



# Intercultural Communication: Where We've Been, Where We're Going, Issues We Face

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# Intercultural Communication

- Defined as:

- ó Communication between peoples from different national culturesí
- ó Changing focus more recently, expansion due to theory building



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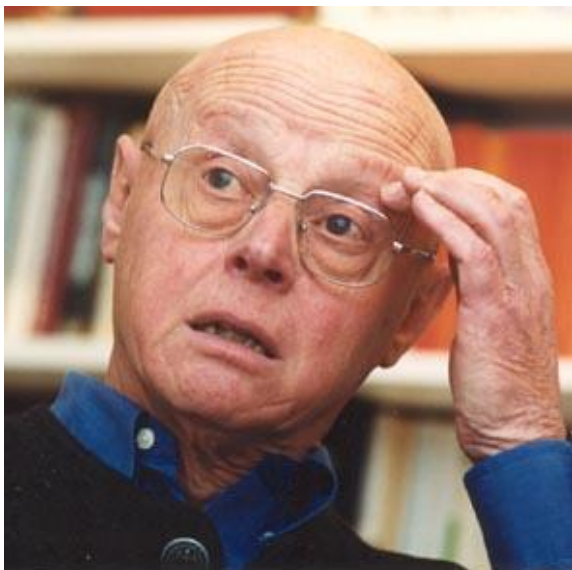
# Where We've Been



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# Where We've Been



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# Where We've Been

- World War II
- Hall
- NCA and ICA
- Global development has differed
  - ó US
  - ó Europe
  - ó Asia
- Some key Theories





# Adaptation

- ▣ Berry ó 4 strategies
- ▣ Assimilation
- ▣ Separation
- ▣ Marginalization
- ▣ Integration



# Cross-Cultural Adaptation

- Kim ó multi step process of change



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# Cross-Cultural Adaptation



- Enculturation

- Deculturation

- Acculturation

- Assimilation



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# Where We're Going ó ICC and Social Media

- Self-Presentation in Online Contexts
  - ó Are online spaces independent of geography?
- Immigrant and Minority use of Social Media
  - ó To what extent does social media help or hinder adaptation?
- Construction of culture
  - ó Who makes culture relevant now?



# ICC and Education

## Dewey

- ó Essence of relationships is communication
- ó Need to transform classrooms
- ó Must recognize student identities



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# Educators Should Develop

- 1. An understanding of the vital role ICC plays in culturally diverse classrooms
- 2. An awareness of their own cultural perspective
- 3. An awareness of the process of ICC and the ability to translate this awareness into meaningful and effective communication
- 4. An understanding, appreciation, and respect for cultural diversity
- 5. The ability to deal with the ambiguity that occurs in the process of building shared meanings as well as the ability to respond to miscommunication



# Educators Should Develop

- 6. A sensitivity to the feelings of others and ability to respond to these feelings
- 7. An understanding of the relationship between language, meaning, and cultural perceptions
- 8. An understanding of the relationship between culture and cognitive style
- 9. An understanding that variation is a natural occurrence among people
- 10. An understanding that there are multiple cultural realities
- 11. The ability to reach across difference with respect, care, and love in the art of teaching



# Issues we Face

- Terminology

  - ó What is the öinterculturalö?

- Communiology

  - ó Social learning vs. biological predictors

- Spread of research to less studied cultures

