Intercultural Communication

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What is Culture?

- Shared or learned symbolic system of values, beliefs, and attitudes
- Shapes and influences perception and behavior
- Abstract "mental blueprint" or "mental code"
Acculturation

- Understanding and adapting your behavior to make it compatible with another culture

- Activity
Intercultural Communication

- a.k.a. Cross-Cultural Communication

- Ability to negotiate cultural meanings & communicate effectively across cultural boundaries
Why is Intercultural communication important?

- Interaction essential to daily life
  - In education
  - Communal living
  - At work
  - On the global business level
  - On the global political level
Achieving Intercultural Communication

Requirements
- Open-mindedness
- Awareness
- Practice

Barriers
- Ethnocentrism
- Stereotyping
- Prejudice
- Xenophobia
Development Model of Intercultural Sensitivity

- Intercultural Development Inventory (IDI)
- Milton J. Bennett, Ph.D.
- Great success in last 15 years
- Model’s assumption
Stages of Development Model

- Denial
  - Only *real* one

- Defense
  - Only *good* one

- Minimization
  - Assume elements universal
Stages (continued)

- Acceptance
  - Equally complex

- Adaptation
  - Experiences change perceptions & behavior

- Integration
  - Movement in & out of cultural worldviews
Atypical Cultures

- Age
- Business
- Sports
- Popular
- Regional
Common Perceptions Of Urban vs. Rural Values

- **Rural citizens tend to focus on:**
  - Hard work
  - Family
  - Nature
  - Community

- **Urban citizens tend to focus on:**
  - Development
  - Success of the individual
  - $$$
Ag Issues that Trigger Conflict

- Animal Rights/Welfare
- Environmental Use
- Preservation of farmland
- Food safety
Common Issues Arise

- Both sides think they’re right
- Lack of knowledge and related bias
Find Common Values to Solve Issues

- Safety
- Common Good
Keep in Mind:

“No culture can live if it attempts to be exclusive.” – Mahatma Gandhi