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Subject = Intercultural
Communication.

Date = 20-8-2020

Exam = Summer 2020 (Mid)

ID = 14649.

Department = MMC



Q1 Define Intercultural Communication I and write characteristics of communication.

* Intercultural Communication:-

Intercultural Communication is a discipline that studies communication across different cultures and social groups or how culture affects the communication.

Interculture Communication is the discipline that studies communication. It describes the wide range of

communication processes and problems that naturally appear within the organization or social context made up of individuals from different religious, social, ethnic and the educational background. In this sense

it seems to understand how people



From different countries and cultures
act, communicate and perceive
the world around them.

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The study of intercultural communication
requires intercultural understanding
which is an ability to understand
and value cultural differences.

Language is an example of an
important cultural component that
is linked to intercultural understanding.

* Importance of Intercultural Communication

offers the ability to deal across
cultures which is increasingly important
as the world gets smaller. Getting
smaller does not mean the world is
becoming identical, it means having
more and more contact with
people who are ~~actually~~ culturally
different.



Characteristics of Communication:- 3

Correctness:-

- ⇒ Different meanings depending on medium of communication used.
- ⇒ written - Grammar, spellings, style and punctuation.
- ⇒ spoken - use of right language, vocabulary etc.

* **Completeness:-** Effective communication are complete the receiver gets all the information he needs to process the message and take action.

* **Conciseness :-** Conciseness is about keeping your message to a point.

* **Clear:-** Information and actions required must be clear so the reader has the information they need to take action.

* Competence:-

When your message is concrete then your audience has a clear picture of what you are telling them. There are details and vivid facts and there Laser Like focus message is solid.

* Coherent:-

When your communication is coherent it is logical. All points are connected and relevant to the main topic and the tone and flow.

* Courteous:-

Courteous communication is friendly open and honest. There are no hidden insults or passive aggressive tones. You keep your reader's viewpoint in mind, and you are empathetic to their needs.



2/- Define culture and characteristics of the culture?

* Culture:-

- ⇒ Culture is the dynamic term of the phenomena.
- ⇒ Culture occupy the flexibility.
- ⇒ Culture is Latin word, To Tend, To cultivate, To Till.
- ⇒ Culture is human creation.
- ⇒ Culture is the non biological aspect for life.
- ⇒ Culture is the human part of environment.
- ⇒ Culture is a social system comprised of values and norms.

* Defination:-

The ideas, customs and the social behavior of a particular people or society.

* Characteristics of Culture:-

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Culture has various characteristics. From various definition we can deduce the following characteristics of culture

* Learned Behavior:-

not all the behavior is learned but most of it is learned. Combining one hair standing in line, telling jokes, criticizing the president and going to all the movie all constitute behaviors that had to be learned.

* Culture is Abstract:-

we cannot see culture as such we can only see human behavior. This is the behaviour occurs in regular, patterned fashion and it is called



* Culture Includes Attitudes, Values and Knowledge:- 7

There is a widespread error in the thinking of many people who tend to regard the ideas, attitudes, and notions which they have as their own.

* Culture also includes Material objects:-

Men were behaving when they made these things. To make these objects required numerous and various skills which human beings gradually built up through the ages. Man has the invented something else and so on.

* Culture is pervasive:-

Culture is pervasive it touches every aspect of life. The pervasiveness of culture is the manifest in two ways



* Culture is Integrated:-

This is known as holism or the various parts of a culture being inter connected.

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* Culture is dynamic

This simply means that cultures interact and change. And because cultures are integrated, if one component in the system changes it is likely that the entire system must adjust.

* Culture is Transmissive:-

Culture is transmissive as it is transmitted from one generation to another. Transmissions of culture may take place by imitation as well as by instruction.

* Culture is Ideality:-

Culture embodies the ideals and norms of a group. It is sum-total of the ideal patterns and norms of behavior of a group.



3/- Write Dimensions of culture in Detail? 9

Culture:- The Ideas, Customs and the social behavior of a particular people or the society.

OR

The Arts and other manifestations of human intellectual achievement regarded collectively.

* **Dimension of culture:-** *

The concept of cultural dimensions is based on the idea that there are fundamental topics every culture has to deal with. Anthropologists and sociologists sought to define culture dimensions in order to make different cultures comparable.



* Power Distance Index (PDI)

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The dimension refers to the degree of inequality that exists and is accepted between people with and without power in a culture.

The culture dimensions manifests itself not only in organizations or at work places, but also is distributed un-equally.

* Individualism versus collectivism:-

The dimension comprises the polarity of individualism on one side and collectivism on another side. On the

individualist side we find societies in which the ties among individuals are rather loose. Everyone is

expected to look after him/herself and his/her immediate family. The

social affiliation in collectivist usually cannot be chosen but is given by



* Masculinity versus Femininity:-

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Masculinity versus its opposite Femininity refers to the distribution of roles between the genders which is another fundamental issue for any society. The terms masculinity and femininity stand here for a basic attitude towards the community life and the describe goals.

* Uncertainty Avoidance:-

In societies with a low index of uncertainty avoidance the average of people are more open to change or innovation. They can tolerate open-ended discussions and learning process.

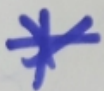




Long-term versus Short-term Orientation:-

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The connection b/w a country's association with its past and its current and future activity is the topic this dimension deals with. Cultures with higher ratings in the index tend to encourage innovation and adaptation. They see modern education as a valuable element for future success.



Indulgence versus Restraint:-

In cultures with low ratings in this dimension there is more emphasis on regulation of people's conduct and behavior and

there are stricter social norms.

The attitude towards life is rather pessimistic and the focus lies on rigid structures and control.