

(1)

ID # 15529

3<sup>rd</sup> Semester

Fahad Hussain

## Interculture Communication

Q1

Relationship between Culture and Communication:-

The relationship between culture and communication is very complex and fascinating as cultures are created through communication; i.e. communication is the means of human interaction through which cultural characteristics - whether customs, rules, rituals, laws or other patterns are created and shared - this however doesn't mean humans set out to create a culture when they interact in groups and societies, but rather that cultures are a natural by-product of social interaction. In this sense communication is the life and preservative of cultures.

⇒ Without communication it would be impossible to preserve and pass along cultural characteristics from one generation to another generation.

⇒ Culture is created, shaped, transmitted and learnt through communication.

## Characteristics of Culture:-

### ⇒ Product of the Society:-

Culture does not exist in isolation. It is a product of society. It develops through social interaction. No man can acquire culture without association with others. Man becomes a man only among men.

### ⇒ Shareable:-

Culture is not something that an individual alone can possess. Culture in society is shared. For example customs, traditions, beliefs, ideas, values, morals etc, are all shared by people of a group or society.

### ⇒ learned Behaviour:-

Culture is not inborn. It is learnt. Culture is often called "learned ways of behaviour". Unlearned behaviour is not culture. Shaking hands, saying thanks, dressing etc are "cultural" behaviour.

### ⇒ Changeable over time:-

Culture is not fixed. It undergoes changes over time.

depending on the situation it occurs in the society. This is the unique property and characteristic of culture that shows flexibility.

### ⇒ Transmissible:-

Culture is transmissible as it is transmitted from one generation to another. Language is the main vehicle of culture. Language in different form makes it possible for the present generation to understand the achievement of earlier generations. Transmission of culture may take place by imitation as well as by instruction.

### ⇒ Culture varies from society to society

Every society has a culture of its own. It differs from society to society. Culture of every society is unique to itself. Culture are not uniform. Cultural elements like customs, traditions, morale, values, beliefs are not uniform everywhere.

## Characteristics of Communication;

### ↳ Clarity:-

This is the foremost and important characteristic of communication. During communication, the message which the sender wants to convey must be simple, easy to understand and systematically framed to retain its meaningfulness.

### ↳ Correctness:-

The information communicated must not be vague or false in any sense; it must be free from errors and grammatical mistakes.

Correctness builds confidence.

### ↳ Completeness:-

Communication is the base for decision making. If the information is incomplete, it may lead to wrong decisions.

Completeness brings desired results.

### ↳ Precision:-

The message sent must be short and concise to facilitate straightforward interpretation and take the desired steps.

Conciseness Save time.

### ↳ Reliability:-

During communication, the sender must be sure from his and that whatever he is conveying or delivering is right by his knowledge. Even the receiver must have trust on sender and can rely on the message.

### ↳ Consideration:-

The medium of communication and other physical settings must be planned, keeping in mind - the attitude, language, knowledge, education level and position of the receiver.

Consideration minimises harm.

### ↳ Courtesy:-

Every communication depends on the courtesy. The message so drafted must reflect the sender's courtesy, humbleness and respect towards the receiver.

Courtesy builds relations.

(6)

Q2

## Elements of Culture:

These are the following elements of culture.

### ⇒ Social Organization:-

⇒ Social organization refers to the network of relationships in a group and how they interconnect.

Examples:- Families, peer group, government, education, social class, friends.

### ⇒ Customs And Traditions:-

Customs:- A traditional way of behaving or doing something that is specific to a culture.

Traditions:- Customs that are passed down from generation to generation.

Examples:-

Bowing, hand shaking with someone, Christmas tree decorating, respecting your elders etc.

## ⇒ Religion:-

- ⇒ Religion answers the meaning of life
- ⇒ Religion supports values that groups of people feel are important
- ⇒ Religion is often a source of conflict between cultures.

## ⇒ Language:-

⇒ Language is the cornerstone of culture.

⇒ People who speak the same language often share the same culture.

⇒ Many societies include a large number of people who speak different languages.

## ⇒ Arts and Literature:-

⇒ Art and literature help us pass on the culture's basic beliefs.

⇒ Arts and literature tells how people express themselves.

### Examples:-

Nursery rhymes, fairy tales, folk tales, children's books.

(2)

## ⇒ Forms of Government:-

⇒ People form governments to provide for their common needs, keep order within society, and protect their society from outside threats.

⇒ This regulates the system of society smoothly.

Example:-

Dictatorships, Presidential, Democracy etc.

## ⇒ Economic System:-

⇒ Economic system implies how people use limited resources to satisfy their wants and needs.

⇒ Way of earning and spending resources (money).

⇒ Answers the basic questions: what to produce, how to produce it and for whom.

Example

→ Capitalism (US)

→ Communism → North Korea.



## Culture Perception:

... Culture influence ...  
-the perception regarding everything.

Culture plays an important role in molding us into the people we are today.

Culture change the perception regarding other cultures. It creates an environment of a shared belief, way of thinking, and methods interacting among the group of people. It will influence the clothes you choose to wear and the sports you play. Social norms set forth by your culture will determine how you interact with family members, friends and strangers.

The words our culture uses is one such example of this phenomena. The words our language provides impacts the way we are able to think.

Culture change the entire perception and thinking towards the society.

Culture is all around us, shaping our brains and behaviour.

Example

⇒ The perception of western world changes completely towards hijab in this covid-19 pandemic.

Q<sup>3</sup>

## Culture Diversity.

- ⇒ The presence of multiple cultures and cultural differences within a society.
- ⇒ Smaller cultural groups that exist within but differ in some way from the prevailing culture.
- ⇒ The existence of a multiplicity of sub-cultures and different value systems in a plural or multicultural society or other setting.
- ⇒ Cultural diversity is the variability of different sub-culture in a society.
- ↳ In culture diversity every culture show dignity and respect towards other cultures. and this greatly helps the society's prosperity.
- ⇒ Culture diversity has a vast variety of cultures, it shape our personalities our lives, our norms and values. It gives us knowledge about different cultures and their beliefs.

(11)

Appreciation, Respecting and accepting other cultures are the main objectives of culture diversity.

⇒ Pakistanis in the United Kingdom have to adopt their culture to live in. They should appreciate and respect that culture.

Cities like Peshawar show culture diversity because in Peshawar there are different people who come from different parts of the province and represent their respective cultures. These different cultures form clusters of the culture. Every culture should show respect towards other cultures.