

Bridging Cultures

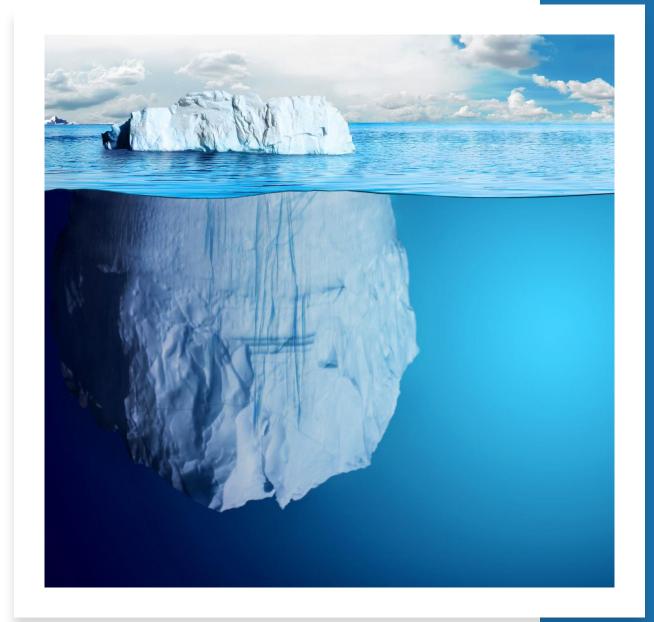
Webinar on Intercultural Communication

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To understand what Intercultural Communication is... we need to figure out first what Culture means

- Visible and invisible aspects of culture (iceberg model of culture)
- The invisible aspects of culture influence the visible ones →e.g. religious beliefs are clearly manifest in certain holiday customs, and notions of modesty affect styles of dress = especially for girls/women/ladies



- Speaking of cultural differences, here's the analogy with the cultural iceberg
- Hall is also best known for depicting culture as an iceberg → all cultures have a small visible component (10%) and a larger part that is hidden from view (90%)
- Many cultural differences are hidden from view, "below the surface"

THE CULTURAL ICEBERG

SURFACE CULTURE

Flags Festivals
Fashion Holidays Music
Performances Dances Games
Arts & Crafts Literature Language

DEEP CULTURE

Communications Styles and Rules:

Facial Expressions Gestures Eye Contact
Personal Space Touching Body Language
Conversational Patterns in Different Social Situations
Handling and Displaying of Emotion
Tone of Voice

Notions of:

Courtesy and Manners Frendship Leadership Cleanliness Modesty Beauty

Concepts of:

Self Time Past and Future Fairness and Justice Roles related to Age, Sex, Class, Family, etc.

Attitudes toward:

Elders Adolescents Dependents Rule Expectations Work Authority Cooperation vs. Competition Relationships with Animals Age Sin Death

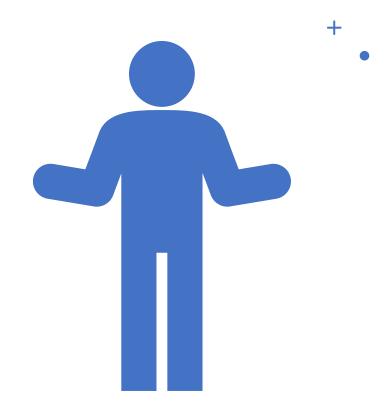
Approaches to:

Religion Courtship Marriage
Raising Children Decision-Making
Problem Solving

❖ Body language is a universal form of communication → understanding the ways in which nonverbal cues are perceived differently across cultures is crucial in promoting effective cross-cultural communication and avoiding misunderstandings

Different interpretations

- Eye Contact = a sign of confidence, attentiveness, or a sign of disrespectful, aggressive attitude?
- Thumbs-up = approval or an offensive gesture?
- Pointing with index finger = a common harmless gesture or a rude behaviour?
- A smile can work wonders pretty much anywhere!
 However, it can be 'controlled' like in Asian
 countries or reserved for close relationships like in
 the Middle-East





Why Intercultural Communication matters

✓ It is **easy to forget** about "the others", about the other cultures, if they are not part of our everyday life

✓ Intercultural Communication is everywhere = always communicate! Without communication we can't sort out any intercultural-related issues

Cultural Stereotypes & Biases

- Definition of stereotypes and biases
- How they form and influence interactions → example in this video: https://youtu.be/38y 1EWIE9I?feature=shared

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Stereotyping and Generalisation

- ✓ Stereotyping involves a form of **categorisation**
- ✓ While categorising, we cannot perceive small details.
- ✓ Stereotypes provide an **over simplified** version of a group and shouldn't be used for classifying individuals in their entirety

Stereotypes can be helpful or harmful depending on how we use them

➤ A stereotype becomes helpful when:

- it's used to describe a **group norm** rather than the characteristics of a specific individual
- it is used to describe what people from this group will **probably** be like and not evaluate the people as good or bad
- It's necessary to acquire information about the people involved before a new experience
- It can be **modified**: based on further observation and experience

- ✓ Full Presentation available during online module or in class
- ✓ Email: info@tellaacademy.org





Thank You!

→ Any questions?



