



INSTITUTE OF OPEN EDUCATION AND INFORMATION TECHNOLOGY - HUE UNIVERSITY

INTRODUCTION OF INTERCULTURAL COMMUNICATION

CHAPTER 1: WHY STUDY INTERCULTURAL COMMUNICATION?

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CONTENT

I. Introduction of Intercultural Communication

II. Chapter 1: Why study Intercultural Communication?

1. The Self-Awareness Imperative
2. The Demographic Imperative
3. The Economic Imperative
4. The Technological Imperative
5. The Peace Imperative
6. The Ethical Imperative

I. Introduction of Intercultural Communication

What is Intercultural Communication?

- Intercultural communication is a discipline that studies communication across different cultures and social groups, or how culture affects communication.
- Intercultural Communication studies often focus on how cultural group differ from one another.

What is Culture?

- the way of **life**, especially the **general customs** and **beliefs**, of a **particular group** of **people** at a **particular time**.
 - the customs and beliefs, art, way of life and social organization of a particular country or group
- “Culture, or civilization, taken in its broad, ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.”

Chapter 1: Why Study Intercultural Communication?

What are the six reasons or imperatives for studying intercultural communication?

1. Self-awareness
2. Demographic
3. Economic
4. Technological
5. Peace
6. Ethnical

1. The Self-Awareness Imperative

*What is the Self-Awareness Imperative?

-Involves increasing understanding of our own location in larger social, political, and historical contexts.

*What is ethnocentrism? /,eθnəʊ'sentrɪzəm/

a tendency to think that our own culture is superior to other cultures.

*What are some examples of ethnocentrism that they used in the book?

- Americans thinking certain foods shouldn't be eaten.
- Shoppers greet shopkeepers in France.

2. The Demographic Imperative

*What is the Demographic Imperative?

Include the changing domestic and international migration-raising the question of class and religious diversity.

Q: What accounts for increasing diversity in the US workforce?

1) economic pressure have come to bear; more women are single parents and even two-parent families, it takes two incomes to meet family expenses.

2) women's movement of the 1960's and 1970's resulted in more women seeking careers and jobs outside the home also...the workforce is more ethnically and racially diverse.

3. The Economic Imperative

What is the Economic Imperative?

Highlights issues of globalization and the challenges for increased cultural understanding needed to reach the global market.

What are the three concepts that the Chinese use when doing business?

- Qingmian (human feelings), which involves respect for the feeling of others
- He (harmony), which emphasizes the smooth functioning of a group of society
- Guanxi or Kuan-hsi (relationship or connection), which underscores the importance of relationship in Chinese business

4. The Technological Imperative

- Gives us increasing information and increased contact with people who are similar and different from us.
- Increased use of communication technology also raises questions about identity and access to these technologies.

5. The Peace Imperative

- Involves working through issues of colonialism, economic disparities, and racial, ethnic, and religious differences.

Q: What is colonialism? /kə 'ləʊniəlɪzəm/,

- The system by which groups with diverse languages, cultures, religions, and identities were united to form on states, usually by a European power.

- The system by which a country maintains power over other countries or groups of people to exploit them economically, politically, and culturally.



6. The Ethical Imperative

- Calls for an understanding of the universalist, relativist, and dialogic approach to ethical issues.

Q: What are ethics?

→ Principles of conduct that help govern behaviors of individuals and groups.

Cultural Values vs. Ethical judgments

- CV- tell us what is "good" and what "ought" to be good.
- EJ- focus more on the degrees of rightness and wrongness in human behavior.

Relativity vs. Universality

Relativity /,relə'tɪvəti/ : that no cultural pattern is inherently right or wrong. (thuyết tương đối)

* that any cultural behavior can be judged only within the cultural context in which it occurs (meaning only those members of a community can truly judge the ethics of their own members)

* they appeal to more natural, humanitarian principles.

Universality / ,ju:nɪvɜ:'sæləti/: identify acts and conditions that most societies think of as wrong (like murder, theft, treason). (tính phổ quát)

* Someone like this would insist that cultural differences are only superficial, that fundamental notions of right and wrong are universal.

QUESTIONS & ANSWERS

1. What are the six reasons or imperatives for studying intercultural communication?

1. Self-awareness
2. Demographic
3. Economic
4. Technological
5. Peace
6. Ethical

2. What is the Self-Awareness Imperative?

The self-awareness imperative **involves increasing understanding of our own location in larger social, political, and historical contexts.**



What is ethnocentrism?

Ethnocentrism is a tendency to think that our own culture is superior to other cultures.

What is the melting-pot?

Melting-pot is a metaphor that assumes that immigrants and cultural minorities will be assimilated into the US majority culture, losing their original cultures.

Welcome
to our
Lecture



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CHAPTER 2

Culture, Communication, Context, and Power

*4 building blocks to understand
intercultural communication*

CHAPTER OBJECTIVES:

1. What is culture?
2. What is communication?
3. The relationship between culture and communication
4. The relationship between communication and context
5. The relationship between communication and power



Group Discussion

1. What are three approaches/ perspectives on defining culture?
2. What are Social Science Definitions of culture?
3. What are Interpretive Definitions of culture?
4. What are Critical Definitions of culture?
5. What is communication?
6. What is the relationship between culture and communication?
7. What are cultural values?
8. How is context created? What are some examples of context in which the communication occurs?



WHAT IS CULTURE?

Culture = shared language, beliefs, values (as different from language beliefs and values that are not shared; dissenting voices; and voices of the “other”).

For example, “We come from the same culture, we speak the same language, and we share the same tradition.”



3 APPROACHES/ PERSPECTIVES ON DEFINING CULTURE



SOCIAL SCIENCE PERSPECTIVE: p88

(focused on the influence of culture on communication,)

- Culture is learned and shared patterns of perception.

Geert Hofstede (1984), a noted social psychologist, defines culture as “the programming of the mind”.

- Hofstede says that culture becomes a collective experience because it's shared with people who live in and experience the same environment.

- The relationship between culture and communication: culture influences communication



INTERPRETIVE PERSPECTIVE

(focuses on contextual patterns of communication behavior rather than on group- related perceptions)

- Interpretive scholars view culture as shared and learned; however, they tend to focus on contextual patterns of communication behavior, rather than on group-related perceptions.
- One of the most common examples of interpretive scholarship is ethnography of communication; analyzing symbolic meaning of verbal and non-verbal activities in attempt to understand patterns and rules of communication

- This area of study defines cultural groups rather broadly—for example, as talk show participants or Vietnam War veterans.

- Culture is not only experienced as perceptions and values, and contextual, but the concept of culture also involves emotions.

Ex: Students studying in France described their feelings- in coping with the French language.

CRITICAL PERSPECTIVE

- **Heterogeneous**, dynamic (we have richness, complexity) / ,hetərə'dʒi:niəs/
- Site of contested meanings (critical scholars suggest that the differences between U.S Americans are often looked over)

EX Tiger woods has multicultural identities

- Relationship between culture and communication is that communication reshapes culture.



Approaches/ Perspectives on defining culture

1. Social science Definitions : culture as learned, group-related perceptions.
2. Interpretive Definitions: Culture as contextual symbolic patterns of meaning, involving emotions.
3. Critical Definitions: Culture as heterogeneous, dynamic, and a contested zone.

WHAT IS COMMUNICATION?

- A symbolic process whereby reality is produced, maintained, repaired, and transformed.



Type of Communication

Types of Communication and Ways to Use Them



Verbal

- Use a strong, confident speaking voice.
- Use active listening.
- Avoid filler words.
- Avoid industry jargon when appropriate.



Nonverbal

- Notice how your emotions feel physically.
- Be intentional about your nonverbal communications.
- Mimic nonverbal communications you find effective.



Visual

- Ask others before including visuals.
- Consider your audience.
- Only use visuals if they add value.
- Make them clear and easy-to-understand.



Written

- Strive for simplicity.
- Don't rely on tone.
- Take time to review your written communications.
- Keep a file of writing you find effective or enjoyable.

The Relationship Between Culture and Communication

(1950s study of contemporary Navaho and descendants of Spanish colonists and European Americans in the Southwest)

-Cultural values: the worldview of a cultural group and its set of deeply held beliefs

-They are the most deeply felt beliefs shared by a cultural group, they reflect the shared perception of what ought to be and not what is.

Example: Equality (shared by many, refers to belief that all humans are created equal)

Hofstede Value Orientation

(Based on extensive cross cultural study of personel working in IBM subsidiaries in 53 countries)

-Examine value differences among national societies identifying **5 areas of common problems.**

1. Individualism vs. Collectivism

- In **Individualistic** societies, people define themselves in terms of 'I' and their unique attributes. Love carries greater weight in marriage decisions and divorce rates are higher.
- In **Collectivistic** societies, people define themselves in terms of 'we' and their group memberships. There are lower divorce rates yet love carries less weight in marriage decisions.



2. Power Distance

Refers to the extent to which less powerful members of institutions and organizations within a country expect and accept the unequal distribution of power.

Ex: Denmark, Israel, and New Zealand value small power distance because they believe that less hierarchy is better and that power should be used only for legitimate purposes. The best corporate leaders in those countries are those who minimize power distances.

Ex: Mexico, India, and the Philippines values high power distance

3. Femininity vs. Masculinity /,femə'nɪnəti/ vs /,mæskjələ'nəti/

- The masculinity-femininity value is two-dimensional.
-
- Gender specific roles of value
 - The degree to which cultural groups value so called masculine values (achievement, ambition, acquisition of material goods) or so called feminine values (quality of life, service to others, nurturance, and support for the unfortunate)
 - IBM employees in Japan, Austria, and Mexico = high masculine value
 - Employees in Northern Europe rank higher in feminine value orientation
-

4. Uncertainty Avoidance

- Concerns the degree to which people who feel threatened by ambiguous situations respond by avoiding them or trying to establish more structure to compensate for the uncertainty.
- Great Britain, Sweden, Hong Kong, and US = prefers to limit rules, accept dissent, and take risks. (weak)
- Greece, Portugal, and Japan = prefer more extensive rules and regulations in organizational settings and seek consensus about goals. (high)

5. Long Term vs. Short Term Orientation

-This reflects a society's search for virtue or truth.

-Short term: concern with possessing truth (western religions of Judaism, Christianity, and Islam) Focus on quick results in endeavors and recognize social pressure to conform.

-Long term: tend to respect the demands of virtue(Eastern religions such as Confucianism, Hinduism, and Shintoism) Focus more on thrift, perseverance and tenacity in whatever they attempt and to be willing to subordinate themselves to a larger purpose.

Relationship Between Communication & Context

-Context typically is created by the physical or social aspects of the situation in which communication occurs.

Ex: Communication may occur in a classroom, a bar, or a church. In each case, the physical characteristic of the setting influence the communication.

Context is neither static nor objective, it can be multilayered and consist of the social, political, and historical structures in which the communication occurs.

Relationship between Communication and Power

- Power is universal in communication interactions, although it is not always evident or obvious how power influences communication or what kinds of meaning are constructed. We often think of communication between individuals as being between equals, but this is rarely the case.

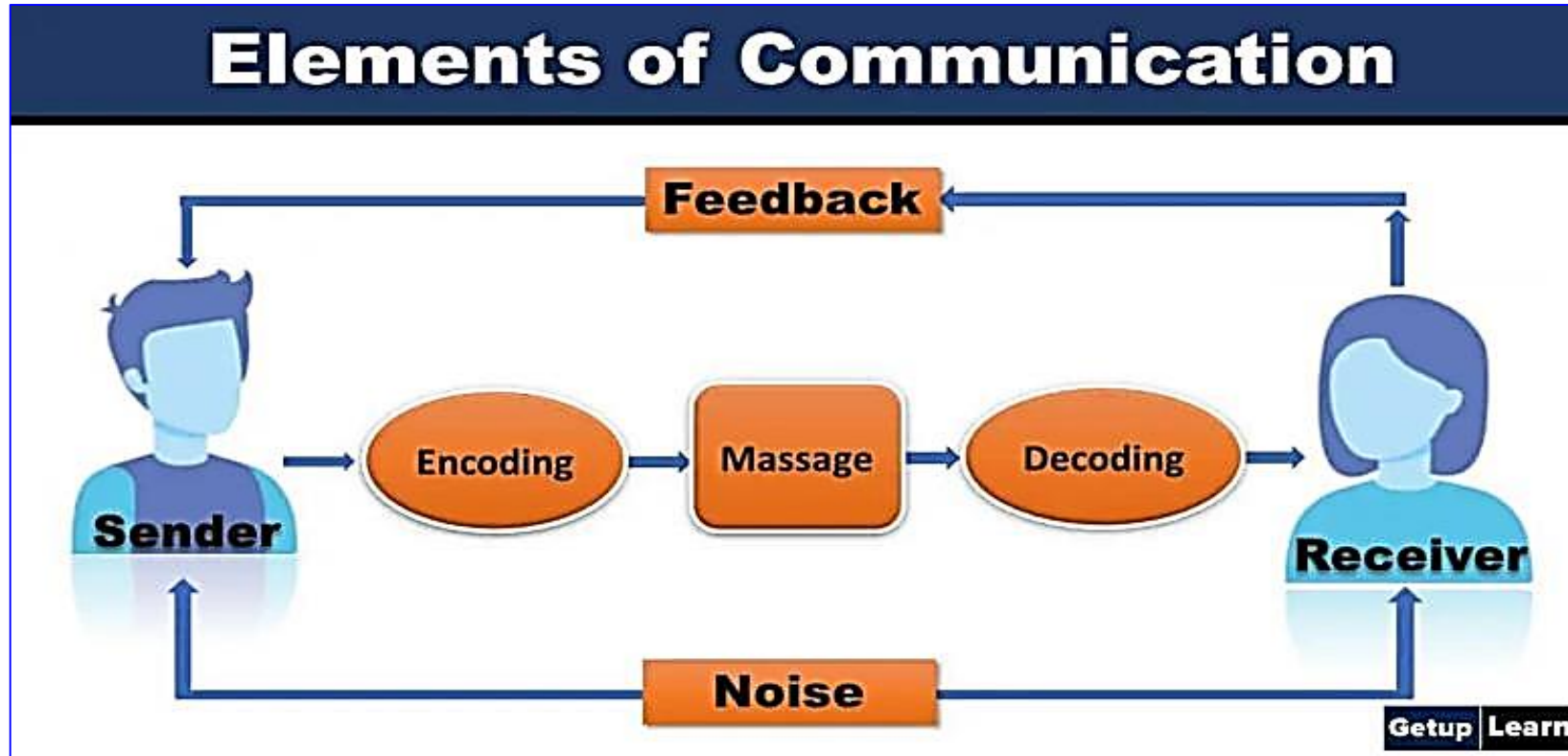
2 levels of group related power:

1.Primary dimensions (age, ethnicity, gender, physical abilities, race, and sexual orientation) - **more permanent in nature.**

2.Educational background, geographical location, marital status, and socioeconomic status - **more changeable.**

Ex: Communication style in college classrooms emphasizes public speaking and competition (first person who raises his/her hand gets to speak) Pg. 111

Topic: Communication Process

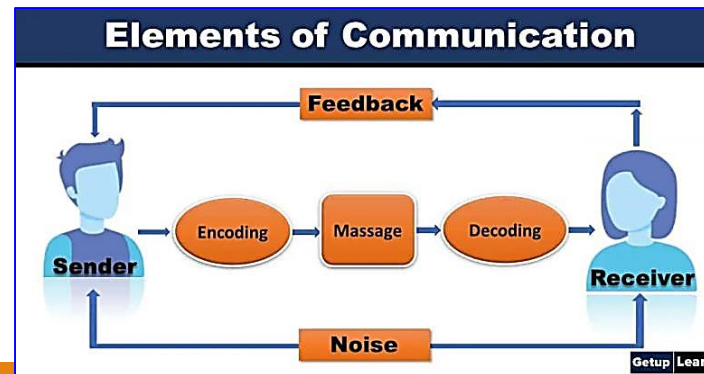


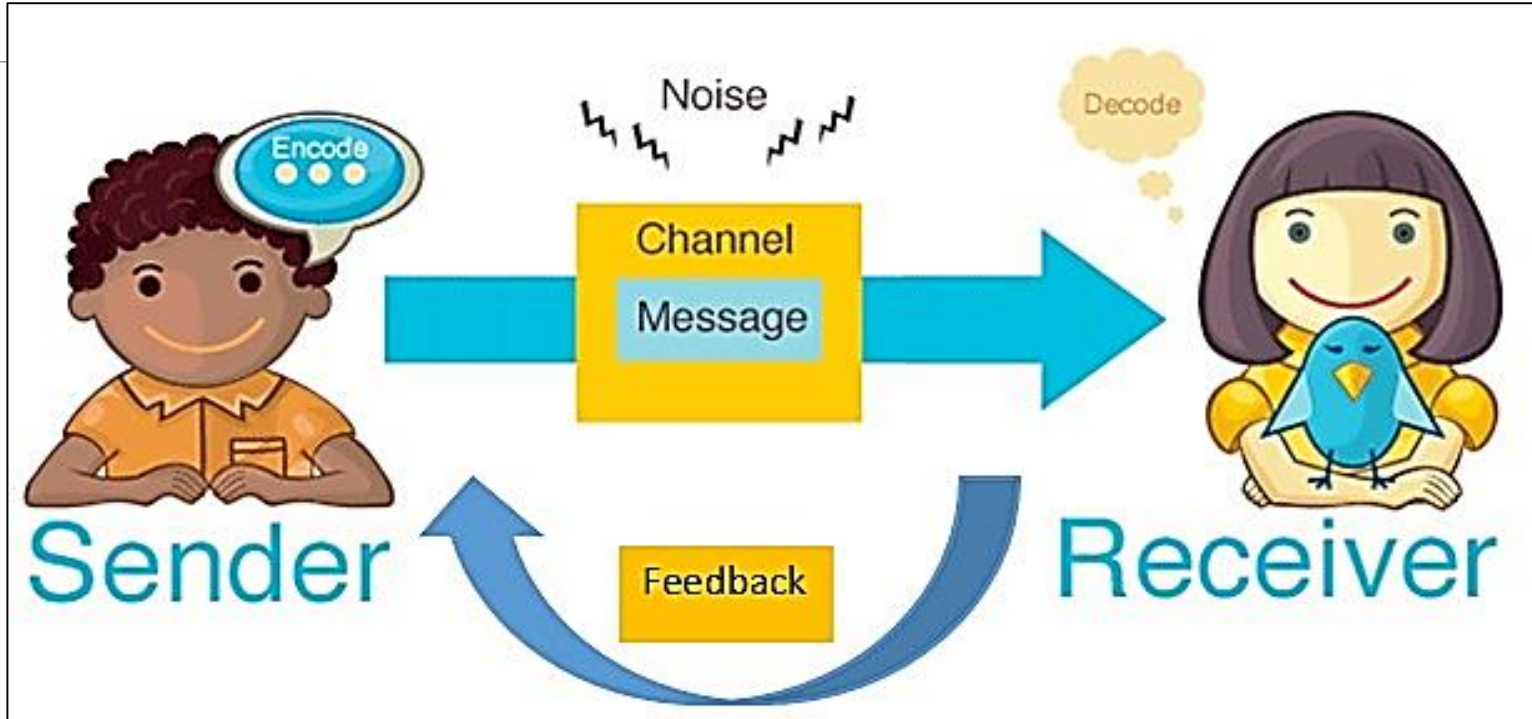
-The picture shows **Communication Process**

-The communication process refers to a series of actions or steps taken in order to successfully communicate.

-Processing:

- Sender: The sender starts the steps of communication by creating a message.
- Encoding: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures,
- Message: the message can be written, oral, symbolic or non-verbal.
- Channel: The Sender chooses the medium through which he wants to convey his message to the recipient.
- Receiver: The receiver is the person for whom the message is intended or targeted.
- Feedback: Senders learn the effectiveness of their message when receiving feedback.



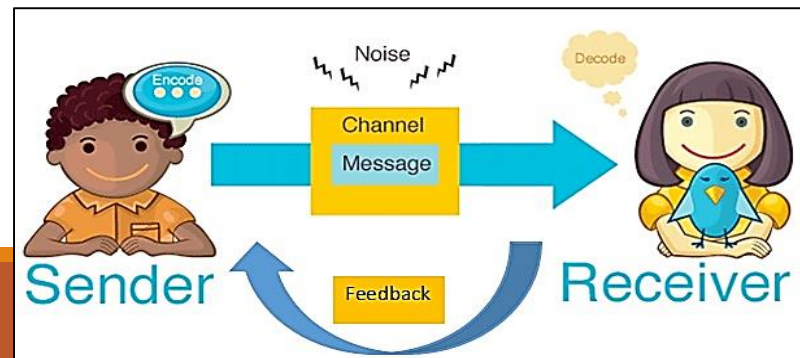


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1. What are three approaches/ perspectives on defining culture?

Social science Definitions : culture as learned, group-related perceptions

Interpretive Definitions: Culture as contextual symbolic patterns of meaning, involving emotions

Critical Definitions: Culture as heterogeneous, dynamic, and a contested zone

2. What are cultural values?

The worldview of a cultural group and its set of deeply held beliefs

3. What are four building blocks for understanding intercultural communication?

Culture, communication, context, and power

4. How is context created? What are some examples of context in which the communication occurs?

Context typically is created by the physical or social aspects of the situation in which communication occurs.

For example, communication may occur in a classroom, a bar, or a church.

5. What is communication style? C3

It is the metamessage that contextualizes how listeners are expected to receive and interpret verbal messages.

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- Martin, J.N., and T. K. Nakayama.
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5. New York: McGraw-Hill, 2010. pp 83-119.
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Thanks!

Do you have any questions?



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Chapter 3 Language and Intercultural Communication

This chapter focuses on the verbal aspects of intercultural communication.



CONTENTS

1. What is IPA?
2. What are the four components of language?

3. What is communication style?
4. What is high-context communication? Give one example.
5. What is low-context communication? Give one example.
6. Do Vietnamese people use high-context or low-context communication?
7. Explain the differences between translation and interpretation?
8. What is code switching?

IPA: Bảng chữ cái ngữ âm quốc tế

International Phonetics Alphabet (IPA) is a system of phonetic notation devised in 1889 to help linguist transcribe the pronunciation of words in different languages.

IPA TRANSCRIPTION:

frʌstˈeɪsɪŋz əˈbɔːst hɒtwɔːtəˈbɒl
dɪ ɔːˈleɪvɪŋ ɛvri ˈmɒmənt ɒv əˈh
ɒlɪdʒ ɹəˈpaɪŋ ə ˈfɔːtʃn fɔː.ɪ
ts ˈjuːzɪŋ ðə ˈrɒŋ ˈsaɪd ə ðə ˈsɛlətɪp
eɪp ˈfɔːgɔːdɪŋ wʌ dʒe wə ɡoɪŋ təˈ
seɪ ɔː ˈlɒkɪŋ jəˈsɛlf ˈaʊt frʌstˈeɪsɪŋ
z ʌðə ˈpɪpəl ˈpɑːkɪŋ ən ˈfrʌnt ɛv jə
ˈgæərədʒ ɔː rɪ ˈstreɪndʒə ˈrɪdɪŋ ə
ˈrɪvɪtɪŋ ˈlɛdə ʌn əˈbʌs ɪˈtɒnɪŋ ɔː
və befoː jə ˈgɛt tə ðə ˈbɒtəm ɛv
ðə ˈpeɪdʒ

ENGLISH “TRANSLATION”:

Frustration is a burst hot-water bottle, or loathing every moment of a holiday you’re paying a fortune for. It’s using the wrong side of the Sellotape, forgetting what you were going to say, or locking yourself out. Frustration is other people parking in front of your garage, or a stranger reading a riveting letter on the bus and turning over before you get to the bottom of the page.

Components	Definition
Semantics Ngữ nghĩa	The study of meaning - how individual words communicate the meanings we intend
Syntactics Ngữ pháp	The study of structure and grammar - the rules for combining words into meaningful sentences. Order of words is important.
Pragmatics Ngữ dụng	The study of how meaning is constructed in relation to receivers, how language is actually used in particular contexts in language communities
Phonetics Ngữ âm	The study of sound system of language - how words are pronounced, which units of sounds (phonemes) are meaningful for a specific language and which sound are universal.



Pragmatics is probably the most useful for students of intercultural communication because it focuses on actual language use—what people do with language— the focus of this chapter.



Cultural Variations in Communication Style

Communication style combines both language and nonverbal communication.

Communication style is the metamessage that contextualizes how listeners are expected to receive and interpret verbal messages.

Difference in communication style of cultural groups depends on a preference for **high or low-context communication**.

High-context communication

A style of communication in which much of the information is contained in the contexts and nonverbal cues rather than expressed explicitly in words.

Read between the lines: to understand a message that is alluded to but not directly said or written

Beating around the bush: to talk about something for a long time without coming to the main point



Low-context communication

A style of communication in which much of the information is conveyed in words rather than in nonverbal cues and contexts.

This style of communication, which emphasizes explicit verbal messages, is highly valued in many settings in the United States.

High-Context Culture

Indirect, implicit, subtle,
layered and nuanced

Low-Context Culture

Concise, straight forward,
explicit, simple and clear

Many cultural groups around the world value high-context communication.

US	Netherlands	Finland		Spain	Italy	Singapore	Iran	China	Japan
Australia	Germany	Denmark	Poland	Brazil	Mexico	France	India	Kenya	Korea
Canada		UK		Argentina	Peru	Russia	Saudi Arabia	Indonesia	



Low-Context

High-Context

Low-Context

Good communication is precise, simple, and clear. Messages are expressed and understood at face value. Repetition is appreciated if it helps clarify the communication.

High-Context

Good communication is sophisticated, nuanced, and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.



The United States is the lowest context culture in the world followed by Canada, Australia, Netherlands, Germany and the United Kingdom.

All Anglo-Saxon cultures fall on the left-hand side of the scale, with the United Kingdom as the highest context culture of the Anglo-Saxon cluster.

All the countries that speak Romance languages, including European countries like Italy, Spain and France, and Latin American countries like Mexico, Brazil, and Argentina, fall to the middle right of the scale. Brazil is the lowest context culture in this cluster.

Many African and Asian countries fall even further right with Japan as the highest context culture in the world.



Do Vietnamese people use high-context or low-context communication?

⇒ High-context communication

Watch video about high-context culture and low-context culture

<https://www.youtube.com/watch?v=qKViQSnW-UA>



Direct Versus Indirect Styles

This dimension refers to the extent to which speakers reveal their intentions through explicit verbal communication and emphasizes low-context communication.

A direct communication style is one in which verbal messages reveal the speaker's true intentions, needs, wants, and desires.

An indirect style is one in which the verbal message is often designed to camouflage the speaker's true intentions, needs, wants, and desires.



PRACTICE

Below you will find a list of 12 items. Read each item and put an **I** next to those behaviors more consistent with indirectness and a **D** next to those more consistent with directness.



1. This is like the communication between siblings. ____

I

2. This is like the communication between two casual acquaintances. ____

3. People are reluctant to say **D** ____

4. You may have to read between the lines to understand what someone is saying. ____

D

5. It's best to tell it like it is. ____

6. Yes means yes. ____

I

D

D



I

7. Yes means I hear you. ____

D

8. There is no need to read between the lines. ____

9. Who attends your meeting is an indication of how important you or the topic is. ____

I

10. Who attends your meeting is an indication of who is available to attend. ____

I

11. Silence may mean disapproval or dissatisfaction. ____

I

12. People tell you what they think you want to hear. ____

D



1. Multilingualism

People who speak two languages are often called **bilingual**;
people who speak more than two languages are considered **multilingual**.

MOVING BETWEEN LANGUAGES



Rarely do bilinguals speak both languages with the same level of fluency. More commonly, they prefer to use one language over another, depending on the context and the topic.

Sometimes entire nations are bilingual or multilingual.

*Belgium has three national languages (Dutch, German, and French),

*Switzerland has four (French, German, Italian, and Romansh).

=> multilinguals must engage in language negotiation.



2. Translation and Interpretation

No one can learn all of the languages in the world, we must rely on translation and interpretation—two distinct but important means of communicating across language differences.

Translation refers to expressing what was said in another language in a written text.



Interpretation refers to the process of verbally expressing what is said or written in another language.

Interpretation can either be simultaneous, with the interpreter speaking at the same time as the original speaker, or consecutive, with the interpreter speaking only during the breaks provided by the original speaker.



Code Switching

Code switching is a technical term in communication that refers to the phenomenon of changing languages, dialects, or even accents.

People code switch for several reasons:

- (1) to accommodate the other speakers,
- (2) to avoid accommodating others, or
- (3) to express another aspect of their cultural identity.



People can be bilingual or multilingual, and they may engage in code switching or changing languages in different situations, depending on the contexts.

Group Presentation - Mid-term test

1. Brief introduction about the country (show video and present)

2.

Core Values,

Beliefs (Religion)

Behaviors,

Communication Styles

3. Factors influencing Communication



Countries:

1. The USA
 2. The UK
 3. Australia
 4. France
 5. Japan
 6. Singapore
 7. Korea
 8. India
 9. New Zealand
-

JAPANESE REJECTION

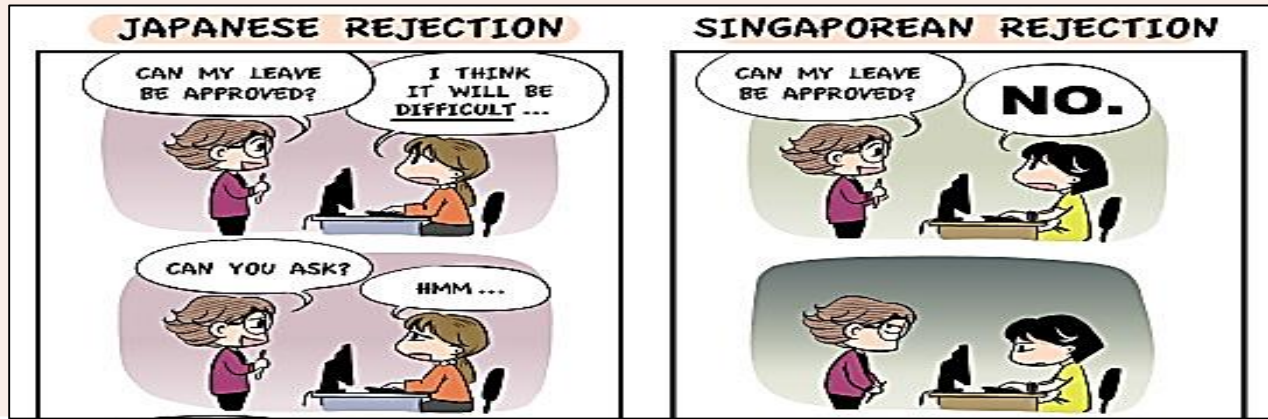


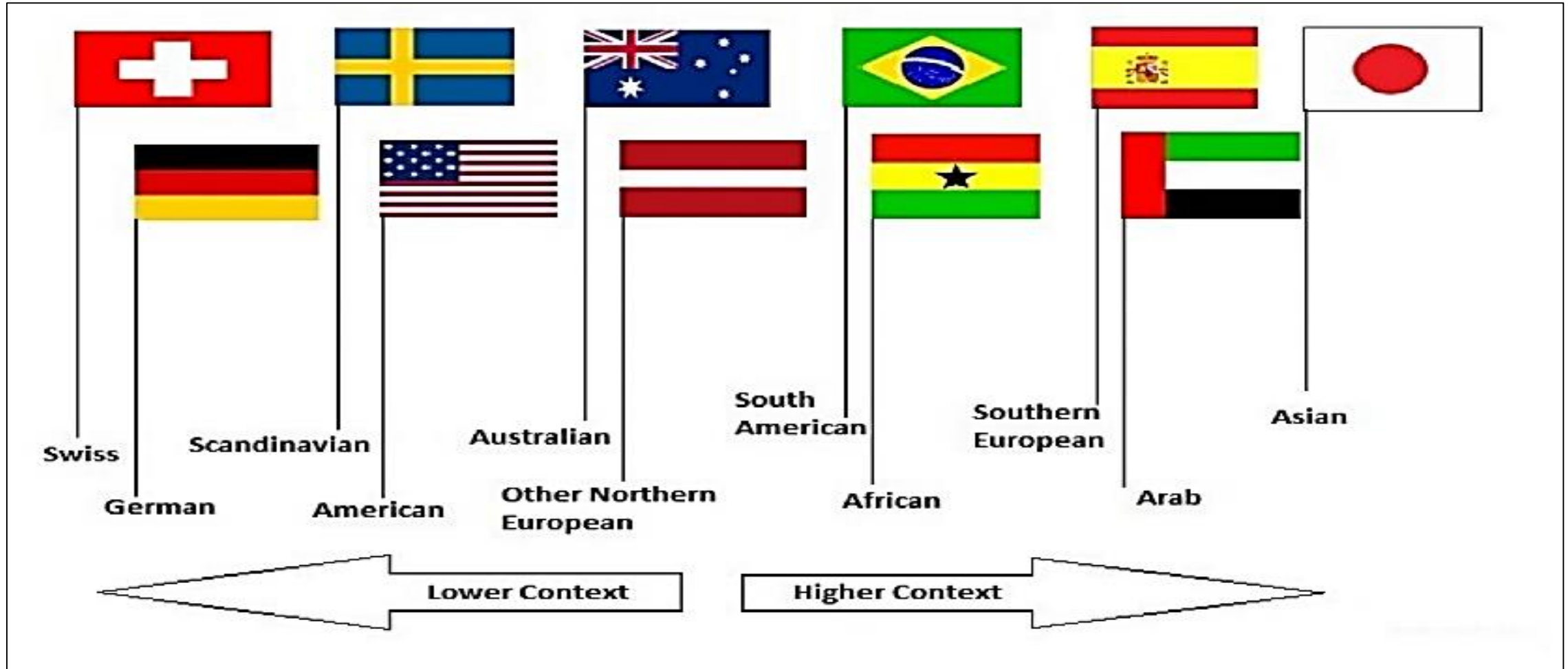
SINGAPOREAN REJECTION



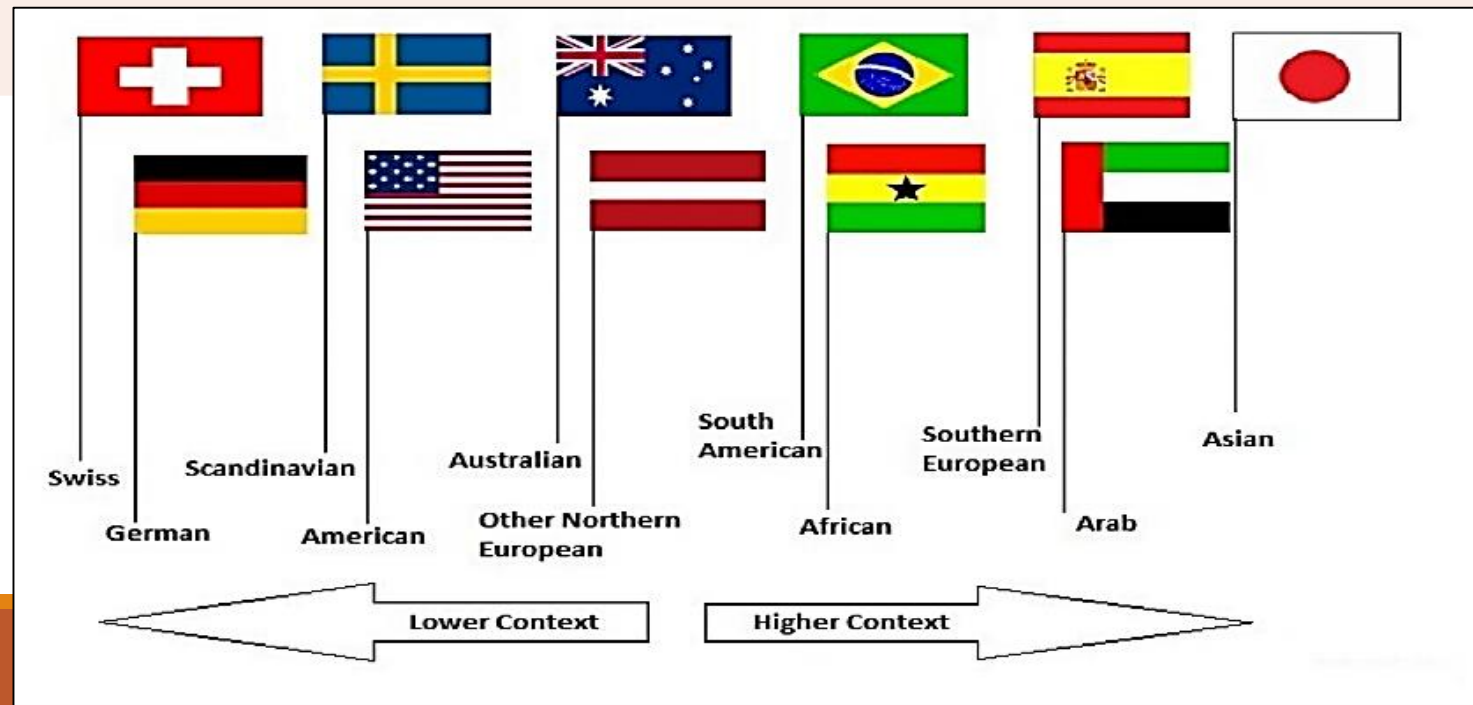


- The picture shows high and low context culture.
- High context cultures have a communication style based on body language, tone, and overall context; while low context cultures are more straightforward and explicit in communication.
- In the picture, we can see the 2 ways of response in different context cultures. Japan is high context culture and Singapore is low context culture. The manager from high context cultures tend to leave some things unsaid, while people from low context cultures are quite direct and mean what they say as they said it.





- The picture shows high and low context culture.
- High context cultures have a communication style based on body language, tone, and overall context; while low context cultures are more straightforward and explicit in communication.
- Low-context cultures (such as those in North America, Western Europe, German, Swiss, Australian) depend less on the environment of a situation to convey meaning than do high-context cultures (such as those in Japan, China, South America, Africa and Arab countries).





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CHAPTER 4: NONVERBAL CODES AND CULTURAL SPACE

AND HERE GOES YOUR SUBTITLE.

Table of contents.

01

Thinking
Dialectically About
Nonverbal
Communication:
Defining Nonverbal
Communication

02

The Universality of
Nonverbal Behavior

03

Defining Cultural
Space

01

**DEFINING NONVERBAL
COMMUNICATION**

NONVERBAL COMMUNICATION



In this chapter, we discuss two forms of communication beyond speech.

The first includes facial expression, personal space, gestures, eye contact, use of time, and conversational silence.

The second includes the **cultural spaces** that we occupy and negotiate.

Comparing Verbal and Nonverbal Communication



1. Recognizing Nonverbal Behavior

- Both verbal and nonverbal communication are symbolic, communicate meaning, and are patterned—that is, they are governed by contextually determined rules.
- Societies have different nonverbal languages, just as they have different spoken languages.

Nonverbal communication entails more than gestures—even our appearance can communicate loudly.



Ex: When I studied abroad in Europe, London more specifically, our clothing as a nonverbal expression was a dead giveaway that we were from America. We dressed much more casual, wore more colors, and had words written on our T-shirts and sweatshirts.

This alone said enough; we didn't even have to speak to reveal that we were Americans.

2. Learning Nonverbal Behavior

Whereas we learn rules and meanings for language behavior in grammar and language arts lessons, **we learn nonverbal meanings and behaviors by more implicit socialization.**

Ex: No one explains, “**When you talk with someone you like, lean forward, smile,** and touch the person frequently, because that will communicate that you really care about him or her.”

In many contexts in the United States, such behaviors communicate immediacy and positive meanings (Jones, 2004; Rocca, 2004).



3. Coordinating Nonverbal and Verbal Behaviors

Nonverbal behaviors can reinforce, substitute for, or contradict verbal behaviors.

Ex:

- When we **shake our heads and say "no,"** we are reinforcing verbal behavior.
- When we **point instead of saying "over there,"** we are substituting nonverbal behavior for verbal communication.
- If we tell a friend, **"I can't wait to see you," and then don't show up at the friend's house,** our nonverbal behavior is contradicting the verbal message



What Nonverbal Behavior Communicates



The messages are communicated not by words, but through nonverbal behavior, including **facial expressions, eye gaze, posture, and even our tone of voice** (Watzlawick, Beavin, & Jackson, 1967).

Nonverbal behavior also **communicates status and power**.

Ex: A supervisor may be able to touch subordinates, but it is usually unacceptable for subordinates to touch a supervisor.

02

The Universality of Nonverbal Behavior

The Universality of Nonverbal Behavior



The universality of nonverbal behavior suggests that certain facial expressions, like happiness or anger, and some body language, such as smiling or crossed arms, have similar meanings across different cultures.

However, cultural differences still heavily influence how these cues are interpreted and expressed.

Understanding both common signals and cultural variations is crucial for effective cross-cultural communication.

Nonverbal Codes

Gestures

Postures

Facial Expressions

Eye Contact

Vocal Characteristics

Personal Appearance Touch



Facial Expressions



Happiness



Sadness



Anger



Fear



Disgust



Confused



Contempt



Thoughtful



Shy



Funny



Surprised



Excited



Facial Expressions: Facial gestures that convey emotions and attitudes.



It's important to recognize that there is variation in many aspects of facial expressions.

A smile may universally indicate pleasure and happiness, and a frown may indicate sadness, but there is a lot of variation in what causes someone to smile or frown.

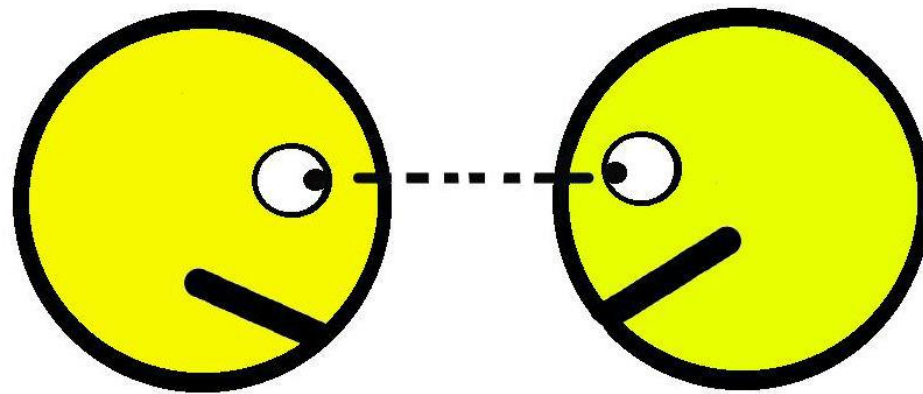
For example, in the United States, meeting someone for the first time may call for a smile, while in other cultures, it is better to look serious.

Eye contact

Eye contact regulates interpersonal distance. Direct eye contact shortens the distance between two people, whereas less eye contact increases the distance.

Eye contact communicates meanings about respect and status and often regulates turn-taking.

Eye-Contact



Patterns of eye contact vary from culture to culture. In many societies, avoiding eye contact communicates respect, although this may vary from context to context.

For many U.S. Americans, maintaining eye contact communicates that one is paying attention and showing respect.





Gestures

Gestures are simply arm and hand movements that communicate nonverbally.

For example, when you wave your hand as someone is leaving, it means good-bye.

STOP



WAIT



EAT



DRINK



WASHROOM



HELP



Gestures



When people are in a foreign country and do not know the language, they often resort to emblems. For example, our student Dave was visiting in Mexico with some friends, none of whom spoke much Spanish. They were trying to find a hotel.

“We were trying to communicate that we needed somewhere to stay and the man couldn’t understand us and started acting very frustrated. We started using nonverbal gestures—showing signs of sleep—and he understood and showed us a place to stay. Everything turned out okay.”

Physical appearance



Physical appearance is an important nonverbal code. It includes physical characteristics like height, weight, and body shape, as well as personal grooming (including body hair, clothing choices, and even the scents we apply—see “Info Bites,” p. 181) and personal artifacts such as jewelry, glasses, and backpacks/briefcases/purses.

Physical attractiveness is dynamic and variable.

At the same time, what is considered attractive for females varies from culture to culture.

For example, Japanese find smaller-bodied women more attractive than British, and in general, preferred small-headed and longer-legged women.



This picture shows non-verbal communication in different cultures.

Body language is how people express themselves without saying anything. People are capable of demonstrating their emotions through their body movements. They use specific hand gestures, facial expressions, eye contact, and postures.

The customs and rituals involved in greeting someone are often different from country to country, and unfamiliar customs can sometimes be confusing. Situations get more confusing when different greeting gestures. Gestures can say more than words, and just as we are usually very careful when using foreign languages

Why is she trying to shake my hand ?



Why is he bowing ?





This picture shows non-verbal communication in different cultures.

Body language is how people express themselves without saying anything. People are capable of demonstrating their emotions through their body movements. And hand gestures can mean very different things in different cultures.

We use gestures as a way to emphasize points and illustrate what we are saying. In the picture we can see, there are different meanings with the same hand gesture. **The picture shows a variety of different body languages in different cultures of the world.** To communicate effectively in a foreign language, one should also know the different gestures, body movements, mannerisms and so on that accompany a particular language.

Stereotype & Prejudice



Prejudice (an unreasonable dislike of or preference for a person, group, custom, etc., especially when it is based on their race, religion, sex)
Prejudice is often based on nonverbal aspects of behavior. That is, the negative prejudgment is triggered by physical appearances or physical behavior.

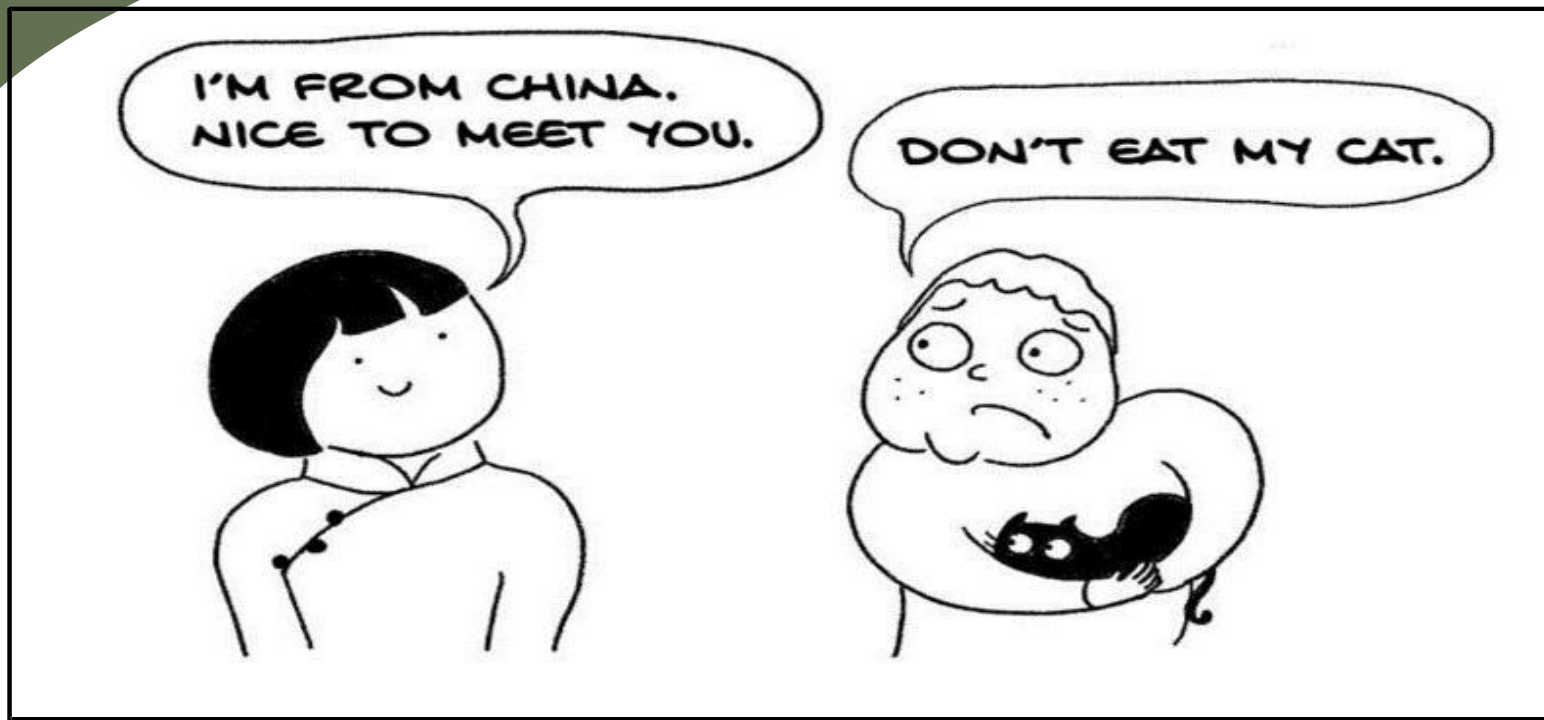
Stereotypes is an often unfair and untrue belief that many people have about all people or things with a particular characteristic.



The picture shows the prejudice.

Prejudice is an opinion about someone simply based on that person's membership to a particular group.

This may not be a negative stereotype. However, there is also prejudice in the picture. as they set their own models and standards for the Chinese. So when meeting Chinese people in reality, things are not as they always imagine in their minds.



The picture shows the prejudice.

Prejudice is an opinion about someone simply based on that person's membership to a particular group.

We can see the prejudice that exists in the picture. The boy has a prejudice about Chinese people even though he may not have met any Chinese people before. He thinks all Chinese people eat pets.

What is cultural space?

Cultural Space is social and cultural contexts in which our identity forms - where we grow up and live.

Example: our home, neighborhood



Changing cultural spaces

Two ways of changing cultural spaces are travel and migration.



Changing cultural spaces



Travel :

- *We often change cultural spaces when we travel. Traveling is frequently viewed as an unimportant leisure activity, but it is more than that.
 - *In terms of intercultural communication, traveling changes cultural spaces in ways that often transform the traveler.
 - *Changing cultural spaces means changing who you are and how you interact with others.
- Perhaps the old saying "When in Rome, do as the Romans do" holds true today as we cross cultural spaces more frequently than ever.



Migration

People also change cultural spaces when they relocate. Moving involves a different kind of change in cultural spaces than traveling.

In traveling, the change is fleeting, temporary, and usually desirable; it is something that travelers seek out.

However, people who migrate do not always seek out this change.

People may have trouble

surroundings when they move.





Travel

- **Adapting to a different cultural space and immersing yourself in it**
- **E.g. “When in Rome, do as the Romans do”**

Migration

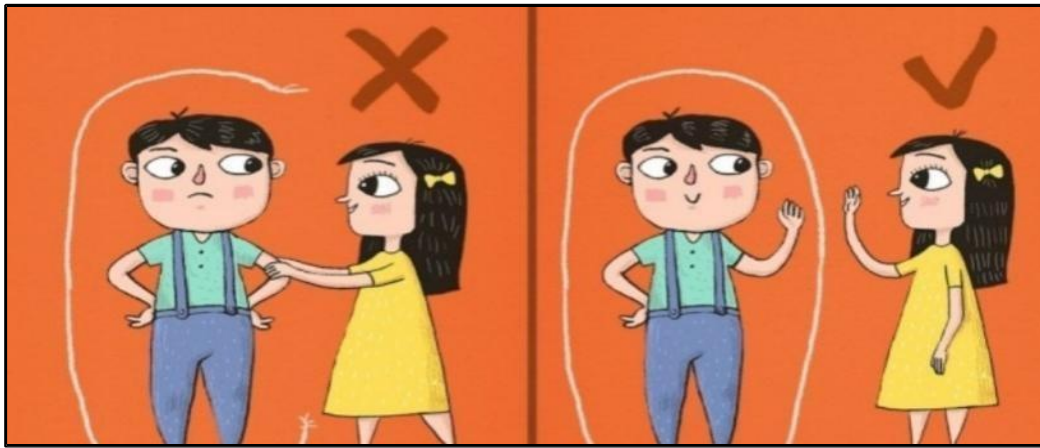
- **People may have trouble adapting to new cultural spaces when they move**
-



The picture shows interpersonal space in non-verbal communication.

Interpersonal space (IPS) is the area around the body that individuals maintain between themselves and others during social interactions. The boy stands too close, it can quickly feel as though the boy is invading the personal space. And that feels uncomfortable and intrusive. **The general rule is to stand at about an arm's length from the person.** This is true of professional acquaintances, colleagues, and people you might not know well.






The picture shows interpersonal space in non-verbal communication. Interpersonal space (IPS) is the area around the body that individuals maintain between themselves and others during social interactions. The girl stands too close to the boy, it can quickly feel as though she is invading his space. And that feels uncomfortable and intrusive. The general rule is to stand at about an arm's length from the person. This is true of professional acquaintances, colleagues, and people you might not know that well.

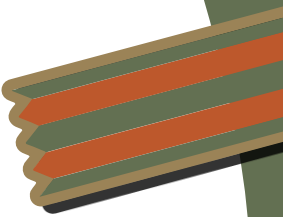


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Chapter 5: Popular Culture and Intercultural Communication



People can experience and learn about other cultures by traveling to and relocating and living in other regions.

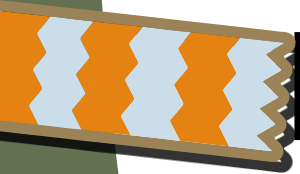
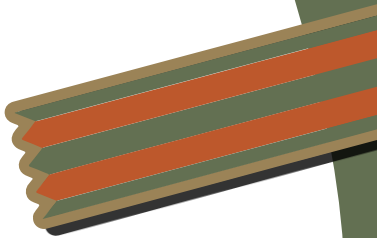


But there will always be many places around the world that we have not visited and where we have not lived.



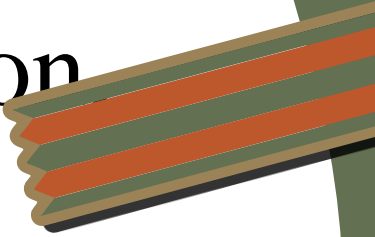
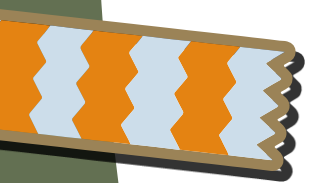
How do we know about places we have never been?

Popular culture—the media experience of films, television, music, videos, books, and magazines.



What Is Popular Culture?

A new name to low culture, referring to those cultural products that most people share and know about, including television music, video and popular magazines.



Importance of Popular Culture

- Commonalities in “pop” culture bring people together with similar interest.
- Helps people from around the world visually see other cultures in action.
- “Pop” culture helps to educate the world on the similarities and differences of other cultures.
- Through technology, people connect/keep in touch with other cultures of the world.



Popular Culture is consumed through:

- Magazines, movies & television, music, sports and technology.
- Through these outlets, the process of encoding and decoding, which relays a certain message to people, and in turn people interpret that message.
- People extract different things from popular culture, and what one person likes another person doesn't. For an example: Football is a popular sport amongst men, but not all men like to watch or play football.

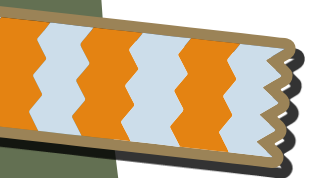
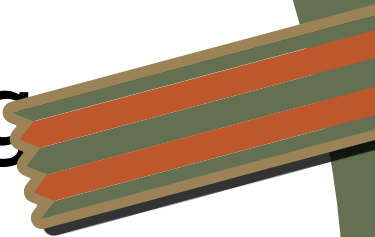


Decoding & Encoding



Encoding is the process of creating a message for others to understand.

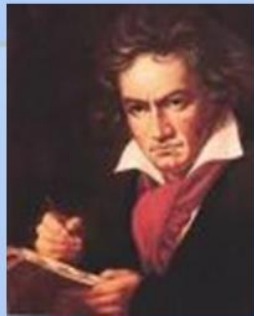
Decoding is the process of interpreting a message.



High culture & Low culture.



High Culture Examples



Low Culture Examples



High culture

- High culture refers to those cultural activities that are often the domain of the elite or the well-to-do: ballet, symphony, opera, great literature, and fine art.
- These activities sometimes are framed as *international* because they can be appreciated by audiences in other places, from other cultures, in different time periods.
- Their cultural value is seen as transcendent and timeless.



High Culture Examples



Low culture

- Low culture, which refers to the activities of the nonelite: **music videos, game shows, professional wrestling, car racing, graffiti art, TV talk shows.**
- Traditionally, low-culture activities have been seen as unworthy of serious study—and so of little interest to museums or universities.
- The cultural values were considered neither transcendent nor timeless.

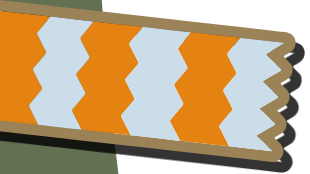
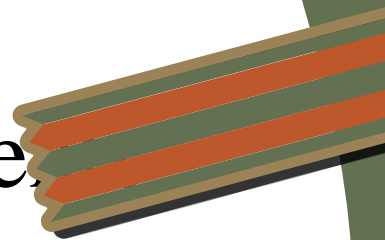


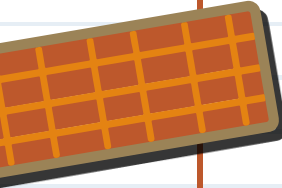
Low Culture Examples



What are cultural texts? Which popular cultural contexts do you watch or buy?

Cultural texts are popular culture messages whether television shows, movies, advertisements or other widely disseminated messages.





What can you learn from popular cultures? What are some examples of popular culture in Vietnam? ☆

✿ Customs and traditions - Lifestyle

Values - Music

Film/movie

Fashion - Art

Cuisine - Festival

Sport - TV program/show

Examples: Vietnam Idol, the Face, Who want to be a millionaire, Kpop music, soccer,





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VIETNAMESE CULTURE

Overview of Vietnam

- Mainland Territory: **331,690 sq. km**
- Population: **~ 86 million inhabitants (Apr. 2009)**
- National Capital: **Ha Noi.**
- Largest City: **Ho Chi Minh City.**
- Official languages: **Vietnamese**
- Official scripts: **Vietnamese alphabet**
- Administrative Units: **63 provinces and cities.**
- Climate: **tropics and monsoon**
- Currency: **đồng (đ) VND**





- **1054 – 1072:** Đại Việt (Great Viet). Official name referring to Vietnamese dynasties.
- **1853 – 1883:** French annexation
- **2 Sep 1945:** Independence from France
- **1945 – 1975:** Second Indochina War. The war was fought between Vietnam - United States.
- **30 Apr 1975:** Reunification. With motto: “Independence - Freedom - Happiness”



Flag



National emblem



Nationalities

- There are 54 different ethnic groups inhabiting Vietnam,
- Kinh (Viet) people make up nearly 90% population,
- 53 other ethnic groups represent over 10% .
- All of people live peaceful



Kinh People



Other ethnic group



Thai ethnic group



Ba na ethnic group

PEOPLE

Vietnamese value system is based on four basic rules:

- allegiance to the family
- yearning for good name
- love of learning
- respect for others.



Religion and Belief



Vietnam is a country with many religions and peace



Buddhism



Caodaism



Catholicism



Islam

Vietnamese traditional costumes

- Coming to Vietnam, you will remember about the Vietnamese girl image in “ao dai” & “palm hat”, very tender, lissome & attractive



FOOD

Fruits, vegetables, herb, rice, soy sauce, and fish sauce are commonly used and eaten throughout the day.

The Vietnamese cuisine uses little oil and many vegetables.

Most famous Vietnamese dishes originate in North Vietnam. South Vietnamese cuisine is extremely influenced by Chinese immigrants.

Chopsticks are used as utensils.

Most popular food is Com tam or pho.



Food

- You also feel interested in some special foods when coming to Vietnam like Pho, bun mam, banh xeo, bun bo hue, etc. Wow, very delicious



**Vietnamese phở
noodle**



Cake xeo



Bun mam

Fruit

many special fruit



Dragon fruit



Rambutan



Durian



Watermelon



Grapes



Label fruit



Travel – Hanoi



36 ancient streets



Long Bien bridge



Hoan Kiem Lake



West Lake



Travel – Hanoi



Van Mieu (Temple of Literature)

Hanoi capital is center of cultural and political



One Pillar Pagoda 一柱塔



Ho chi minh mausoleum



Travel – Hanoi



National Museum of History



Hanoi Opera House

**Statue of
Lý Thái Tổ**



**The cathedral
St-Joseph**



Travel - Ha Long bay



Halong Bay is a beautiful sight of Vietnam and the world



Phong Nha - Ke Bang National Park



One of the natural heritage of the world



Hue

Hue has many palaces and tombs



Hoi An Ancient Town



Hoi An ancient town has many ancient architecture



Nha Trang Beach- One



Nha Trang beach is Vietnam's most beautiful beache



Southwest of VietNam



Southwest of Vietnam associated with river water and dinghy.



EDUCATION

Schools are mainly state controlled, although there is an increasing number of private and mixed public and private schools.

Vietnam's literacy rate, at 90 percent is among the highest around the world.

Education from six through eleven years of age is required and free for all people.



Thank you!

