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

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Intercultural Communication

Defined as:

- Communication between peoples from different national cultures

- Changing focus more recently, expansion due to theory building
Where We've Been
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- World War II
- Hall
- NCA and ICA
- Global development has differed
  - US
  - Europe
  - Asia
- Some key Theories
Adaptation

- Berry: 4 strategies
- Assimilation
- Separation
- Marginalization
- Integration
Cross-Cultural Adaptation

Kim’s multi step process of change
Cross-Cultural Adaptation

- Enculturation
- Deculturation
- Acculturation
- Assimilation
Where We’re Going – ICC and Social Media

- Self-Presentation in Online Contexts
  - Are online spaces independent of geography?

- Immigrant and Minority use of Social Media
  - To what extent does social media help or hinder adaptation?

- Construction of culture
  - Who makes culture relevant now?
ICC and Education

- Dewey
  - Essence of relationships is communication
  - Need to transform classrooms
  - Must recognize student identities
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
  - What is the "intercultural"?

- Communibiology
  - Social learning vs. biological predictors

- Spread of research to less studied cultures