

BSAD560 Intercultural Business Relations

Class 5: Communication

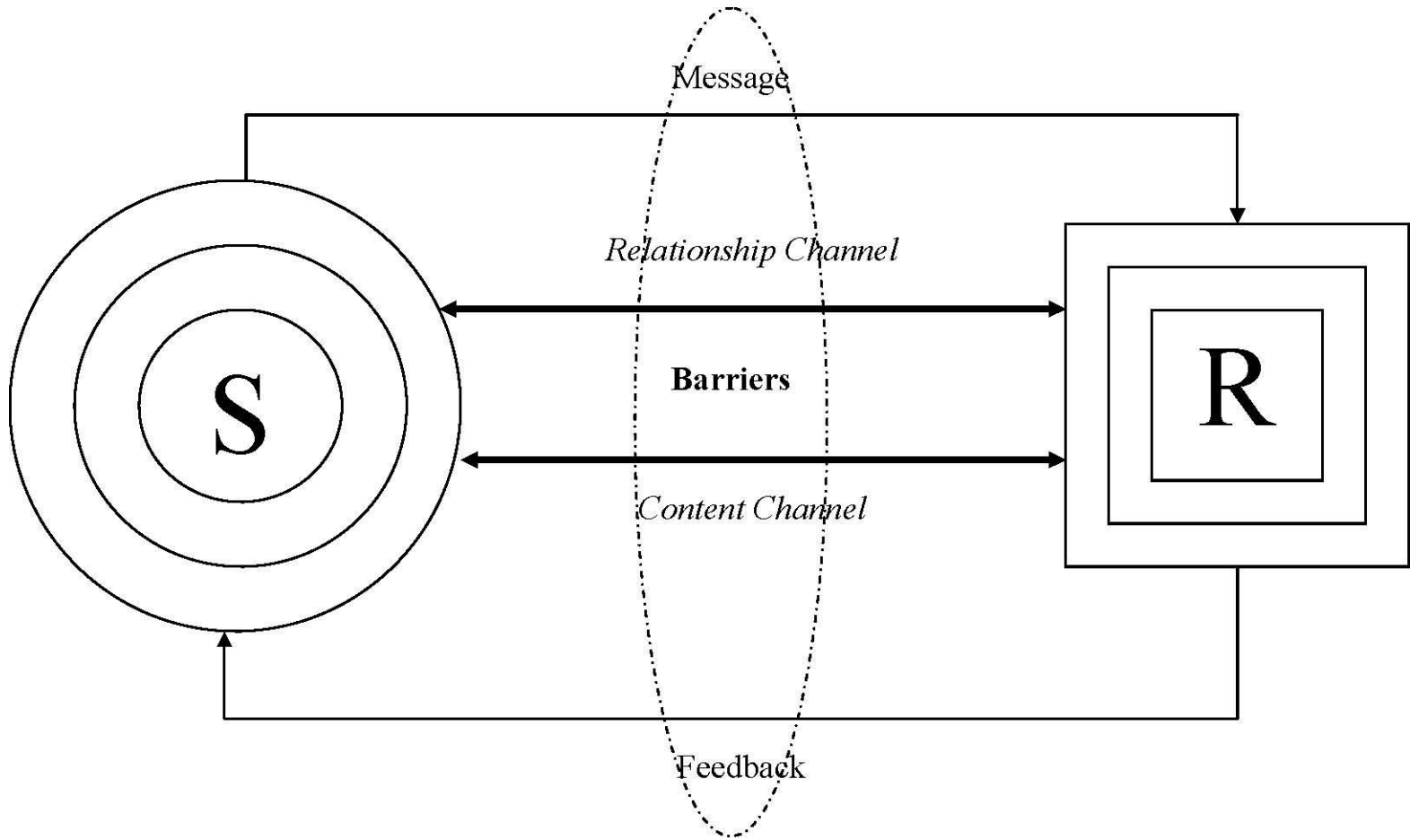
Communication: Some Definitions

- A symbolic process in which people create shared meanings (Lustig and Koester)
- The exchange of meaning (**my attempt to let you know what I mean**) as well as any behavior that another perceives and interprets (**your understanding of what I mean**).
This includes both verbal (words) and non verbal (tone, expression, actions, setting). Thus: “a complex, multilayer process through which we exchange meaning.” (Adler)
- “A dynamic, systematic process in which meanings are created and reflected in human interaction with symbols” (Samovar and Porter)

“communication” unpacked

- Dynamic
- Systemic
- Creates/Reflects Meaning
- Interactive
- Symbolic

The Communication Process



Communication Layers (sources of diversity)

- ❖ Gender
- ❖ Race
- ❖ Age
- ❖ Religion
- ❖ Country of origin
- ❖ Economic status
- ❖ Educational level
- ❖ Occupation
- ❖ Language
- ❖ Accent
- ❖ Sexual preference
- ❖ Family relationships
- ❖ Marital status
- ❖ Physical handicaps
- ❖ Hair and eye color
- ❖ Height
- ❖ Weight
- ❖ Complexion
- ❖ Dress
- ❖ Body type

Edward Hall: Contextual Communication Traits

High Context

- Covert messages
- Internalized messages
- Extensive non-verbal codes
- Reactions reserved
- Distinct in and out groups
- Strong interpersonal bonds
- High commitment
- Open time

Low Context

- Overt messages
- Plainly coded messages
- Details verbalized
- Reactions on surface
- Flexible in and out groups
- Weak interpersonal bonds
- Low commitment
- Closed time

Barriers to Communication

- **physical** (time, environment, comfort, needs, physical medium)
- **cultural** (ethnic, religious, and social differences)
- **perception** (viewing what is said from your own mindset)
- **motivation** (mental inertia)
- **experiential** (lack of similar experience)
- **emotional** (personal feelings at the moment)
- **linguistic** (different languages or vocabulary)
- **nonverbal** (non-word messages)
- **competition** (noise, doing other things besides listening)

Philosophical Cultural Barriers

Group	Epistemology (how to know)	Axiology (highest values)	Logic
<i>European / American</i>	cognitive (know by counting and measuring)	highest value is in object or acquisition of object	dichotomous (either /or)
<i>African / Hispanic / Arabic</i>	affective (know through symbols and rhythm)	highest value is in interpersonal relations	diunital union of opposites
<i>Asian</i>	conative (know through striving to transcend)	highest value is in group cohesiveness	objective is separation of thought and mind
<i>Native American</i>	inspirational (know through reflection)	highest value is in oneness with Great Spirit	mystery

from Edwin Nichols

Communication Skills

Listening	Listening	Speaking	Reading	Writing
Learned	1 st	2 nd	3 rd	4 th
Used	45%	30%	26%	9%
Taught	Little	Some	Significant	Most

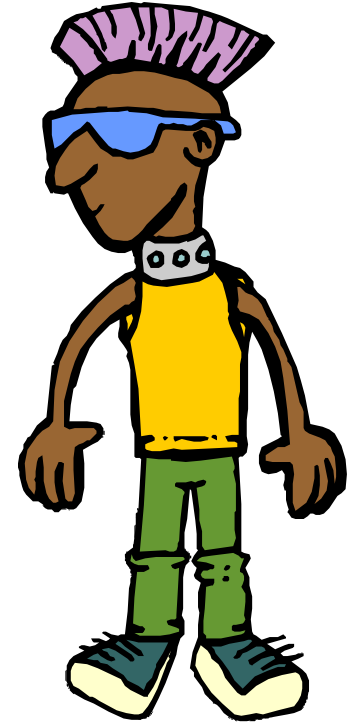
from Lyman Steil

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Class 6: Non-Verbal Communication

Non Verbal Communication

- dress
- posture
- gestures
- facial expression
- eye contact (gaze)
- touch
- smell
- sounds (paralanguage)
- word choice and syntax
- volume
- vocal nuance
- pause (silence)
- intonation
- proximity / space



Dress



Gestures



Gestures

 **Cross-cultural Communication**
An Example of Different Meanings of the Same Gesture



UK & USA = O.K. JAPAN = MONEY

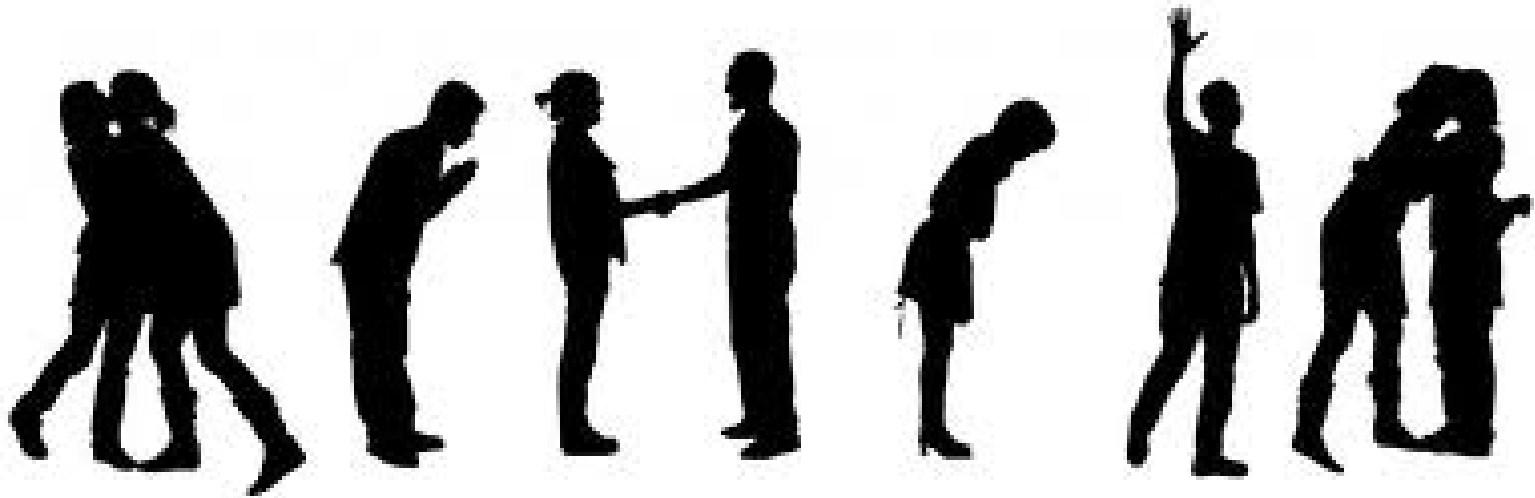
RUSSIA = ZERO BRAZIL = INSULT

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Gestures



Gestures



Facial Expressions



Perceptions of Space

