

The media of intercultural communication and the perception assignment

[Art & Culture](#)



In past centuries, human couriers and letters were the main way of reanimating media back and forth to one another. In today's world, our main way of communication by media is electronic. For example, we have the telephone that enables us to make and receive calls and send messages back and forth via text messaging and we have the Internet (World Wide Web) that allows us to access social networking sites (SANS) to communicate with friends, family, and people all over the world. Medal of Intercultural communication not only affects cultures, but It affects everyone In the world.

One of the earlier forms of Intercultural communication that Is till in widespread use today is a human courier. People are used as a medium and in some cultures intermediaries are used instead of face-to-face confrontation. This is because it helps to reduce the risk of losing the face or value one has in the eyes of others. China is known for having a greater concern for interdependence and they often use indirect-face negotiation. Unlike China, the united States has a greater concern for privacy and tends to use direct face-to-face negotiation that allows people to express more self-face maintenance.

Having telephones, whether it be midlines or cell phones, and having access to the Internet has greatly affected our world. Both ways of communication are very convenient to us. We no longer have to Wait days, weeks, or months to get a message from someone. If we need to talk to someone we can get In touch with him or her with as little as pushing a button. Because of the convenience that phones and the Internet has given us, I feel Like everyone is affected by technology.

Since the media of intercultural communication includes human couriers and intermediaries, letter writing, telephone, and the Internet, each concept was developed at different times. In 3800 BCC, King Jargon established a postal service over the roads between the Tigris and Euphrates Rivers, allowing us to have written letters. The first concept of the telephone came from inventor Alexander Graham Bell. He invented the first telephone in 1876 and then in 1973 Martin Cooper used the first cell phone. Text messaging did not come until 1992. The concept of the Internet became available in 1934 by Paul Outlet.

By the early 1980s, there were about 2.6 million Internet users. Media of Intercultural communication has definitely evolved over the years and will continue to evolve in the future. Like I have mentioned earlier in my paper, intermediaries. A person would be used as a medium and your messages would be entrusted to that person to deliver it to some other place faraway. In a study conducted in Central China, Ma (1992) confirmed that a friend or a respected elder intervenes in interpersonal conflict situations if they were to serve as a message carrier. In later years, letter writing was developed and it became the new way of communication.

As public postal services were established, letter writing became a commonly used medium for intercultural communication. Letters written to others in these countries faced the same barriers that affected face-to-face spoken communication like diverse perception, language, and values were challenges much as they are now. After letter writing, the telephone was invented and became a new medium for communicating between people.

During the 20th century, telephone executives believed that the telephone was primarily a way of communication for business. During that time people actually discouraged “socializing” by telephone.

Using the telephone in intercultural interactions has the barriers of the lack of contextual cues other than those related to voice. Also with the telephone, text messaging was evolved which enabled people to send messages through phone rather than calling to talk to one another. After the telephone came the World Wide Web, or also known as the Internet. Communication became instant with e-mail, instant messaging, two-way video, blogs, and social networking. Technology continues to evolve and as the years pass technology will continue to make communication easier for our world.

The media is very important to our society for intercultural communication. Even centuries ago we had to rely on media to communicate with others. Today it is very easy for us to communicate with one another and I think our society will always rely on media and technology for intercultural communication because it not only allows us to communicate with friends and family, but it also allows us to communicate with people and cultures all over the world. Human perception is usually thought of as a three-step process of selection, organization, and interpretation.

Perception is the process by which we attach meaning to the world around us. Our world consists of the people, experiences, and objects that influence us. The first step in the perception process is selection. Selection is the process by which you select or choose what you want to attend to and what you want to disregard. Stimuli, that influences selection, is anything that

<https://assignbuster.com/the-media-of-intercultural-communication-and-the-perception-assignment/>

causes sense organs (eyes, nose, ears, tongue, and skin) to respond, function, or become active. Some intense stimuli that often attract your attention would be bright lights or colors, loud sounds, strong scents, and spicy, salty, or sweet flavors.

The second step in the perception process is organization. Organization is the process of arranging stimuli into understandable and convenient patterns. Organization allows you to make sense out of what you observe. Lastly, the third step in the perception process is interpretation. In this stage we attach meaning to the stimuli. Our interpretations are subjective and are based on our values, needs, beliefs, experiences, expectations, involvement, self-concept, and other personal factors. Perception also affects our cultures and the people in our world.

We all become aware of the world around us through sight, smell, sounds, touch, and taste. Same. No one can perceive 100% of all things at all times and perception can easily cloud ones Judgment. Our decision-making is based off of our perception and since tot one person perceives everything the same, perception can often make decision- making difficult for us. I think it is possible for the perception process to evolve. Perception is something that scientists and researchers still study and I think they will continue to find information on perception.

I found different perception models while doing my research and that shows me that the idea of perception has and will continue to grow. It started out with three steps in the process and while researching; I found two different perception models that consisted of 5 and 8 different steps. Also while

<https://assignbuster.com/the-media-of-intercultural-communication-and-the-perception-assignment/>

searching I noticed that researchers are renaming the steps. Like I have noted before, not one person perceives everything the same and us as human being are already very interesting to learn about.

Researchers are still learning about us and since we all see things differently I think researchers will always be learning new things While doing my research, I found that Henry Teasel originally formulated the perception process in 1969. I could not find much information on him involving the perception process, however, there has been many researchers who keep adding to the perceptual concept. I think the perception process is important to our society because it is something to take account for when we are making decisions.

It is important to know that everyone perceives things differently and no one has the same sense of taste, smell, or touch. It is also important to understand that the meanings you attach to your perceptions are greatly determined by your cultural background. The example given in our textbook is how the English speaking culture sees dogs and puppies as domesticated animals. When we see pictures of dogs we see them as cute, cuddly animals that we would keep as family companions. In china, heir culture is known for having dogs as their meals and not so much as pets.