



# INTERCULTURAL COMMUNICATION

## Lesson 1

### Version without a key





**WARM UP – brainstorm your ideas for CULTURE.**



Try to describe the notion of culture.

- What is it for you?
- What comes to your mind?
- Build your own word map for „culture”.

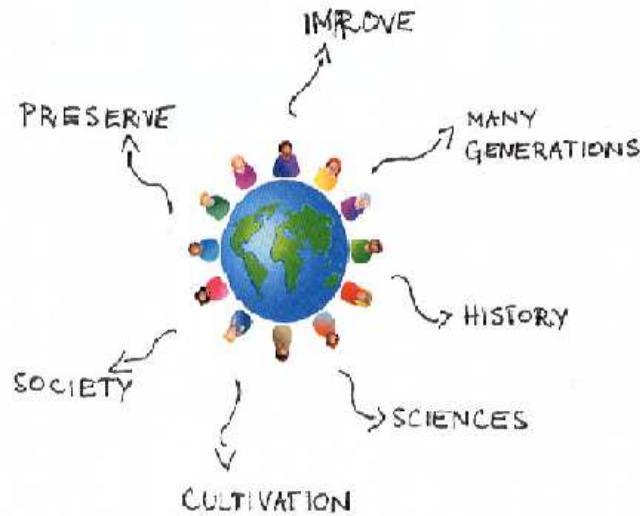
**Click on the picture below.**



**Does your picture look similar? If not, explain the differences.**



**SPEAKING:** Explain your associations.



For example:

→ “I associate culture with “many generations” because ... .”

Explain the rest of your associations using expressions below:

- “...” relates to culture because ....
- “...” matches the notion of culture because ...



Having explored the notion of culture, try to describe the meaning of “intercultural”. What does it mean for you?

Choose the definition of intercultural:

	1. able to be exchanged with each other without making any difference or without being noticed
	2. relating to or involving more than one culture
	3. connected with relationships between people



## EXPANDING YOUR VOCABULARY AND KNOWLEDGE.



### PART 1 – READING

Intercultural communication; From Wikipedia, the free encyclopedia

**Intercultural communication** is a form of global communication. It is used to describe the wide range of communication problems that naturally appear within an organization made up of individuals from different religious, social, ethnic, and educational backgrounds. Intercultural communication is sometimes used synonymously with cross-cultural communication.

In this sense it seeks to understand how people from different countries and cultures act, communicate and perceive the world around them. Many people in intercultural business communication argue that culture determines how individuals encode messages, what mediums they choose for transmitting them, and the way messages are interpreted. As a separate notion, it studies situations where people from different cultural backgrounds *interact*. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people. It also involves understanding the different cultures, languages and customs of people from other countries.

Intercultural communication plays a role in social sciences such as anthropology, cultural studies, linguistics, psychology and communication studies. Intercultural communication is also referred to as the base for international businesses. There are several cross-cultural service providers around who can assist with the development of intercultural communication skills. Research is a major part of the development of intercultural communication skills.

#### Exercise 1 – understanding the text. Build the questions and answer them.

1. What / used / to / “international communication” / is / describe?

Question:

Answer:

2. What / to / seek / “international communication” / understand / does?

Question:

Answer:

3. What / another / is / “international communication” / for / name?

Question:

Answer:

4. What/in / intercultural business communication / argue / many people /do?

Question:

Answer:

5. What / on / “intercultural communication” / focus / does?

Question:

Answer:

6. Which / does / play / social sciences / intercultural communication / a role in?

Question:

Answer:



Have your say – what do you think when you look at this picture 😊



- Exercise 2: Try to summarize the text about “intercultural communication”.**  
From your memory, try to say as many facts as you remember from the text.

While talking about the text try to use the following expressions:

- 🗨 Above all = most importantly
- 🗨 After all = used to add information that shows that what you have just said is true
- 🗨 Actually = in fact
- 🗨 If you think about it, ...



## PART 2 – READING

### Intercultural Communication Competence

Intercultural communication is competent when it accomplishes the objectives in a manner that is appropriate to the context and relationship. Intercultural communication thus needs to bridge the dichotomy between appropriateness and effectiveness:

- Appropriateness. Valued rules, norms, and expectations of the relationship are not violated significantly.

- Effectiveness. Valued goals or rewards (relative to costs and alternatives) are accomplished.

Various publications list necessary competencies for intercultural communication. Twelve affective, behavioral and cognitive competencies have been identified.

- ☑ **Exercise 3: Twelve behavioral and cognitive competencies have been mixed up with their descriptions.**  
Try to order them appropriately.

Self-awareness		Holds a realistic and positive confidence in own judgments, abilities and powers.
Appropriateness		Is able to bring about an effect.
Self-confidence		Has knowledge of the socially appropriate communicative behaviour.
Effectiveness		Has a strong orientation towards pragmatism and useful action.
Motivation for success		Is sensitive to the importance of differences and to the point of view of other people.
Changing perspective		Having a type of mental elasticity allowing to be part of and yet apart from another milieu.
Empathy		Is conscious about one's self (the way one looks) and about one's reputation elsewhere
Open-mindedness		Fully appreciates what others are saying and thinks consequentially prior to answering.
Communication ability		Is free from bigotry and prejudice, accepts and advocates diversity.
Tolerance		Tries to understand actions and reactions of others from their point of view.
Sensitivity		Is open towards new ideas and experiences; functions effectively with people of other world views
Flexibility		Shows interest in others and shares emotions.