

“Report Racism”

WORKSHOP

Module 5: Intercultural Communication

Duration: 5 hours



Important Information on the Module

Module Title	Intercultural Communication
Aim	<ul style="list-style-type: none"> • To introduce Intercultural Communication (IC) and key related concepts. • To distinguish between different typologies of cultural communication in a diverse society. • To use IC as a tool to communicate effectively with people from different cultural backgrounds.
Name of Trainer	
Learning Outcomes <i>At the end of the workshop, the participants will be in a position to:</i>	<ul style="list-style-type: none"> • Understand concepts such as: Otherness, Ethnocentrism, Multiculturalism, Cross-Culturalism, and Interculturalism. • Recognise examples of miscommunication in multilingual and culturally diverse contexts. • Put into practice basic IC skills to solve communication issues.

Intercultural Communication

1. Introduce your “intercultural-self”.
2. Introduction to Intercultural Communication (IC).
3. Intercultural miscommunication.

1. Introduce your “Intercultural-Self”

- Let’s play “I am you, you are me”.
- In mixed pairs (by sex and origin).
- Learn about me and speak on my name.

(See the game questions and rules in the curriculum for the module)

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1. Introduce your “Intercultural-Self”

- Were there any difficulties?
- How is your Arabic, Mandarin, or Wolof?
- What is “culture”?
- What are “continental cultures”?



2. Introduction to Intercultural Communication

Otherness:

“The idea of ‘otherness’ is central to sociological analyses of how majority and minority identities are constructed. This is because the representation of different groups within any given society is controlled by groups that have greater political power. In order to understand the notion of the Other, sociologists first seek to put a critical spotlight on the ways in which social identities are constructed. Identities are often thought as being natural or innate – something that we are born with – but sociologists highlight that this taken-for-granted view is not true”.

Dr. Zuleyka Zevallos

<https://othersociologist.com/otherness-resources/>

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2. Introduction to Intercultural Communication

Ethnocentrism:

“In Sociology, is the belief in the inherent superiority of one's own ethnic group or culture”.

OR

“A tendency to view other ethnic or cultural groups from the perspective of one's own”.

<https://www.dictionary.com/browse/ethnocentrism>

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2. Introduction to Intercultural Communication

Culture:

“The way of life, especially the general customs and beliefs, of a particular group of people at a particular time”.

Cambridge English Dictionary

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2. Introduction to Intercultural Communication

Multicultural Society:

Refers to a society that contains several cultural or ethnic groups. People live alongside one another, but each cultural group does not necessarily have engaging interactions with each other.

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2. Introduction to Intercultural Communication

Cross-Cultural Society:

Deals with the comparison of different cultures. In cross-cultural communication, differences are understood and acknowledged, and can bring about individual change, but not collective transformations. In cross-cultural societies, one culture is often considered “the norm” and all other cultures are compared or contrasted to the dominant culture.

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2. Introduction to Intercultural Communication

Intercultural Society:

Different cultures, national groups, etc. living together within a territory, maintain open relations of interaction, exchange and mutual recognition of their own and respective values and ways of life. We are talking then about a process of active tolerance and the maintenance of equitable relations where everyone has the same importance, where there are no superiors or inferiors, better, or worse people. "Interculture" is a process, not a goal in itself.

<http://www.eycb.coe.int/edupack/07.html>

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2. Introduction to Intercultural Communication

Intercultural Communication:

- Intercultural communication refers to the communication between people from two different cultures. (Chen & Starosta, 1998:28)
- Intercultural communication is a symbolic, interpretive, transactional, contextual process, in which people from different cultures create shared meanings. (Lustig & Koester, 2007:46)
- Intercultural communication refers to the effects on communication behaviour, when different cultures interact together. Hence, one way of viewing intercultural communication is as communication that unfolds in symbolic intercultural spaces. (Arasaratnam, 2013:48)

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3. Intercultural Miscommunication

You? Me? Him?

<https://www.youtube.com/watch?v=OAVnOz7i-JA>

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3. Intercultural Miscommunication

- What?
- Where?
- Why?
- Who?
- Chinese vs Americans

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3. Intercultural Miscommunication

What would have you done as (non-Chinese) Chief Inspector?

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Review Questions

- To understand what Intercultural Communication is about:

We need to define several concepts such as: Culture, Ethnocentrism, Otherness, Multicultural, cross-cultural and intercultural society.

- What do we need Intercultural Communication (IC) for?

IC is key for success when people from different cultural backgrounds interact.



Key Points

- Awareness of self-ethnocentric perspective.
- Reflection and reconsideration of the fundamentals of the self-cultural identity.
- Reflection and reconsideration of the “others” stereotyped vision.
- Respect and empathy towards other cultures.
- “*No one is perfect*” and so are cultures.



Well done!

You have completed this Module!



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