

## UNIT 1 – KEY TERMS

**Algorithm:** A process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer

**Collectivism:** Cultural orientation where the group is the primary unit of culture; group goals take precedence over individual goals

**Communication apprehension:** The fear or anxiety associated with either real or anticipated communication with another person or group of persons

**Culture:** An accumulated pattern of values, beliefs, and behaviors shared by an identifiable group of people with a common history and verbal and nonverbal symbol system (from Jim Neuliep)

**Culture-of-use:** A set of historically developed, socially accepted norms and behavior for participation in speech communities such as online discussion forums (from Steve Thorne)

**Decentered:** Shifting from an established center or focus; especially to disconnect from practical or theoretical assumptions of origin, priority, or essence

**Echo chamber:** In media, an echo chamber is a situation in which information, ideas, or beliefs are amplified or reinforced by transmission and repetition inside an 'enclosed' system, where different or competing views are censored, disallowed or otherwise underrepresented

**Essentialism:** A belief that things have a set of characteristics that make them what they are; in intercultural communication, characterizing cultures by a set of contrasting features, such as individualism versus collectivism

**Filter bubble:** A filter bubble is a result of a personalized search in which a website algorithm selectively guesses what information a user would like to see based on information about the user

**Globalization:** A process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology

**Individualism:** Cultural orientation where the individual is unique and individual goals are emphasized over group goals

**Netiquette:** A set of social conventions that facilitate interaction over networks

**Power distance:** The extent to which members of a culture expect and accept that power is unequally distributed

**Intercultural communication:** Two persons from different cultures or co-cultures exchanging verbal and nonverbal messages

**Reductionism:** The practice of analyzing and describing a complex phenomenon in terms of phenomena that are held to represent a simpler or more fundamental level; in intercultural communication, refers to reducing individual identities to perceived national characteristics

**Search engine optimization:** The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine

**Small cultures:** Small social groupings or activities wherever there are cohesive behavior patterns and practice (from Adrian Holliday)

**Symbol:** An arbitrarily selected and learned stimulus representing something else

**Taxonomy:** The practice and science of classification of things or concepts

**Uncertainty avoidance:** The degree to which members of a particular culture feel threatened by unpredictable, uncertain, or unknown situations

**Xenophobia:** Intense or irrational dislike or fear of people from other countries