

Q1

Interculture Sensitivity:-

Interculture sensitivity is the approach and awareness to accept the culture differences between two cultures. Every culture has its own values and parameters. There is always a differences in these parameters between two cultures. Interculture sensitivity emphasis to accept the culture difference. It simply means that you are aware that people are not all the same and that you recognize that your culture is no better than any other culture.

Interculture sensitivity implies to understand and respect other culture.

Interculture Sensitivity Model:-

To remove the dissonance and to accept the culture differences, you have to pass through the

Interculture Sensitivity Model.

The model was created by Dr. Milton Bennet. called as "The development of Interculture Sensitivity".

Six stages comprises this model name as,

Denial, Defence, Minimization, Acceptance, Adaptation and Integration.

He introduces two terms "Ethnocentrism" and Ethnorelativism. Bennet called first three stages Ethnocentrism and the later three Ethnorelativism.

⇒ Denial:-

In the first stage of denial person does not accept other culture except its own. Person tend to isolate himself from other in order to ignore culture differences. During this stage person does not even experience the culture differences.

⇒ Defence:-

The 2nd stage of DMIS is Denial. In this stage, person experience the culture differences and consider it as threat. He evaluate the differences negatively and considers that his culture is the only good culture. Defence stage is associated with negative behaviour pattern. The own culture considers as superior.

⇒ Minimization:-

At the stage of minimization people think that we all are the same because we are all human beings. Cultural differences are consider as irrelevant. People at this stage emphasis that all humans are similar, and have common basic values, emotions and needs.

⇒ Adaptation:-

During the stage of adaptation person have the skills and experience to deal with cultural contrast effectively. Peoples are able to adapt their behaviour and communication to the other culture and values. They have developed cultural empathy.

=> Integration:-

The development stage integration refers to the own cultural identity of a person. At this level

person have accomplished to feel association with two or more cultures. The final stage of the DMIS includes the ability to facilitate constructive contact between cultures.

=> Example:-

Participation in the religious festivals of other religions

are the example of Interculture acceptance.



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Interculture Adaptation:-

Interculture Adaptation is a process through which a person overcome the hurdles being faced due to cross-culture interaction. The process includes adjusting the new communication

values to achieve - the desired result of communication. Adaptation to a new culture is totally based on previous experiences.

Through intercultural adaptation persons in cross-cultural interactions change their communicative behaviour to facilitate understanding.

Culture differences provides the base for the process of adaptation. Intercultural adaptation is a two-way process because both the parties changing overtime due to interaction. Intercultural adaptation is an interactive process where new culture influences the person and the person changes the environment.

Example:-

A person has to learn the signs board language for driving in the Europe. It is necessary to learn language to speak up, learn how to eat, how to dress.

Person has to adapt the norms and values to participate in social system.

Oberg's U-shaped Continuum:

Oberg present the model for adaptation to a new culture as

U-shape Continuum.

U-shape continuum consist of 4 stages.

⇒ Honeymoon stage

⇒ Rejection / Regression stage

⇒ Adjustment stage.

⇒ Mastery stage

⇒ Honeymoon stage:-

Honeymoon period is full of excitement due to the exposure of new environment. Everyone expects wonderful things, adventures in new ecosystem. This stage also called as initial Euphoria.

⇒ Rejection / Regression stage:-

This is the most difficult stage in adaptation to a new culture. All excitement terminates and the person get frustrated with things in new culture.

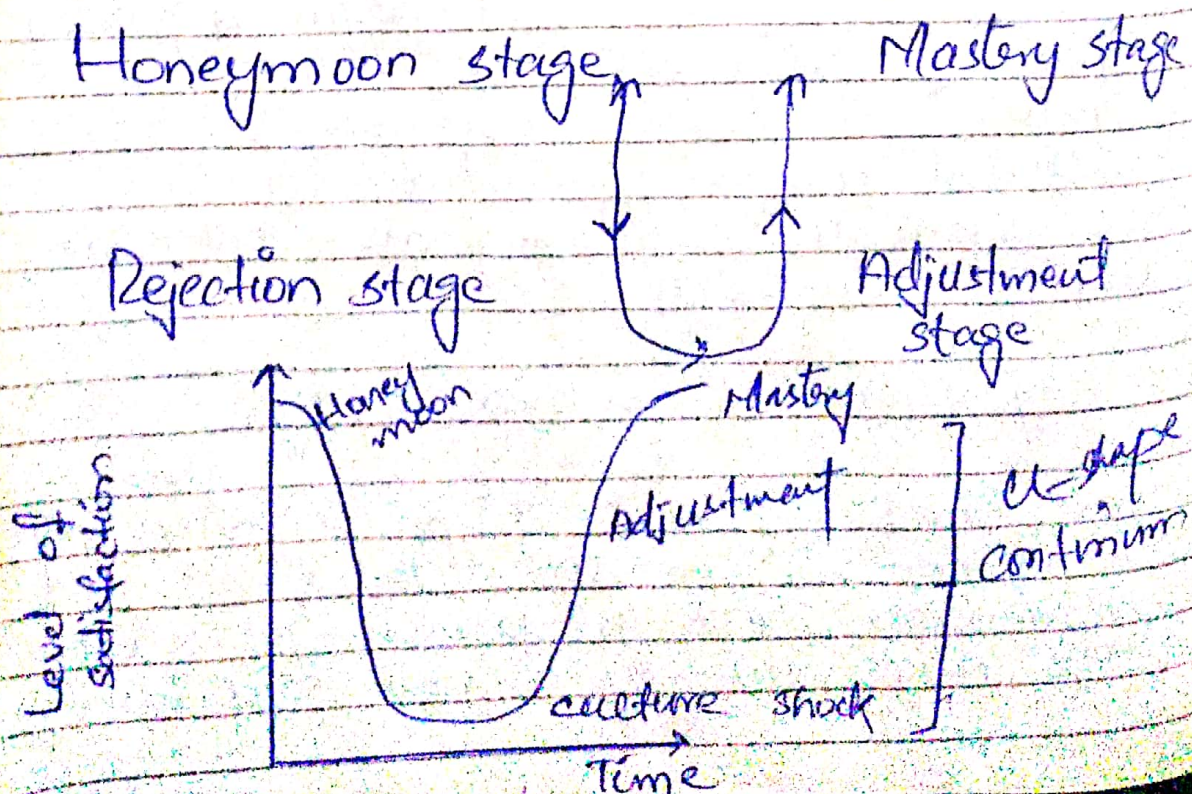
culture shock happens in this stage.

⇒ Gradual Adjustment:-

In this stage person tend to point out similarities between old and new culture. The level of respect and awareness in this stage becomes high about new culture. This stage also known as negotiation stage.

⇒ Mastery / Adaptation stage:-

Accepting the boundaries of new culture include in this stage. Person has learned the values and norms of new culture. You have adapted the new culture.



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Interaction with strangers:-

In our daily life we often interact with people we did not know. These people are strangers to us. Strangers refers to those people which are most unfamiliar. We did not know anything about these people. These people have different culture background.

For communicating effectively with strangers we have to be well aware about intercultural sensitivity. There is always a dissonance and disagreement between two cultures of two strangers. We should consider other culture. Show respect and dignity towards culture differences.

There is always dissimilarities between two cultures. Because of the differences there is a disagreement between two cultures which we called 'Conflict'.

"Conflict" derived from latin "Com" and "fligere" which means "together" and "to strike".

Conflict refers to a situation when there is incompatibility between two cultures on common things.

Conflict with the stranger belongs to different culture background can be removed through approaching for communication. Through communication we are able to determine the cultural parameters and needs of the stranger. The behaviour of approaching is totally depends on maturity and awareness about cultures adaptation. The concept of culture adaptation shows that it is necessary for anyone to be multicultural. It builds the inter-culture tolerance and allow us to interact easily with strangers.

e.g.

Having pakhtun culture background works under the employer of punjabi background.

Q4. Future of Interculture Communication:

Interculture communication in which culture and language interact, based on two types of behaviour. Universal behaviour common to all cultures, base on biological inheritance of a person which is passed from generation to generation. In addition, various ethnic groups characterized by specific behaviour - that is influenced by - the social and physical environment. Specific behaviour from a specific culture which can be defined as mentality or set of conventions that govern social relation.

Technology in today's world greatly influence and effect every field of the life. Like this technology changes the scope of interculture communication. Technology shrinks the world into a global village. Now every person has alot of communication with people in all over the world. It brings - the cultures to communicate. Due to this

Interculture communication the Globalists

are in the opinion of one ideal state. They claim that in future there will be one empire system. Peoples will share only one culture, language, economical system, and resources. The sceptic opposes the concept of the globalists. They are in the opinion of small identical states which have identical distinctly.

Due to advancement of technology, intercultural communication took a huge important, people gradually getting aware of the future of intercultural communication.

Examples:-

The following of western culture e.g. clothes, life style, eating habits in Pakistan is due to the communication between two cultures through technology.

Q5:- Factors Affecting Interculture

Adaptation:-

the process through a person adjust itself into different culture in order to enhance understanding.

Factor:-

These are the following factors which affect the process of adaptation.

1. 2.

Interculture Sensitivity:-

This is the vital factor which greatly affect the process of adaptation because intercultural sensitivity allows us to welcome

-the differences in the cultures.

Once you accept the culture disagreements it is easy to adapt to that culture.

Language

For adaptation to a culture it is very important to interact with the people of that culture. Language plays a role in the communication. Conflict can be removed through proper communication. Greater the difference in the language, hard to adapt to the culture.

⇒ Culture distance :-

Culture distance referring to the distance between the host culture and the home culture. This distance does not relate to the physical distance, but rather the cultural differences arising from a sense of distance and unfamiliarity. Greater the differences between cultures, difficult to adapt to the culture.

⇒ Cultural identity :-

It is more probable that stronger cultural identity of person make him willing to adjust to the host culture, therefore, experience more social difficulty. Cultural identity affects adaptation process.

Exp Quantity of Exposure

Time of interaction with the people of host culture effects the adaptation process. Greater the exposure it takes less time to overcome the hurdles of cross-culture.

Personality:-

Adaptation also depends on the personality of a person.

It is hard for an introvert to cope up with difficulties because of changing the culture. An extrovert

can easily adapt the cross-culture because he loves to interact and build relations with others, this helps him to adapt the culture in very short time.