

- 1 **CHAPTER 1**
 - The Necessity of Intercultural Communication
- 2 **If the world was a village of 1,000 people**
 - 1 In the village would be:
 - 606 Asians
 - 138 Africans
 - 114 Europeans
 - 51 North Americans
 - 86 Latin Americans
 - 5 Australians
 - 2 There would be:
 - 335 Christians
 - 218 Muslims
 - 151 Hindus
 - 60 Buddhists
 - 38 Chinese Folk Religionists
 - 57 People practicing other religions
 - 142 Atheists or nonreligious
- 3 **Technology Trends**
 - The world becoming a “global village”
 - Internet access 2012: world 33%
 - Cell phone usage 2012: world 80%
 - Social networking:
 - Email, blogs
 - Facebook, twitter
 - Multi-player online gaming
- 4 **Intercultural Strife**
 - Ethnic clashes: Nigeria, Sudan, Russia
 - Dominant culture vs. immigrant communities: France, Germany
 - Ethnic minorities strive for recognition from Tibet to Scotland
 - US: “Brown County Diversity Resolution”

- US: Growth in interest in language preservation; Hindi at VCU

5 **Domestic Diversity Trends**

By 2050, the U.S. population will likely be:

- 50% European American
- 25% Latinos
- 14% African American
- 8% Asian American
- 1% Native American

6 **Benefits of Intercultural Communication**

- Healthier communities
- Increased commerce
- Reduced conflict
- Personal growth
- Leaders more attuned to diversity

7 **Interpersonal Learning Opportunities**

“It is through the mirror of others that we learn to know ourselves. It is through facing our own discomfort and anxiety that we learn to stretch and grow. Encountering a dissimilar other helps us to question our routine way of thinking and behaving. Getting to *really know* a dissimilar stranger helps us to glimpse into another world.”

Stella Ting-Toomey (1999)

8 **Eight Properties of Communication**

- Process
- Dynamic
- Interactive-Transactive
- Symbolic
- Intentional

- Contextual
- Ubiquitous
- Cultural

9 **Communication**

The simultaneous encoding, decoding, and interpretation of verbal and nonverbal messages between people.

10 **Communication Apprehension (CA)**

The fear or anxiety associated with either real or anticipated communication with another person or group of persons.

11 **Four Types of CA**

- Trait
- Context based
- Audience based
- Situational

12 **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 systems*
- Culture does not exist in a vacuum, nor is it static
 - Dynamic, multi-faceted, socially constructed, learned
- Paradox of culture: pervasive yet invisible (if it's your own culture and particularly if it's the dominant culture)

13 **Culture: An iceberg metaphor**

Universal Human Needs

(safety, security, inclusion, dignity, respect, control, connection, meaning, creativity, & a sense of well-being)

14 **Intercultural Communication as Academic Discipline**

Founder: Edward Hall, *Silent Language*, 1956

Actually involves many different disciplines:

- Cultural anthropology
- Linguistics, 2nd Lang. Acquisition
- Communications
- Social Psychology
- International Studies
- World religions
- Ethnography
- Global Arts
- Cultural geography
- Ethnogastronomy

15 **Intercultural Communication in Context**

Important today in a variety of fields:

- *Business*: ability to sell dependent on understanding client
- *Health*: Need to understand patients from different cultures
- *Education*: multicultural & bilingual education
- *Tourist industry*

16 **A Contextual Model of Intercultural Communication**

17 **Communicative Competence**

Components:

- Cognitive
- Affective
- Behavioral
- Context-aware

18 **Fundamental Assumptions about Intercultural Communication**

#1: During intercultural communication, the message sent is usually not the message received.

19 **Fundamental Assumptions about Intercultural Communication**

#2: Intercultural communication is primarily a nonverbal act between people.

- 20 **Fundamental Assumptions about Intercultural Communication**
#3: Intercultural communication necessarily involves a clash of communicator style.
- 21 **Fundamental Assumptions about Intercultural Communication**
#4: Initial intercultural communication is a group phenomenon experienced by individuals.
- 22 **Fundamental Assumptions about Intercultural Communication**
#5: Intercultural communication is a cycle of stress and adaptation.
- 23 **Five Ethical Approaches**
- The Utilitarian Approach
 - The Rights Approach
 - The Social Justice and Fairness Approach
 - The Common Good Approach
 - The Virtues Approach
 - Non-Western: Confucianism, Hinduism