Intercultural communication

Sociology, Communication

Intercultural communication In this assignment we discover some of the aspects of intercultural communication such as: the reasons for the increase in intercultural, the differences between cultures in nonverbal cues, the likeness of ethical norms between cultures, the definition of cultural homogenization and the need for community building between cultures. The major reasons that intercultural communication has increased " modern means of travel an communication have brought us into contact with virtually the whole world" (Tubbs, S. L & Moss, S. 2000: 288). Means of travel and communication have drastically evolved during the past decades and are still evolving in our current day. Examples for communication are global internet access and mass media productions. Whereas air bus travel for instance relate to travel. " Travel is easier and more feasible economically than it was for our parents and grandparents". This is evident in the number of vacation opportunities and career opportunities that are available and made use of in the past decades. Examples are well known au pairing as a career option in some countries and the setup of various tourism networks that facilitate the increasing numbers of tourists globally. The aspects of nonverbal communication that vary from culture to culture " We rely on nonverbal cues to give us information about the meaning we are to assign to a verbal message. Some of the different ways that cultures regard the use of time and space. Vocal cues such as volume are used differently in different cultures. The expression of emotion is also regulated by culture." (Tubbs, S. L & Moss, S. 2000: 291) Some cultures need more personal space than other cultures. Some regard time as linear and others regard time as circular. In some cultures they speak softly and in other cultures they speak loudly.

Facial expressions are used in some cultures to express their emotions where other cutlers prefer to keep their emotions to themselves. The ethical norms that appear to function as core values in many different cultures " An examination of communication ethics across many cultures finds that there are certain ethical protonorms that function as core values, which may of course take very different forms." (Christians & Trauber 1997) " The first is truth-telling. Another core value is respect for the dignity of other human beings. A third core value is that no harm should be done to the innocent" (Tubbs, S. L & Moss, S. 2000: 296) Islam, Hinduism, Buddhism and Christianity are but a few of the religions and movements that regard this value of utmost importance and intend to live their lives according to this principle. Religion has had immense influence on all walks of live. Within daily and everyday interaction we come across these values that determine much of our decisions. These values are taught as a way of live and forms a view of the world. The need for community building and principles that have been proposed " Gudykunst and Kim (1997: 371) propose principles for building community, principles for which each of us must be responsible: Be committed. Be mindful. Be unconditionally accepting. Be concerned for both ourselves and others. Be understanding. Be ethical. Be peaceful" (Tubbs, S. L & Moss, S. 2000: 304) In accepting and encouraging the diversity of which different cultures are made up of, we can overcome the conceptual barriers that are imposed on us and we can redirect these conceptual barriers. This is critical for the growth and development of not only our own culture, but of other cultures as well. This is also critical for a harmonious way of life. The meaning of cultural homogenization " Intercultural exchange leads to

cultural homogenization, the tendency for cultures in contact with one another to become increasingly similar to one another. Cultural homogenization implies that some aspects of one culture will dominate and eliminate the corresponding aspects of the other." (Tubbs, S. L & Moss, S. 2000: 304) Bronnelys: Tubbs, S. L & Moss, S. 2000. Human Communication (8th ed.) McGraw-Hill: Singapore Studyguide