal communication

- Differences: language, dialects, accents, contexting

High-Context vs. Low-Context



High-Context: primary purpose of communication is to form and develop relationships; contextual information is needed

Non-verbal communication
Situation, environment are important
Information networks
Physical contact



Low-Context: primary purpose of communication is the exchange of information, facts and opinions

Prefer explicit and careful directions
Need detailed background information
Less aware of nonverbal cues

LISTENING

- We speak about 125-150 words per minute
We can listen about 400 words per minute
- Active listening – five steps:
 - 1. hearing
 - 2. understanding
 - 3. remembering
 - 4. evaluating
 - 5. responding

Types of nonverbal communication

- BODY MOVEMENTS(kinesics)
- SPACE (proxemics)
- EYE CONTACT (oculesics)
- TIME (chronemics)
- TOUCH (haptics)
- VOICE (paralanguage)
- ARTIFACTS
- PHYSICAL APPEARANCE

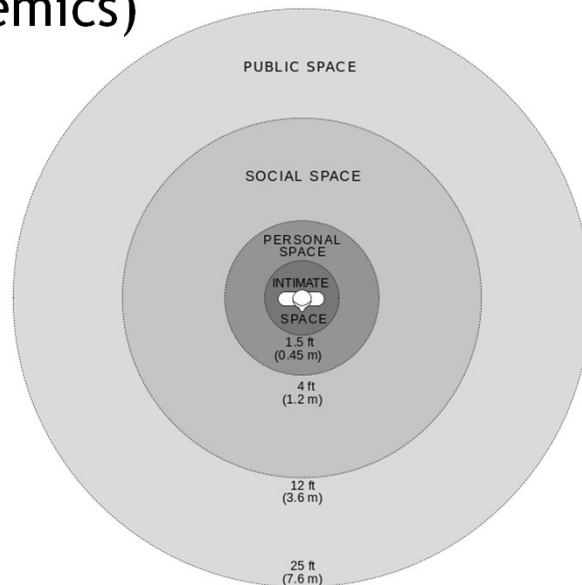
Body movements (kinesics)

- Physical behaviors such as facial movements, posture and gestures
 - Emblems – body movements that can be translated into words and are used intentionally to transmit a message
 - Illustrators – kinesics behaviors that accompany what is said verbally
 - Regulators – kinesics behaviors that control turn-taking and other procedural aspects of interpersonal behavior
 - Affect displays – kinesics behaviors that express emotions

Space (proxemics)

- Use of:
 - distances
 - space
 - territory

<http://www.youtube.com/watch?v=GOHvMz7dl2A>



Voice (paralanguage)

- The nonverbal aspects of voice
- *How* something is said rather than what is said
- Elements:
 - loudness
 - speed of speaking
 - accent
 - non-words and filler-words

Artifacts

- Communication through choice and arrangement of objects
- clothing, hair style, art., furniture, jewelry, and other personal possessions communicate status, social awareness, and feelings

Physical appearance

- Aspects of appearance that communicate attractiveness
- Perceptions/expectations formulated on body type and physical characteristics
- Physical appearance is especially important during first impressions between strangers

Additional for the lecture - Cross-cultural communication

- TEDex
<http://www.youtube.com/watch?v=Voon4QEP4g>
- <https://www.youtube.com/watch?v=YMyofREc5Jk>
- ***Communicating across Cultural Barriers***
Nancy J. Adler