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① Define Intercultural Communication write characteristics of Communication:

Intercultural Communication

It seeks to understand the differences in how people from a variety of cultures act, communicate, and perceive the world around them.

To develop skills and knowledge about cultural awareness and sensitivity to others and to question of diversity in the workplace. A complex understanding of and a critical approach to interculturality, cultures and identities, and their role in various interpersonal encounters, beyond simplistic approaches based on national differences is

important in an ever evolving world
Characteristics of Communication
Clear

The Primary character of any spoken or written form of transmission of information should be to state the message clearly. There are several ways to do it. For example the sentences should be short and simple. We should prefer the active voice over the passive voice. If we have to convey several messages then it is convenient to state it in separate bulleted points.

Concise

Time is an essential parameter in communications. The normal attention span is just a few minutes long. If you present your message in a clear and beautiful manner which is very long. The crux of the report or the message may be lost together. long the lengthy communique is boring and avoided by most. So to

Summarize this Point. effective Communication has to be concise.

Concrete

Whatever message or information or data is present in your Communique. it should be well-footed your arguments should have that suitably backs it up. A tangible argument is always easy to understand.

Coherent

Suppose you are telling a story. what if you start from the middle part? or what if you state the end in the beginning of course, the whole Point of narrating a story would become vain. Similarly when you are presenting your Communique. you need to be coherent. you need to understand what goes where and what comes when.

Courteous

We know that all business Communication should have some degree

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of formal flavos. The Presenter should try his best to be honest, respectful, considerate, open and polite with the receiver of the information. The message when supplemented with paper care and kindness will definitely field an audience. A rude presenter will have no audience even if the message he deliverse is perfectly effective and important. offensive words can put off certain factions of people.

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2 Define culture and what are the characteristics of culture?

Culture

The ideas, customs and social behaviours of a particular people or society

Characteristics of culture

Culture have five basic characteristics

It is learned, shared based on symbol

Integrated and dynamic. All culture share these basic & features.

⇒ Culture is learned. we learn culture from families, peers, institution and media. The process of learning culture is known as enculturation. While all human have basic biological needs such as food, sleep and sex. the way we fulfill those needs varies cross-culturality.

Culture is shared. because we share culture with other members of our group we are able to act

in social appropriate ways as well as predict how others will act. Despite the shared nature of culture, it doesn't mean that culture is homogenous. Culture is based on symbols. A symbol is something that stands for something else. Symbols vary cross-culturally and are arbitrary. They only have meaning when people in a culture agree on their use. Language, money and art are all symbols. Language is the most important symbolic component of culture.

=> Culture is integrated. The various parts of a culture being interconnected. All aspects of a culture are related to one another and to truly understand a culture, one must learn about all of its parts, not only a few.

=> Culture is dynamic. This simply means that cultures interact and change. Because most cultures are in

Contact with other cultures, they exchange ideas and symbols. All cultures change otherwise, they would have problems adapting to changing environment. And because cultures are integrated. If one component in the system changes, it is likely that the entire system must adjust.

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Write dimensions of Culture in detail:

Dimensions of culture:

Power Distance Index (PDI)

The Power distance index is defined as "the extent to which the less powerful members of organizations and institutions like the family, accept and expect that power is distributed unequally". In this dimension in equality and power is perceived from the followers, or the lower strata. A higher degree of the index indicates that hierarchy is clearly established and executed in society without doubt or reason. A lower degree of the index signifies that people question authority

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and attempt to distribute power.

Individualism vs Collectivism

This index explores the degree to which people in a society are integrated into groups. Individualistic societies have loose ties that often only relate an individual to his/her immediate family. They emphasize the "I" versus the "we". Its counterpart, collectivism, describes a society in which tightly-integrated, vertical, extended families and other inter-related groups are faced with undivided loyalty and support each other when a conflict arises with another group.

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Uncertainty avoidance WAU

The uncertainty avoidance

index is defined as/a

society's tolerance for ambiguity

in which people embrace or

avert an event or something

unexpected/unknown for away

from the status quo,

societies that score a high

degree in this index opt

for stiff codes of behavior

guide into laws and generally

rely on absolute truths or

they believe that one law

truth dictates everything and

people know what it is. A

lower degree in this index

shows more acceptance of

differing thoughts or ideas.

Society tends to impose fewer

regulations, ambiguity is more

accepted to, and the

environment is more free

flowing.

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Masculinity vs. Femininity (MASL)

In this dimension, Masculinity is defined as a preference in society for achievement, heroism, assertiveness and material reward for success. Its counterpart represents a preference for cooperation, modesty, caring for the weak and quality of life.

Women in the respective societies tend to display different values. In feminine societies they share modest and caring views equally with men. In more masculine societies women are somewhat assertive and competitive but notably less than men. In other words, they still occupy a gap between male and female values. This dimension is frequently viewed as taboo in highly masculine societies.

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A Long-term orientation vs Short term orientation:-

This dimension associates the connection of the past with the current and future action/challenges. A lower degree of the index (short term) indicates that traditions are honored and kept while steadfastness is valued. Societies with a high degree in this index (long term) view relaxation and circumstances as pragmatic problem-solving as a necessity. A poor country that is short term oriented usually has little to no economic developments, while long term oriented countries continue to develop into a level of prosperity.