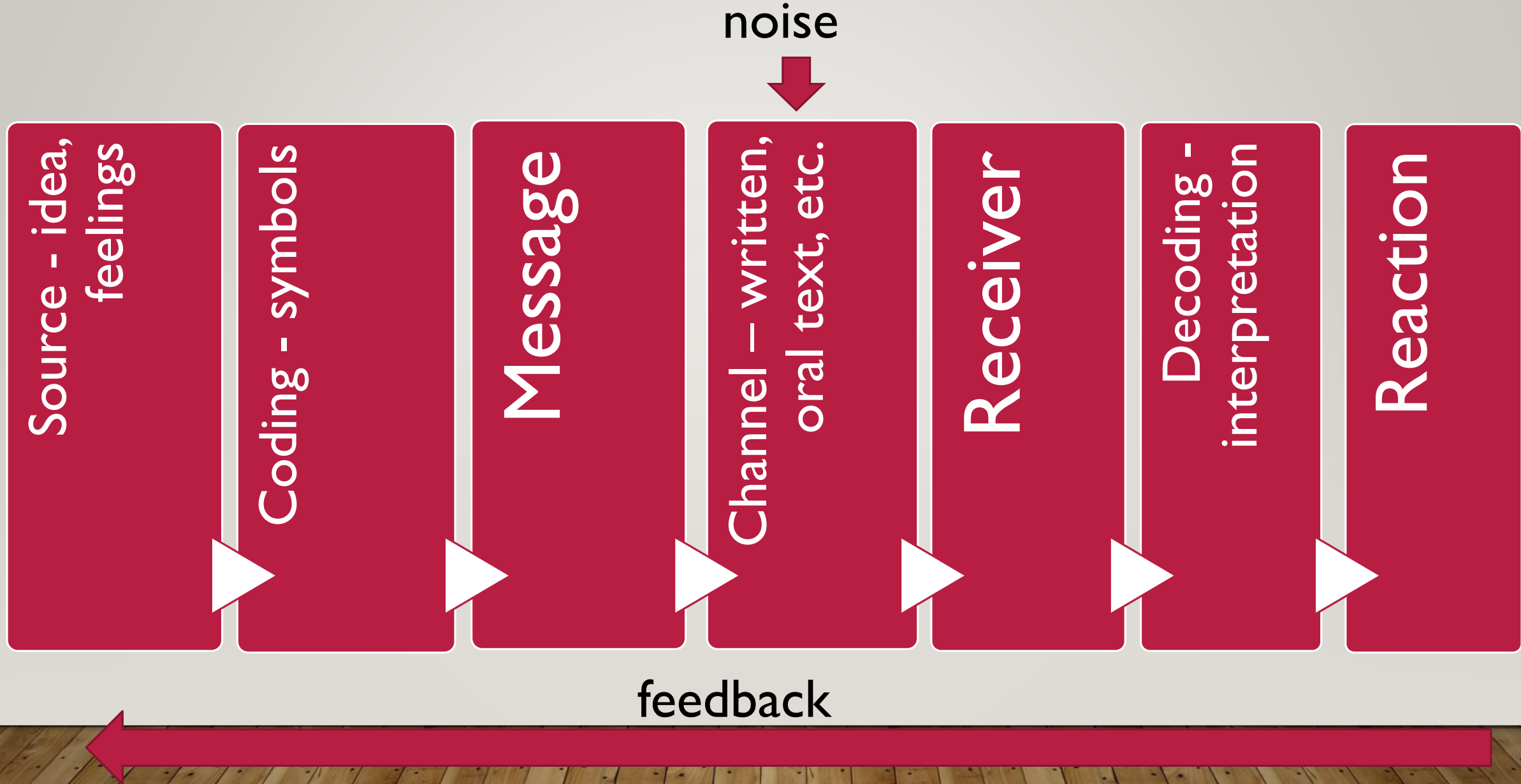


# INTERCULTURAL COMMUNICATION II

---



# CULTURE BARRIERS (F.JANDT)



- Noise – from environment, physical, anything that can disturb perceiving of the message and to hamper understanding what is really important and what is secondary; but also – cultural noise, i.e., democracy noise created by mass media, different meaning of symbols etc.



# NUISANCES

- Physycal and emotional discomfort, concentration on stressing conditions, not really present
- Stereotypes and prejudices
- Wrong interpretation of non-verbal means
- Language problems
- Culture relativism, ethnocentrism
  
- ACTIVE LISTENING!
- FEEDBACK IN PROPER AND BALANCED WAY



# CULTURE SHOCK

- <https://www.youtube.com/watch?v=t4E47dEscmw>



# CULTURE SHOCK

- Term created in 1958. **It is a process!**

**Psychological** symptoms (Furnham, Bochner, Marx):

- *Helplessness, sadness, melancholly, depression*
- *Irritability, mood swings*
- *Fear to be robbed, injured, cheated*
- *Missing home and family*
- *Tension, stress*
- *Feeling of loss etc.*
- **Physical** symptoms: *headache, insomnia, pains etc.*



# STEREOTYPES

- Is simplified and generalised images that do not correspond to reality and include assumptions and statements. Fixed and generally resistant to easy change.
- Come from:
  - Person's attitudes, values, beliefs, motives, language and cognitive skills
  - Family environment
  - History of intergroup relations in particular country; behavior of group representatives
  - Economic and socio-political situation of the country
  - Education policy
  - Direct contacts with representatives of the group

# PREJUDICES. DISCRIMINATION

- are based on stereotypes
- are irrational suspicion, fear or hate addressed to certain group
- Group or individuals are treated worse than the rest due to gender, age, disability, etc.
- Direct, indirect
- Minority is a group that is discriminated – excluded, suspected, treated with arrogance, touched psychologically or physically





# VALUES IN SOCIETY

are represented by:

- Attitude to the nature
- Action orientation (passive or active)
- Time orientation (linear – time is money; cyclic – people are adjusted to nature processes; monohronic and polichronic attitude to the time)
- Inter-personal relationships (hierarchy, collectivism, individualism)



# LONG-TERM AND SHORT-TERM ORIENTATED SOCIETIES (G.HOFSTEDE)

Short term	Long term
Quickly spend earned money	Thrift, investing
Confidence that division in god and bad is absolute, absolute truth, fighting oposites	What is good or bad depends on situation, opposites compliment each other
Children are taught to be tolerant and respect others	Children are taught to be thrifty
Traditions have to be followed	Traditions have to be adjusted to new conditions
Expecting immediate needs satisfaction	Accept postponed needs satisfaction
Short -term virtues - social consumerism	Long term values – modesty, moderation, perseverance
Age comes late	Age comes sooner, but aging is more pleasant

# COLLECTIVISM AND INDIVIDUALISM (G.HOFSTEDE)

collectivism	individualism
Family provides protection in exchange for lifetime loyalty	Expect that children will take care about themselves as soon as possible
Strong family links, often contacts	Weak family links, rare contacts
Divorce is rare	Devorce is often
Children learn to think as «we»	Children learn to think as «I, me»
Financial and ritual obligations to relatives	Financial independence from relatives, few family rituals
Marriage often is agreed among parents	Marriage is based on love
Criteria to choose a bride are the right age, wealth, work, virginity	No criteria
Family without children is considered as incomplete	Couple can choose not to have children, society accepts that
Harmony has to be kept always, confrontation avoided	Expression of one's own opinion is welcomed and appreciated
Aging mothers will live together with children	Aging mothers will live separately
Feeling of closeness, togetherness is non-verbal	Being together means conversations
Nobody almost ever is alone	Solitude is normal

# LOW AND HIGH POWER DISTANCE SOCIETIES (G.HOFSTEDE)

Low Power Distance	High Power Distance
Parents treat children as equal	Parents teach children to be obedient
Teachers treat children as equal	Pupils are dependant from teachers
Pupil is the center of teaching process	Teacher is the center of teaching process
Ideal manager is skillful democrat, relies on support of subordinates	Ideal manager is autocrat, caring father, considering himself a benefactor
Subordinates expect to be approached for consultations	Subordinates expect to be said what to do
Satisfaction and productivity come from consultative way of management	Satisfaction and productivity come from strong supervision
Pragmatic relationships at work	Relationships between manager and subordinates are polarised and often emotional
Deprecatory attitude to privileges of managers and symbols of status	Privileges of managers and symbols of status are normal
Little difference between wages of managers and subordinates	Big difference between wages of managers and subordinates

# FEMININE AND MASCULINE SOCIETIES (G.HOFSTEDE)

Low masculinity	High masculinity
Healthy attitude to sex	Preachy attitude to sex
The same standards for men and women	Different standards for men and women, hypocritical, only woman must stay faithful in marriage
Active woman is a norm	Passive woman is a norm
Positive or neutral attitude to sexual enjoyment	Negative attitude to sexual enjoyment
Sex is meant not only to have kids, but also for pleasure	Sex is mainly meant to have kids
Men and women can become priests	Only men can become priests
Dominating religion stresses both genders as complimentary to each other	Dominating religion stresses privileges of men



# SOCIETIES WITH LOW AND HIGH AVOIDANCE FROM UNCERTAINTY (G.HOFSTEDE)

Low avoidance	High avoidance
Tolerant laws to taboo or dirty issues	Strict laws on what is taboo or dirty
Truth is relative	Only one truth
Children learn that the world is well-disposed	Children learn that the world is adverse
Children are used to unpredictable situations	Children are protected from unpredictable situations
Teacher is allowed to say «I don't know»	Teacher has to know everything
Children's stories show motivation of achievements	Children's stories show motivation of security
Exercises with unknown result, risk and problem solving	Exercises with clear and predictable result, avoiding risk, following instructions

# GEERT HOFSTEDE

- The man who put corporate culture on the map—almost literally—Geert Hofstede (born 1928) defined culture along five different dimensions. Each of these he measured for a large number of countries, and then made cross-country comparisons. In the age of globalisation, these have been used extensively by managers trying to understand the differences between workforces in different environments.

- <http://www.economist.com/node/12669307>

- Hofstede subsequently added a **fifth dimension** after carrying out a study of Chinese managers and workers during his time in Hong Kong. This he **called long-term orientation (LTO)**, which refers to the different time frames used by different people and organisations. Those with a short-term view are more inclined towards consumption and to maintaining face by keeping up with the neighbours. With a long-term attitude, the focus is on preserving status-based relationships and thrift.
- «Culture is more often a source of conflict than of synergy. Cultural differences are a nuisance at best and often a disaster.»

