1 **Unit 7**

Encountering Other Cultures

2 D Intercultural contact

- Contact with another culture can happen at home or abroad
- Ranges from colonization to tourist industry
- In some cases out of religious convictions, economic reasons or geo-political concerns
- · Reaction to person/culture depends on context
- Ability to communicate depends on...
 - Knowledge
 - Motivation
 - Skills
- · Language ability by itself not enough
 - ...but only way to get inside a culture

3 Dossible encounters

- Individual encounters
 - Results can depend on...
 - Context where the encounter takes place, for what reason
 - Person the nature of the other, assumptions or knowledge
 - Purpose casual encounter, need for service
 - Where does conflict come from?
 - · Need for knowledge, empathy, skills
 - Need for mutual respect: maintaining face
- 4 Conflict Communication Styles
- 5 🔲 Intercultural Conflict Style
 - Model developed by Mitchell Hammer that tries to accommodate Eastern conflict styles
 - · Based on cognitive & affective components

6 Intercultural Conflict Style

- 7 Clash of conflict resolution styles
 - Italian trainer Paolo di Canio
 - The clip is taken from a post-game interview. He has been sent off to the stands after arguing with the referee.

8 🔲 Comments on Paolo di Canio

- Italian coach very vivacious, loquacious, emotional
- Contrasts with the more reserved & low-key character of the English
- His communication style = direct and elaborate
- Verbal style and body language used are a large part of what causes the conflict
- Different traditions of politeness and etiquette, which can have an impact on speech, non-verbal communication and conflict resolution
- His conflict resolution style: "engagement" vs. English "discussion"

9 Acculturation

- The process whereby you adapt to a new culture by adopting its values, attitudes, and practices
- · Applies to medium to long range stay, not to tourists
- Acculturative stress
 - The anxiety and stress associated with acculturation
 - Varies with similarity to home culture, sex, age
 - Young people not yet acculturated into their native culture
 - Environment => extent to which host culture is receptive
 - Individual's predisposition => how prepared for new culture

10 Culture Shock

· The effects associated with the tension and anxiety of

entering a new culture, combined with the sensations of loss, confusion, and powerlessness resulting from the forfeiture of cultural norms and social rituals

- Routine disrupted and small details of everyday life become strange and unfathomable ("cultural schemas")
- · Even if proficient in language, can have problems
- Culture shock not experienced if insulated from culture (tourists, military, diplomats)
- · If experienced and for how long depends on person
- Typically goes through a set of stages

11 Culture Shock U-curve

12 Culture Shock

- Pattern not universal
 - Not necessarily a U pattern
 - Can be repeated cycles of: stress => adaptation => growth
- · Factors that can cause/worsen culture shock
 - Personality type: rigid, unused to and ill-equipped for change
 - Also, openness to strangers, ability to make friends
 - Extent to which individual values solitude
 - Homesickness => depends on relation to family/friends
 - Holidays can be stressful => no family, different customs

13 Culture Shock

- Can help alleviate culture shock
 - Find project to work on, work intensely
 - Language study a good such project
 - Language by itself not enough (Spanish instructor in Spain)
 - Try to blend in (appearance, habits, non-verbal)

- Exchange experiences with other expats (if positive)
- Write a blog to capture experience (and vent)
- Use skype to stay in touch

14 Culture Shock

- Culture shock not only negative
 - Experiencing culture shock indicates you've engaged with the new culture
 - Some sojourners remain isolated, never have culture shock
 - Also provides an opportunity to learn about yourself
 - Makes you more adaptable to new situations
 - Being able to operate comfortably in a different culture => creates a new you, a whole different perspective on reality
- Can also be experienced by host culture
 - Assumed similarity can cause misunderstandings
 - Familiar fast food restaurants different menus
 - Danish woman leaving baby in stroller
 - Children of Chinese immigrants visiting China

15 W Curve of Culture Shock

- · Contains two of the U curves of the culture shock model
- Includes re-entry shock
 - Communicating experiences difficult
 - You have changed
 - Family and friends treat you same
- Generally, culture shock takes approximately one year
 But varies with individual

16 Model of Intercultural Communication Competence

- Knowledge component
 - Language, non-verbals, values, beliefs
 - Influenced by rigidity vs openness, degree of ethnocentrism
- Affective component

- Motivation to interact with those from other cultures
- Influenced by degree of uncertainty and anxiety
- Skills
 - Ability to apply knowledge to real life situations
- Situational Competence
 - Competence varies in different situations and contexts
 - Ability to cope in different environments (house tour)
 - Adopting communication to people present and their status