CULTURAL UNDERSTANDING

- Week.5.
- IDENTITY AND
- VALUES:

1.Cultural Identity is..........

- A. one's sense of belonging to a particular group
- B. the emotional significance we attach to this belonging
- C. our self-concept as a member of this group
- D. All of the above

2. Racial Identity is.........

- A. a useful way of comparing different people
- B. based soley on physical appearance
- C. a label to improve the lives of disadvantaged minorities
- D. a scientific way to predict ethnic characteristics and behaviour

Gender Identity refers to...........

- A. biological sex
- B. sexual identity
- C. self-images and other-expected images of "femaleness" and "maleness"
- D. sexual preference

4. The Internet

- allows us to invent
- new identities called...
- A. cyber identities
- B. fantasy identities
- C. cult identities
- D. A and B

5. The socialization of an individual to their culture is...

A. acculturation

B. enculturation

C. intraculturation

D. interculturation

6. What we are willing to die for is determined by our.......

- A. belief system
- B. value system
- C. attitudes
- D. social organizations

CONTENT & ACTIVITIES:

- 1. How others perceive us
- 2. First impressions Survey
- 3. Comparing Cultures
- 4. Case Study Paris
- 5. Case Study Kenya
- 6. Useful Theories Hofstede, Kluckhohn & Strodtbeck, Hall & Ting-Toomey, Gudykunst & Minkov

Perception

Contrary to popular opinion, your gut isn't always right.

Remember perception is selective. Perceptual patterns are learned and therefore influenced by one's culture. Once you perceive something in a particular manner that interpretation is generally resistant to change and perception is INACCURATE- this tends to make you see what you expect or want to see. Let's try two mini experiences first individually and then in pairs to explore "perceptions" and then we can begin learning about cultural comparisons- intuitively and scientifically
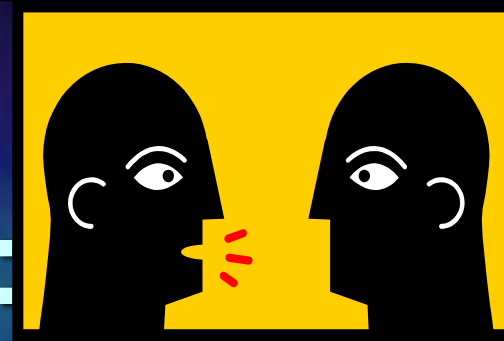
How Others Perceive Us:
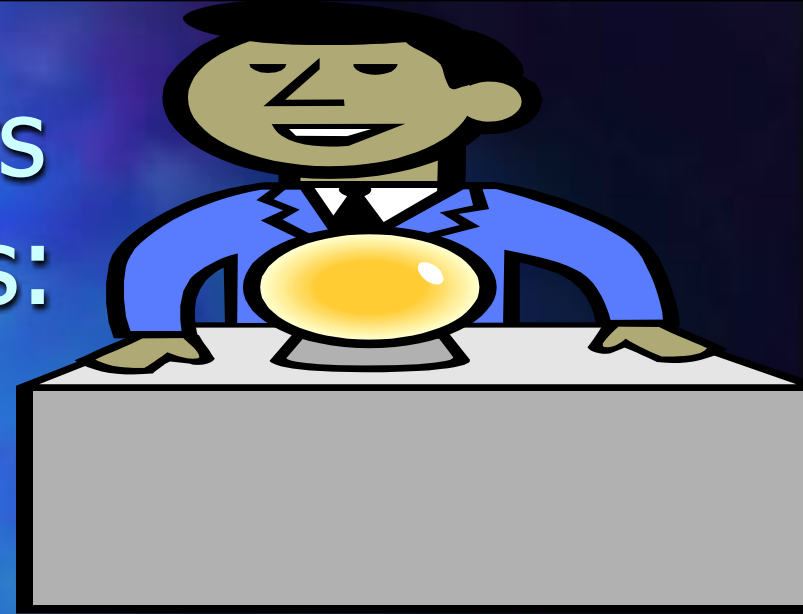
- 1. List ten CULTURAL predictions you think OTHERS would use to describe you in intercultural interaction

- 2. List ten INDIVIDUAL predictions you think OTHERS would use to describe you in intercultural interaction

Discussion Questions:

- 1. What information might people use to make these predictions?

- 2. How accurate would they be? What errors would they make?

- 3. Are their impressions the "real" you?

- 4. How similar are their cultural and individual predictions? How different? Contradictions? When are they useful?

First Impressions Survey:

- This is to help you understand how we use perceptions to make sense of the world. Also how cultural values and beliefs are shaped by our perceptions.

- Sit with someone you do not already know and think is from another culture.

- Both complete the first impressions survey. Then do a perception check.

Discussion Questions:

- 1. Should we only assess others based on perceived individual characteristics?

- 2. How accurate were your predictions?

- 3. What info did you use to make them?

- 4. How could you have made better predictions?

- 5. How did your beliefs affect your predictions?

Comparing Cultures:

- This activity requires you to compare and contrast the communication characteristics of different cultures.

- 1. First rate your own culture on each communication characteristic.

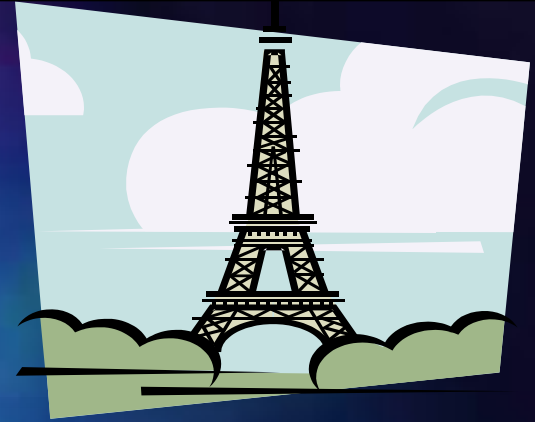- 2. Now choose another culture represented in the class and rate it.

Discussion Questions:

- 1. If yours is a Western
- Culture, how does it compare with other western countries?
- 2. How did these characteristics develop?
- 3. What are the similarities and differences? Why?
- 4. How accurate and useful are these comparisons?

Case Study: Paris

- Mr Williams is appointed long-term to his Paris Branch and wants to get to know his work colleagues better. At a meeting with Mr.Baudin he shakes hands, talks about the weather, then asks him how many children he has.He is told two sons. When he asks about them B. seems offended and leaves.

Discussion Questions:

- 1. What cultural characteristics are W. and B. exhibiting?

- 2. How might B. describe US culture if this were the only interaction he had with an American?

- 3. How would W. characterize French culture if this was his first time too?

- 4. How does this illustrate "ethnocentricity"?

Kenya

- Laura, from the US, is teaching in a small, rural community in Kenya. Beatrice, a Kenyan, becomes her friend but Laura likes to go home from school to read and write letters. Beatrice often invites Laura to tea. Sometimes she accepts and they talk for hours. Laura begins to decline these invitations and Beatrice is upset and feels rejected.

Discussion Questions:

- 1. What are the US characteristics displayed by Laura?

- 2. The Kenyan characteristics?

- 3. How might B. characterize Americans if this were her only experience ?

- 4. How might L. characterize Kenyans?

- 5. What misunderstandings are taking place here?

Dominant US Culture and Globalization?

1. Individualism & Self-help
2. Equality
3. Materialism/acquisitiveness
4. Science/Technology(Control
Environment and Time, Future orientn)
5. Progress and Change
6. Action/Work and Leisure
7. Competition, efficiency, practicality
8. Informality & directness (Kohls,2013)

G. Hofstede 01 Value Dimensions:

- 1. Individualism/Collectivism
- 2. Low/High Uncertainty Avoidance
- 3. Low/High Power Distance
- 4. Masculinity/Feminity
- 5. Long-term/Short-term Orientation

Hofstede's (2001) Values Dimensions

- Individualism
- Rights
- Privacy
- Self-expression
- Freedom
- Competition
- U.S. Aust, Europe

- Collectivism
- Responsibilities
- Community
- Harmony/face
- Tradition
- Collaboration
- Asia, Africa, Latin America, Pacific Islands

Uncertainty Avoidance
Power Distance

- Strict behaviour codes & structures
- Intolerance deviance
- Resistance to change
- HIGH?
- Greece, Japan, S Am
- LOW?
- Sing, Aust,US

- Inequality normal
- Heirarchy power
- HIGH?
- Malaysia, S Amer, Arabs, Asia
- LOW?
- Austria, Israel, N.Europe, Aust, US.

Masculinity/Femininity

- Dominant male values- ambition/competition,
- Success," b, s & f "
- Feminine –nurturing, equality,
- People & environmt.
- M: Japan, Germany, S Amer, US, Aus
- F: Scand,Thai,France

Future Orientation

- Confucian values thrift, perseverance, stability,
- tradition.
- LONG-TERM?
- Asia
- SHORT-TERM? Instant gratification, postpone old age, short-term results & status
- US, UK, Canada, Phillipines

Critique of Hofstede:

- 1. Survey 1967-73 116,000 employees IBM
- 2. Statistical means- stereotypes Variations- age, urban-rural, gender, S.E.S., religion
- BUT
- Some useful generalizations for work teams, negotiations, conflict management
- Widely-used in research & new schema eg. House (2004)

Kluckhohn &Strodtbeck (1960) Value Orientations

- 1. Human Nature Orientations (good/evil/mix)
- 2. Person/Nature Orientations (controlled by/ cooperation/control)
- 3. Time Orientations (past/present/future)
- 4. Activity Orientations (being/becoming/doing)
- 5. Relational(Social) Orientations (authoritarian/collectivist/individualist)

E.Hall High/Low Context

- High Context: Non-Western traditional homogeneous, non-verbal,indirect, implicit, conflict harmful Japan, China, Korea, African, 1st nation, Arab, Meditt.

- Low Context: Western heterogeneous, verbal,direct, explicit, open conflict productive English, N American, N Eur., German/Swiss. (1990)

S.Ting-Toomey '05 Face and Facework

- Face= self-image you want to project
- Facework= actions to acquire and give "face".
- Individualistic cultures concern OWN face can lead to confrontation (seen as "rude")
- Collectivist cultures focus OWN & OTHERS prefer avoidance and obligations (seen as "sneaky")

Revised Hofstede (2003)

- Sample China, Japan, US & Germany
- Findings: BOTH individualist. & collectivist samples MORE independence & self-face tendencies than interdependence and other-face tendencies.
- WHY?
- Globalization?

House (2004) GLOBE Model:

- 10 clusters countries & many Hofstede categories IS & SHOULD BE

- Geographical effects N & S? (Hofstede)

- To survive cold climates need technology & independence, less autocratic & more tolerant, low contact (space & touch), more task-oriented & cooler interpersonally, more time planning, less contact neighbours & more structured than south (warm climates)

ANXIETY/UNCERTAINTY MANAGEMENT Gudykunst (88)

- *Effective comm* when message interpretation similar to sender intention
- *Anxiety=* emotion-fear future
- *Uncertainty=* thought (cognitive) same
- *Mindfulness=* conscious competence think about and work at I.C.C.
- Culture taken-for-granted unmindful
- Choose to act in novel ways mindful.

Multiple causal factors:

- 1. self-concept inc self-esteem-) A&U

- 2. Motivation to interact-) inc confidence

- 3. Reactions to strangers inc tolerance ambiguity-) dec A/U & accurate predictions

- 4. Categorization strangers inc perceived similarities-) dec A/U & inc + predictions

6. Connection-attraction -humour-local go-between

- -) dec A/U & inc + predict
- 7. Ethical considerations- Mutual non-judging/acceptance -) dec A/U.
- BUT accused by Ting-Toomey Western bias- control situation individualist cultures initiative, risk-taking, confrontation-Eastern high Uncertainty Avoidance

CRITIQUE GUDYKUNST

- Gudykunst -I.C.C. as problem-solving (other theories learning /growth and transformation) medical model- negative experience, discourse stress-management, illness, innoculation, tips for survival

MINKOV'S CULTURAL DIMENSIONS (2011)

4 bipolar national cultural dimensions.

- 1. **Industry** (hard work) vs **Indulgence** (more leisure) China & VN highest, Sweden lowest UK ANZ among lowest on industry (See p232)

- 2. **Monumentalism** (pride in self & resistant to change) vs **Flexumility** (flexibility & humility) Muslim countries highest, NE Asian lowest on Monumentalism, Aust, UK,NZ in middle.

- 3. **Exclusionism** vs **Universalism** (way ec devpt shapes way people treated- ie exclusion or equality Afr & M East highest (E) USA Eur ANZ highest (U) Norway no1.

- 4. Tight (protocols and rules) and Loose (weak norms & tolerance deviance) Cultures
- Tightest- India, Pakistan,Malaysia, Singapore
- Loosest- Ukraine, Estonia, Hungary, Israel, Netherlands, Brazil,Venezuela, Greece THEN NZ, Aust & US.
- This is only a preliminary overview. You will receive a one-page summary of these cultural pattern theories to help you understand different communicative behaviours
- you can expect from people
- from other cultures.
- NEXT WEEK: Language & Culture