

Intercultural Communication Theories

Lecture 2

Learning outcomes

- understand such terms as cultural dimensions and cultural orientation.
- recognize how communication barriers affect intercultural communication.
- understand the concepts of globalization, glocalization, grobalization.
- understand the dimensions of culture and cultural iceberg concept
- dimensions of culture by Hall, Hofstede, Schwartz, Maslow hierarchy of needs.
- Understand such terms as stereotype, enculturation, acculturation, ethnocentrism.

Dimensions of culture

6

Chapter 1 • The Nature of Intercultural Communication

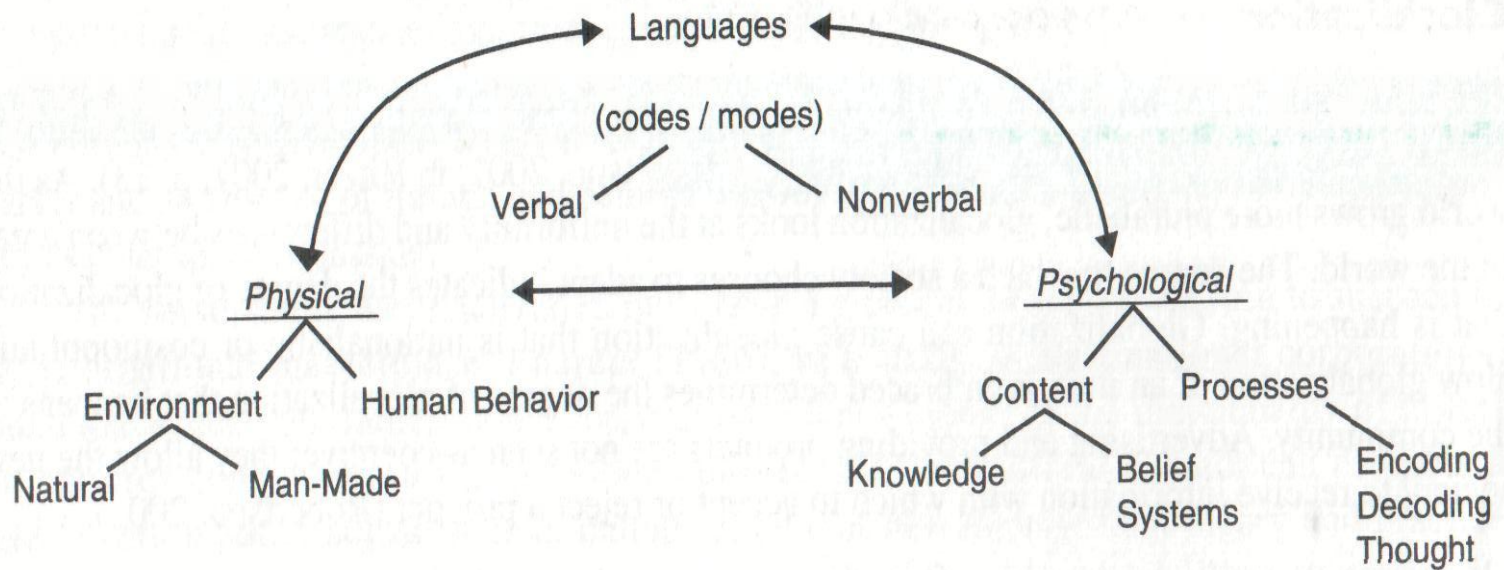


FIGURE 1-1 Dimensions of Culture

Cultural iceberg

(Fujita, 1977).

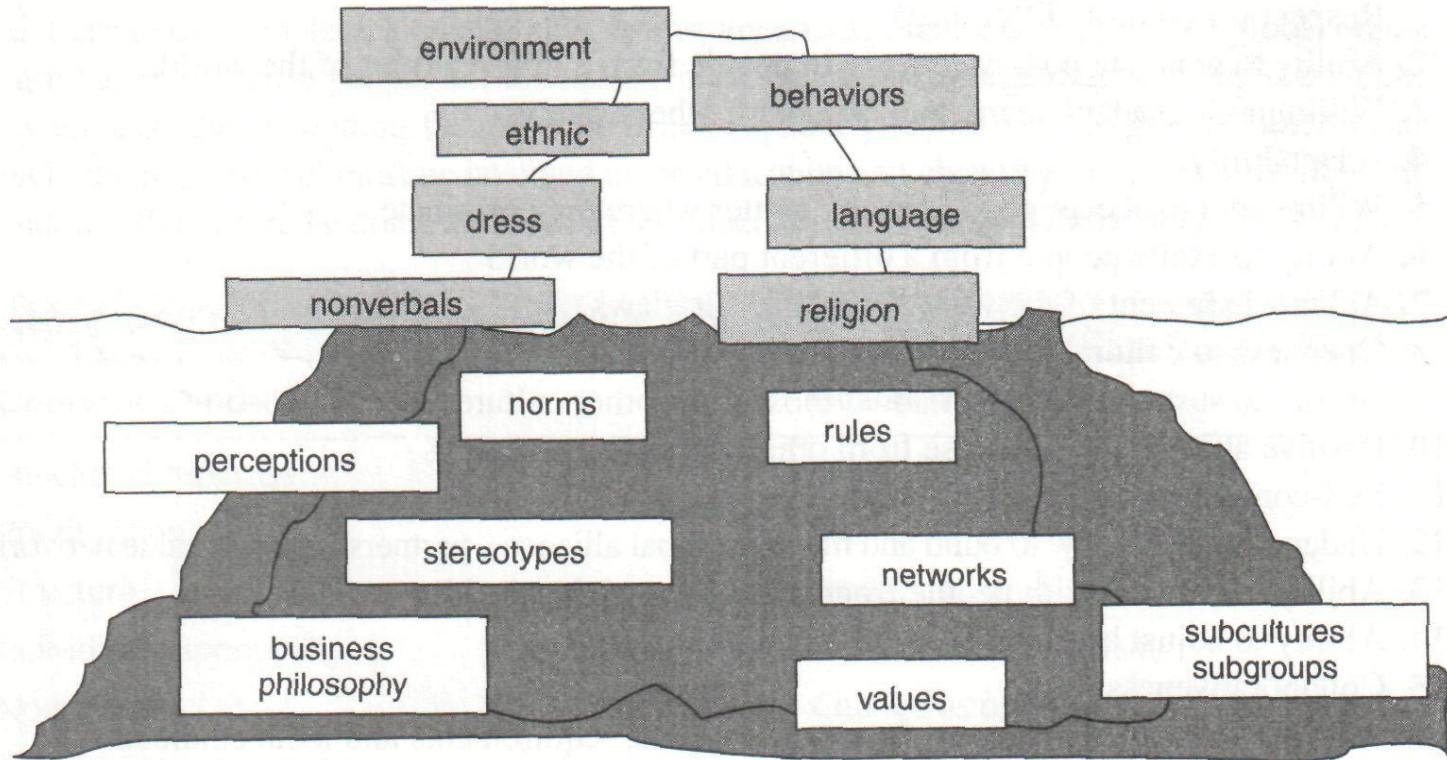


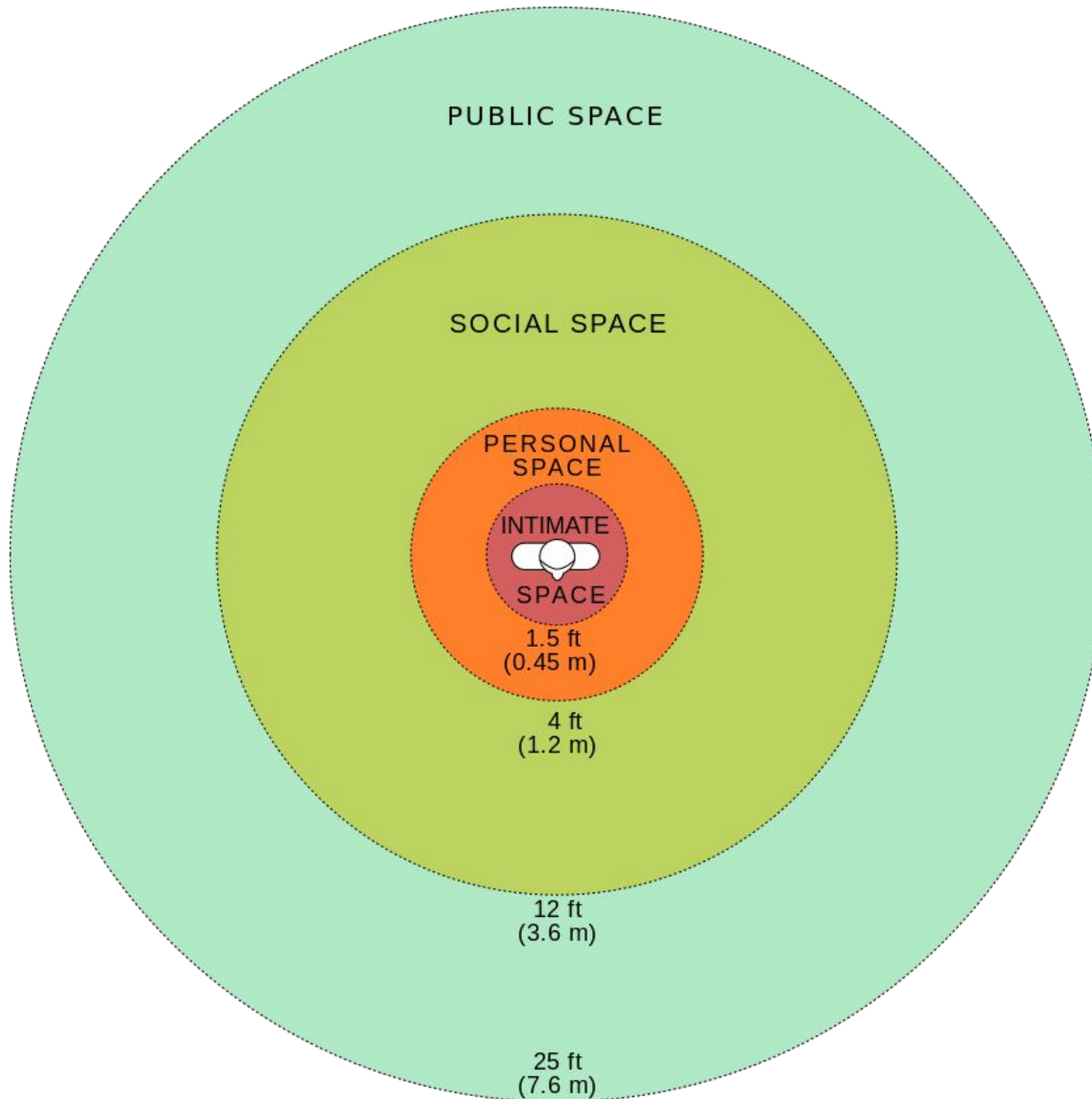
FIGURE 1-2 Cultural Iceberg

encounter - behaviors

Edward Hall

- High context culture
- Low context culture
- Polychronic time
- Monochronic time
- Proxemics

Proxemics



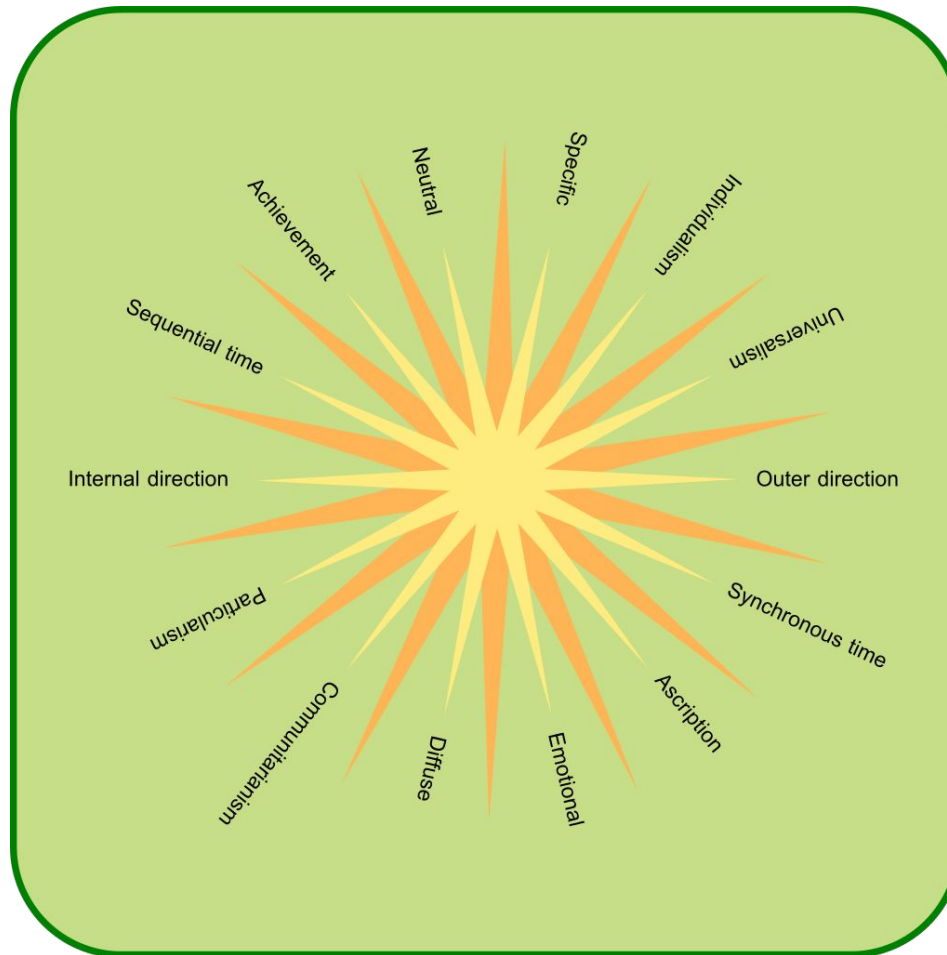
Hofstede's cultural dimensions theory

- Power distance index (PDI)
- Individualism vs. collectivism (IDV)
- Uncertainty avoidance index (UAI)
- Masculinity vs. femininity (MAS)
- Long-term orientation vs. short-term orientation (LTO)
- Indulgence vs. restraint (IND)

Trompenaars and Hampden-Turner model

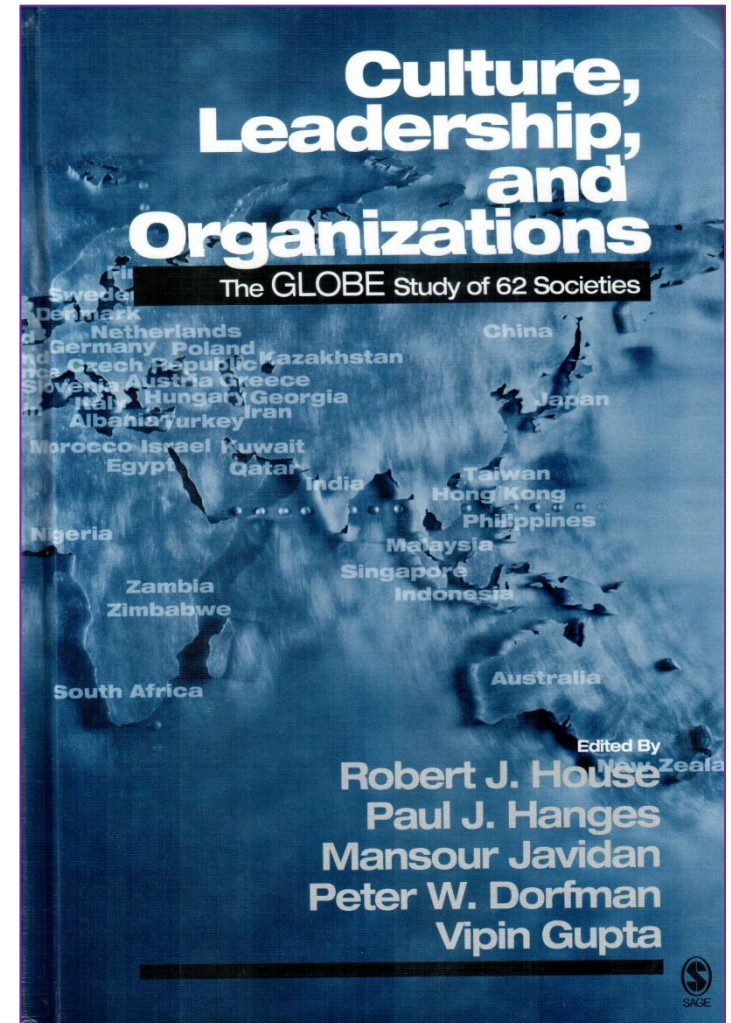
- Universalism vs. Particularism
- Individualism vs. Communitarianism
- Neutral vs. Emotional
- Specific vs. Diffuse
- Achievement vs. Ascription
- Sequential vs. Synchronic
- Internal vs. External control

7 dimensions of culture by Trompenaars



The GLOBE Study

- Power Distance
- Uncertainty Avoidance
- Humane Orientation
- Collectivism I: (Institutional)
- Collectivism II: (In-Group)
- Assertiveness
- Gender Egalitarianism
- Future Orientation
- Performance Orientation



Schwartz values

Organized by
motivational similarities
and dissimilarities

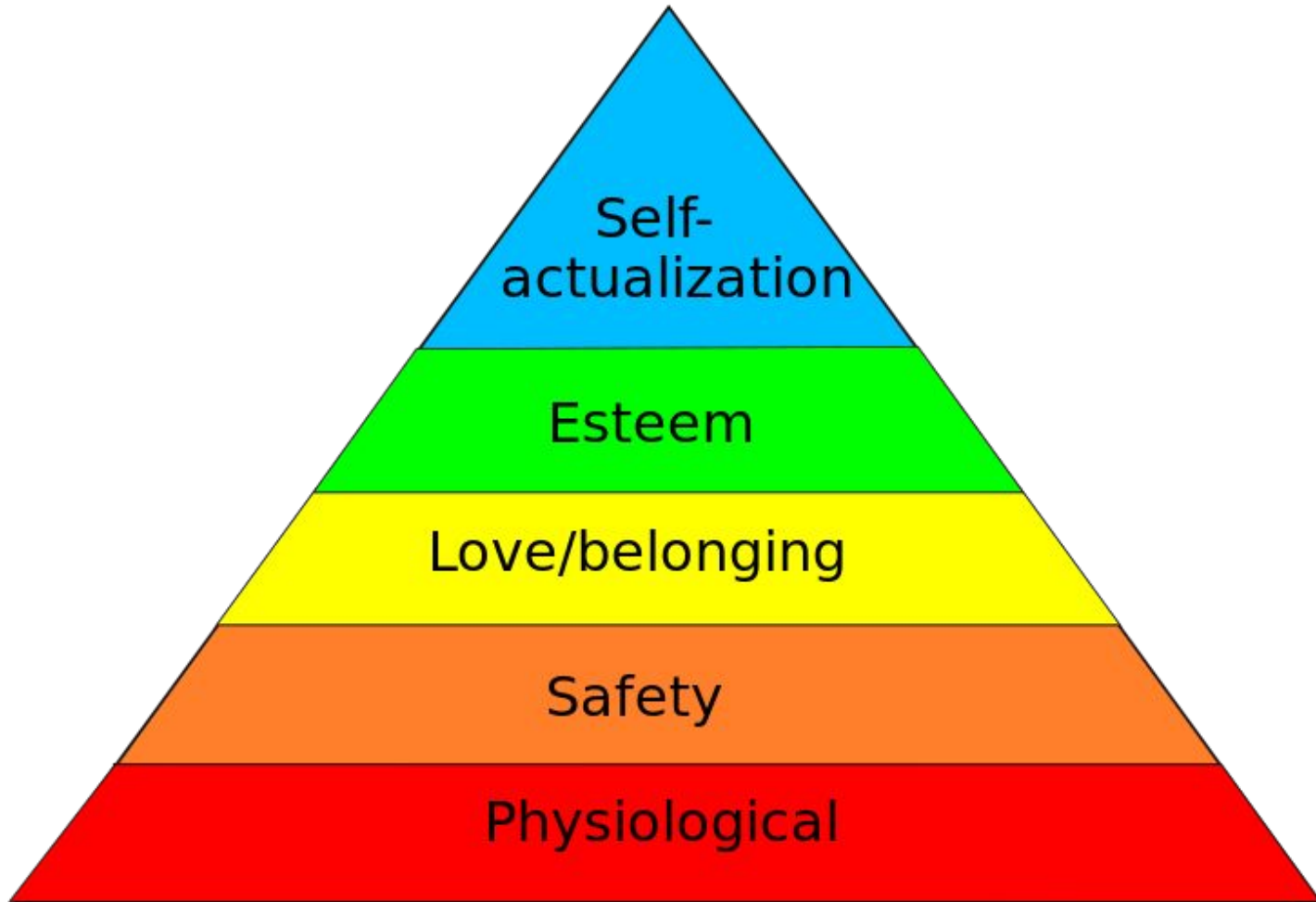
Theory of Basic Human Values



Steven Reiss values

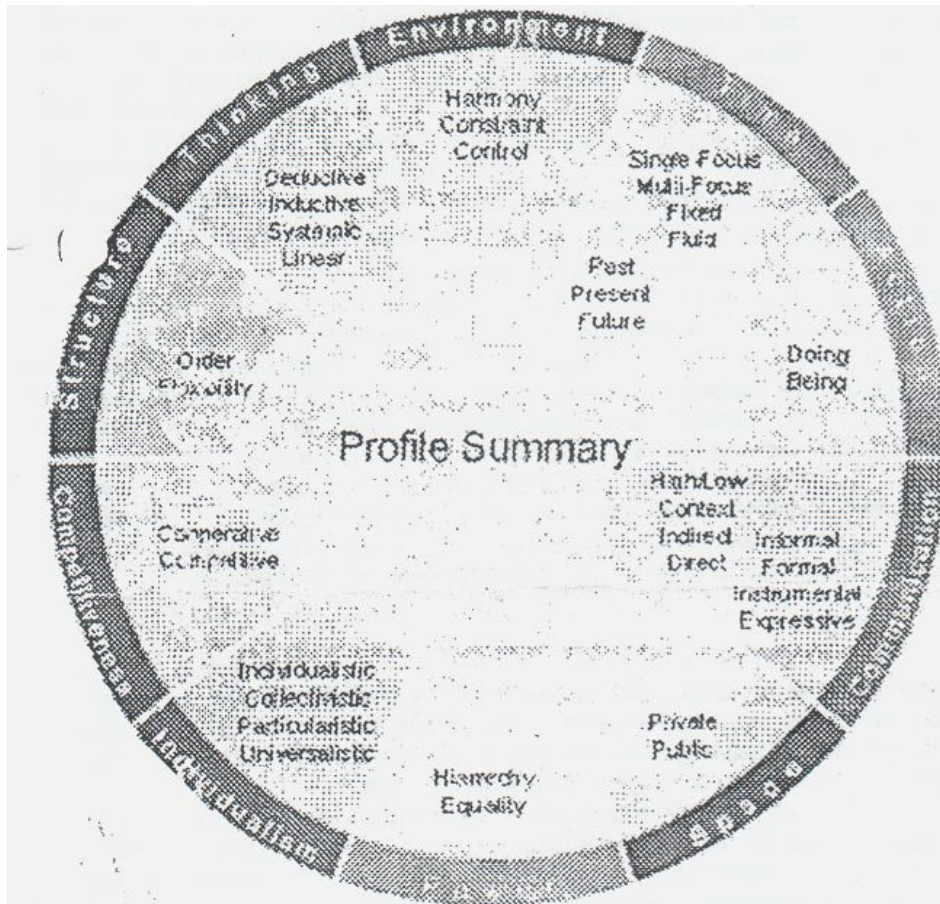
1. Recognition
2. Curiosity
3. Food
4. Family
5. Honour
6. Idealism
7. Independence
8. Order
9. Physical activity
10. Power
11. Romance
12. Frugality
13. Communication
14. Status
15. Peace
16. Revenge

Maslow hierarchy of needs



Cultural Orientations Model

by Hofstede, Hall & Hall, Mole



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| 1. | Environment: How individuals view and relate to the people, objects and issues in their sphere of influence |
| 2. | Time: How individuals perceive the nature of time and its use |
| 3. | Action: How individuals view actions and interactions |
| 4. | Communication: How individuals express themselves |
| 5. | Space: How individuals demarcate their physical and psychological space |
| 6. | Power: How individuals view differential power relationships |
| 7. | Individualism: How individuals define their identity |
| 8. | Competitiveness: How individuals are motivated |
| 9. | Structure: How individuals approach change, risk, ambiguity and uncertainty |
| 10. | Thinking: How individuals conceptualize |

Figure 2 The Cultural Orientations Model. (Source www.tncorp.com)