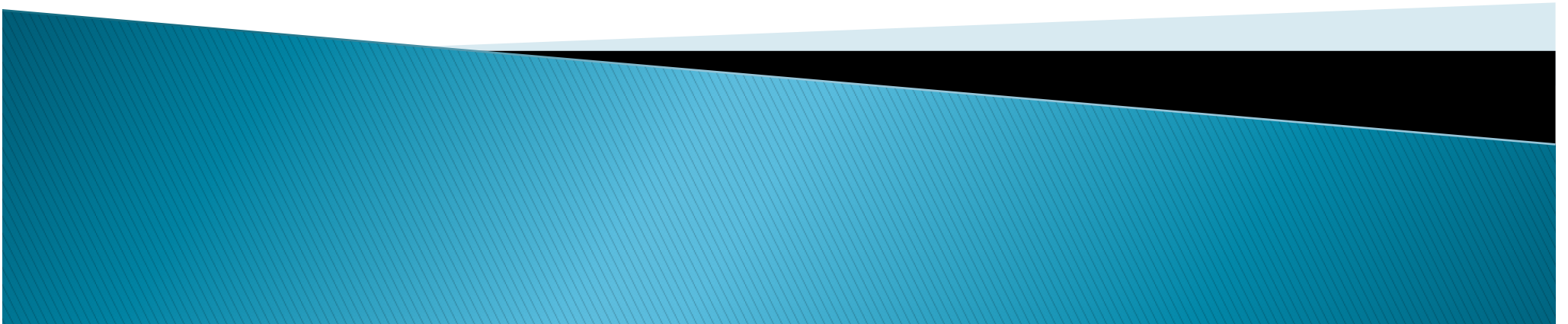
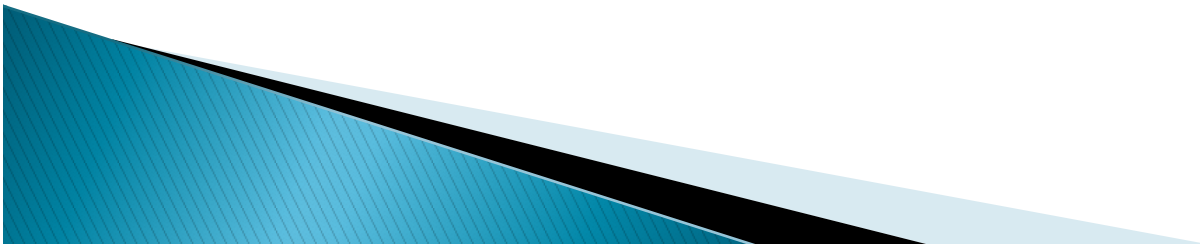


Intercultural Communication



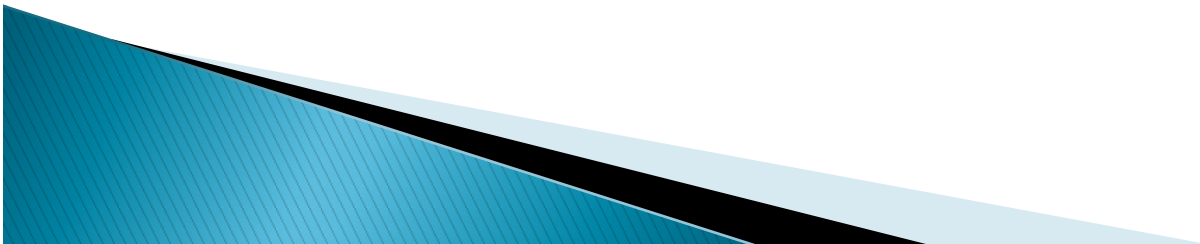
Intercultural Communication:

“Whenever a message producer is a member of one culture and a message receiver is a member of another culture.”



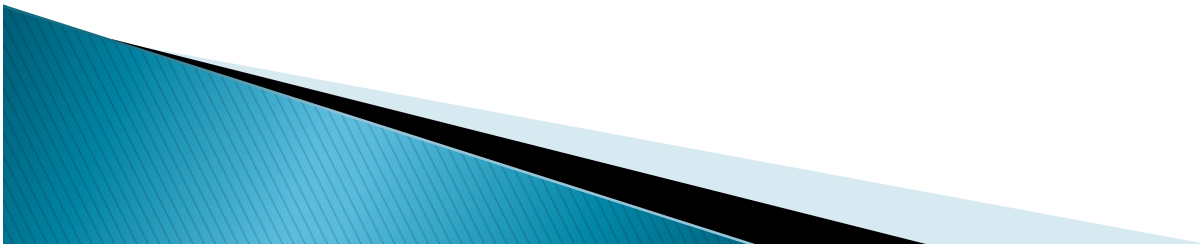
Culture

Can be understood as a
“set of values, norms, attitudes, distinct
beliefs, patterns, and basic
assumptions”.



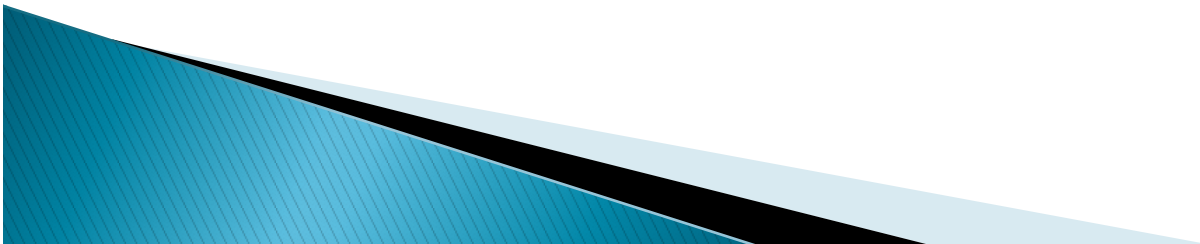
UNESCO (1982)

“Culture is the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society as social group. It includes not only arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs.”



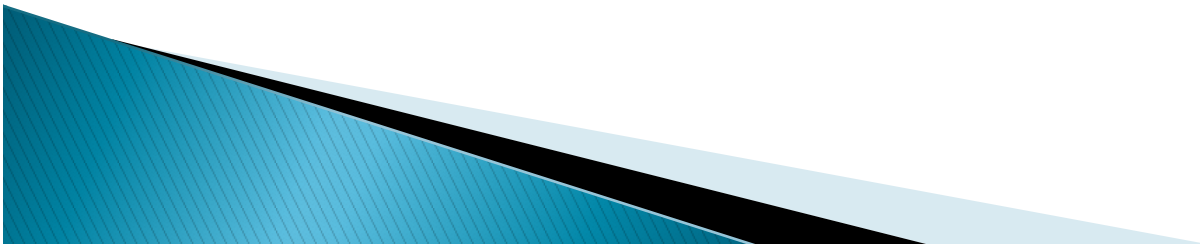
Model of human communication

Communicator → Encoding → Medium →
Decoding →
Recipient → Feedback



Three Types of Signs

- a) *Icons*: as representation of an object
- b) *Index*: as a sign connected or associated with its object
- c) *Symbol*: is arbitrary and comes about by choice, exists by convention, rule or assent.



Four Layers of Communication

Information

Self-
presentation
appeal

(impression
management)

MESSAGE

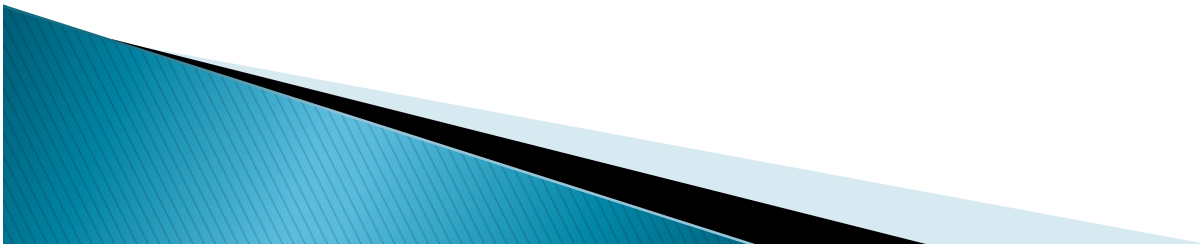
towards
the other

quality of the relationship be-
tween sender and receiver



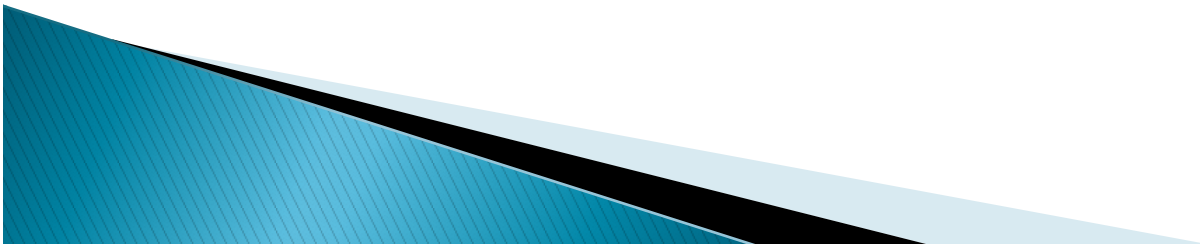
Non-verbal Communication

- | | | | |
|----|-------------------|----|---------|
| a) | Kinesics | l) | Speech |
| b) | Body Contact | m) | Time |
| c) | Proximity | n) | Silence |
| d) | Orientation | | |
| e) | Appearance | | |
| f) | Posture | | |
| g) | Head-nods | | |
| h) | Facial expression | | |
| i) | Gestures | | |
| k) | Eye-contact | | |



Various Cultures

- a) Multiculturalism
- b) Interculturalism
- c) Transculturalism
- d) Hyper-culturalism



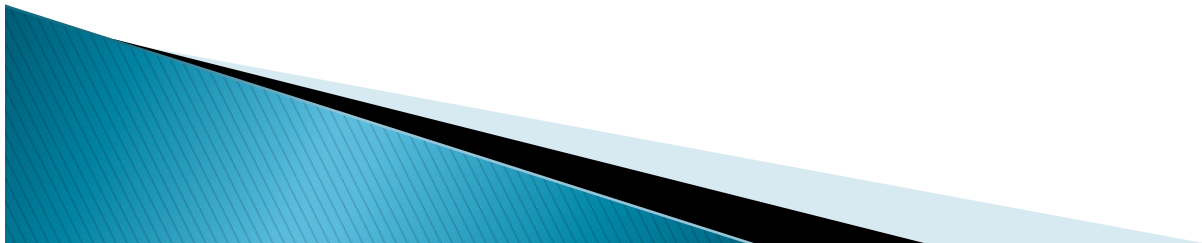
Intercultural Communication Competence

a) Affective competences

- Interest
- Empathy
- Tolerance of ambiguity and uncertainty
- Acceptance of differences

b) Cognitive Competences

- Knowledge in regard of other cultures
- Theoretical knowledge of intercultural differences
and how to overcome them
- Open-mindedness
- Respect



Intercultural Communication Competence

c) *Communication Skills*

- Use of effective strategies to solve conflicts
- Use of adequate signs (learn languages)
- Decode nonverbal codes

