

Unit I Intro to ICC

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1.1 Definitions & Characteristics

1.2 Cultural types (Mainstream/Co-)

1.3 Deep culture/Surface culture

2. Communication

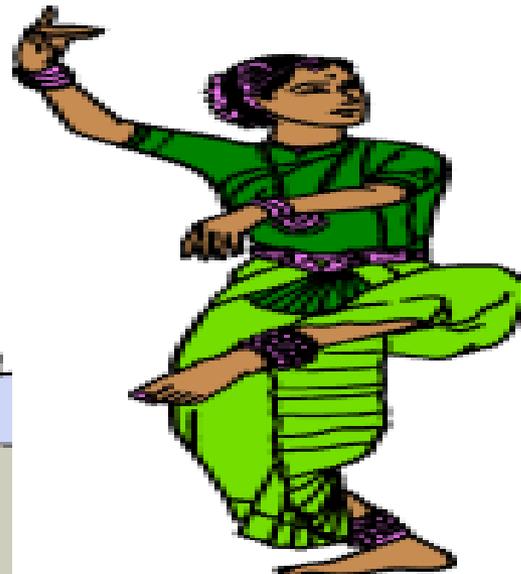
3. Intercultural Communication

4. Intercultural Competence

I. Culture

I.I Definitions & Characteristics

- **Culture is _____ ?**
- ***Culture is like _____.***



I. Culture

I.1 Definitions & Characteristics

- Culture is the total way of life of a people;
— Kluckhohn
- In a real sense your culture is part of who you are. —Samovar, Porter & McDaniel
- Culture is communication and communication is culture. — Edward Hall
- The learned and shared values, beliefs, and behaviours of a groups of interacting people. ---- Janet M. Bennett

I. Culture

I.I Definitions & Characteristics

- Culture is like :
- Water / tree / net / clouds;
- Melting pot; mosaic; tapestry; pizza; DNA
- Mental programming



1. Learnable 2. shared 3. socially
inherited 4. symbolic 5. dynamic
6. integrated

- A. A Japanese girl attends tea ceremony classes.**
- B. Italian society places foremost value on the family .**
- C. An Arab father reads the Koran to his one-day-old son.**
- D. Matryoshka dolls are seen internationally as cultural icons of Russia.**
- E. In the 21th century, more and more women serve as the primary breadwinner.**
- F. Confucianism influenced Chinese mind-set toward benevolence, harmony and seniority.**

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I. Culture

I.2 Co-culture/Subculture: A Case

BRITISHNESS? (CHINA????)

- Feel **NO** association with being British
 - One third (33 per cent)
- **National identity** still prevails (among the rest two third):
- **61% of English** people would describe themselves as English rather than British,
- **83% of Scots** identify themselves as more Scottish than British, and
- **70% of Welsh** feel more Welsh than British.



I. Culture

I.2 Co-culture/Subculture:

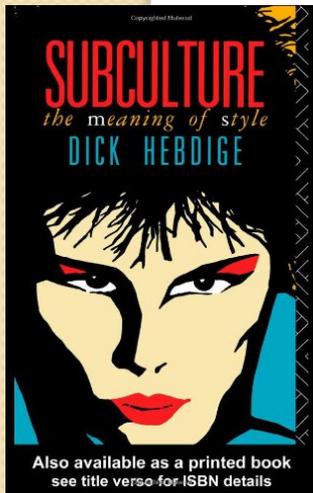
- **Macroculture:** A national or regional culture. E.g. Middle Eastern culture.
- **Microculture/Co-culture/diversity culture (previously called sub-cultures):** Cultures within a culture.
- E.g. deaf culture, a volunteer association microculture, indigenous cultures *Dodd. Dynamics, p 13.*

I. Culture

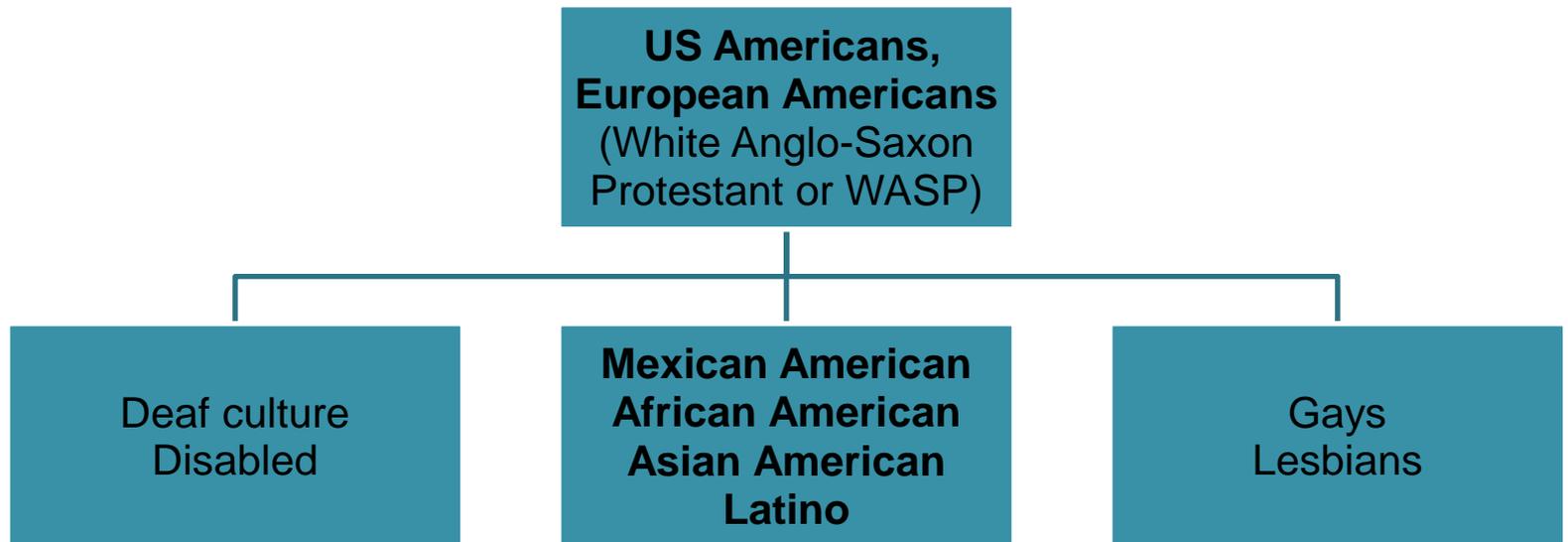
I.2 Dominant/Counter culture:

- **Dominant Culture/Mainstream culture/umbrella culture:**
- **Counter culture: very different from and usually opposed to those accepted by most of society.** More formally arranged and more expressly political and consciously ideological, than subculture, which is informally and intuitively organized

E.g. Punks were subcultural and **hippies** were counter-cultural.



Dominant vs Co-Cultures



Video

- Co-culture-Maori Haka-New Zealand
2012A5-郭付腾 王帅帅-



I. Culture

I.2 Co-culture/Subculture:

- Chinese Co-cultures?

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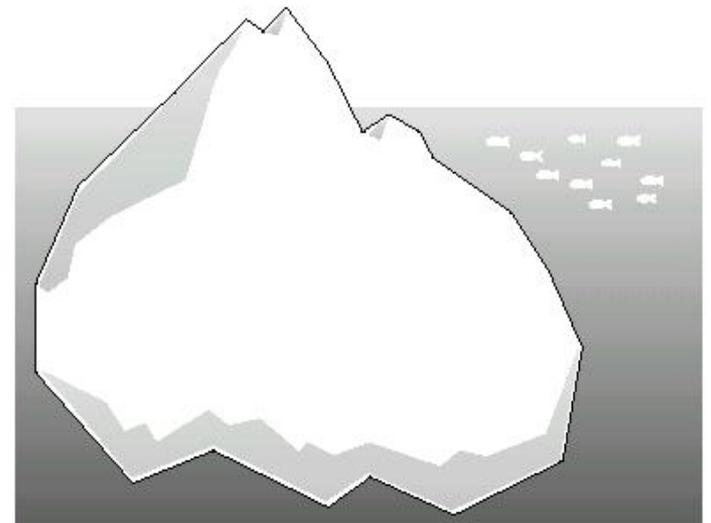
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1.3 Deep culture/Surface culture

- **Big C culture/visible / Objective /highbrow /surface culture:**
 - Cultures of “classic or grand themes.
- **Little c culture/invisible culture/Subjective culture/deep culture.**
 - Cultures of
 - “minor or common
 - themes.”
 - (Peterson 2004)



Facial expressions

Gestures

Paintings

Values

Holiday customs

Food

Concept of beauty

Eating habits

Music

Concept of fairness

Childraising beliefs

Understanding the natur

Religious beliefs

Importance of time

Concept of self

Concept of leadership

Literature

Nature of friendship

General world view

Work ethic

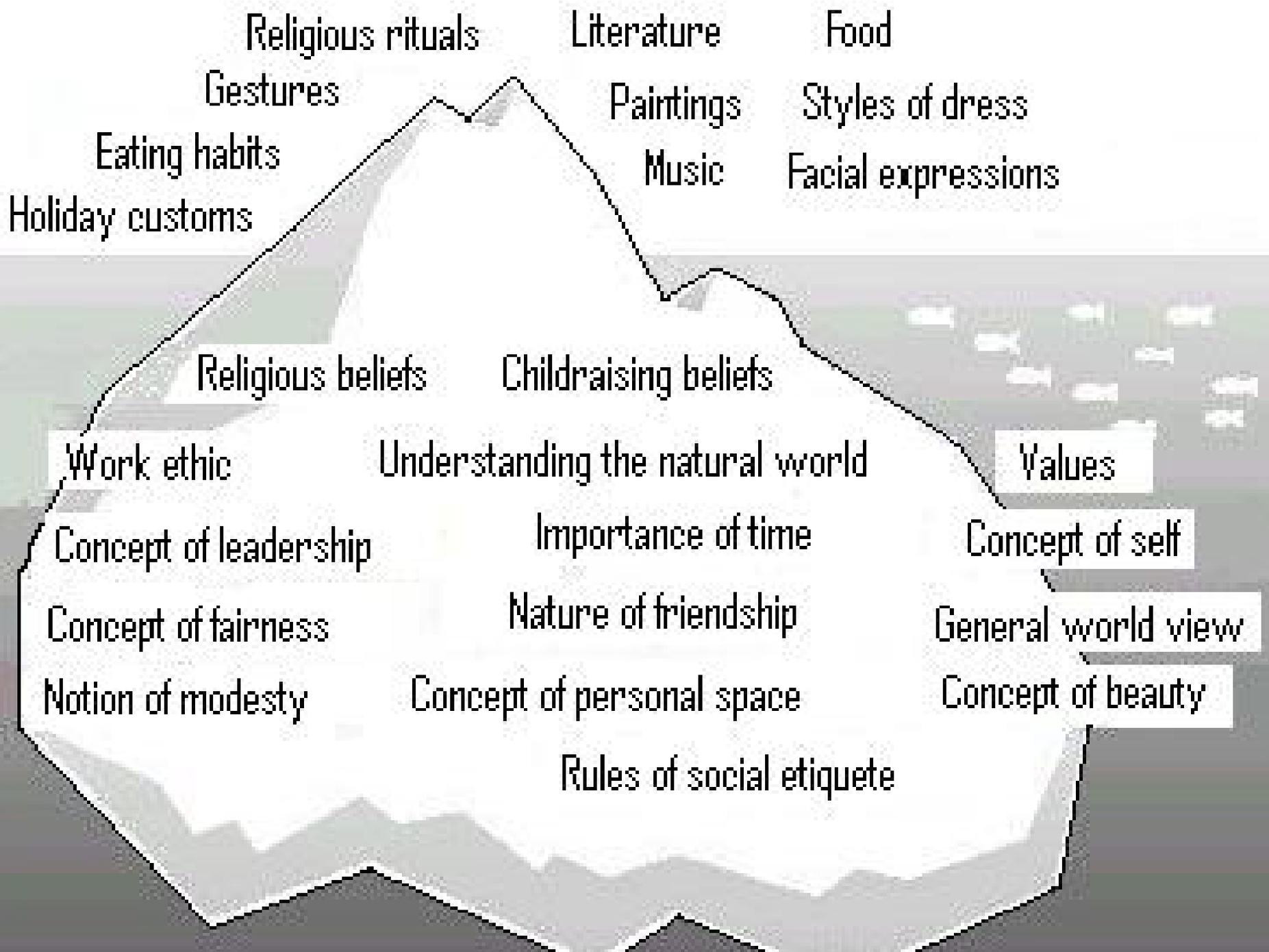
Rules of social etiquette

Concept of personal space

Styles of dress

Notion of modesty

Religious rituals



The Iceberg Concept of Culture

Like an iceberg,
nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

Food, dress,
music, visual arts,
drama, crafts,
dance, literature,
language, celebrations, games



Shallow Culture
Unspoken Rules
Emotional level - high

courtesy, contextual conversational patterns, concept of time, personal space, rules of conduct, facial expressions, nonverbal communication, body language, touching, eye contact, patterns of handling emotions, notions of modesty, concept of beauty, courtship practices, relationships to animals, notions of leadership, tempo of work, concepts of food, ideals of child rearing, theory of disease, social interaction rate, nature of friendships, tone of voice, attitudes toward elders, concept of cleanliness, notions of adolescence, patterns of group decision-making, definition of insanity, preferences for competition or cooperation, tolerance of physical pain, concept of "self", concept of past and future, definition of obscenity, attitudes toward dependents, problem solving roles in relation to age, sex, class, occupation, kinship, and ...

Deep Culture
Unconscious Rules
Emotional level - intense

1.3 Deep culture/Surface culture

- **Deep culture:**
- Invisible culture that often influences surface culture.
- The three most influential social organizations at the deep structure of any culture are
 - (1) family,
 - (2) state (community),
 - (3) religion (worldview).

Video: Big C, Little c

- 东北英语哥模仿9种
- 东北英语哥5国妈妈

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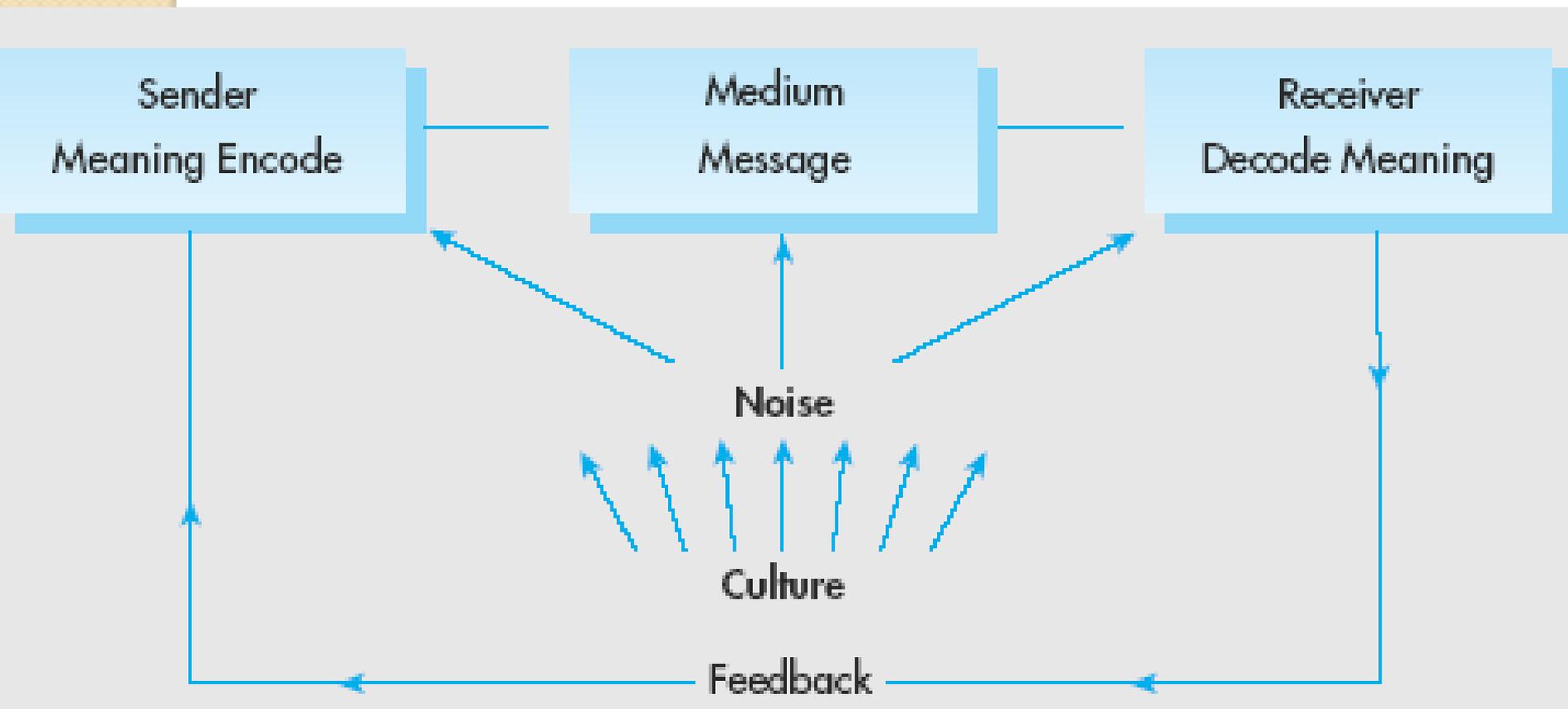
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2. *Communication*

The Communication Process



2. Communication

- I'm a napkin person. At every meal I tend to use a lot of napkins ^{毎日} anywhere from 3-5, depending on whether the napkins are the flimsy [=thin] paper kind or the cloth ones. Out at a restaurant, I never seem to have enough napkins. I always ask for more napkins. While in London I ate out often and I noticed that every time I would ask the waiter/waitress for more "napkins" I would get funny looks. I felt as if I had asked for something dirty or disgusting. People knew what I meant, and always handed me more napkins. But they seemed to give me a weird look.

- Why the strange looks?



Location: London, England

Student: Female 20

2. Communication

- In England the word "**napkin**" is typically used to describe a feminine hygiene product (**sanitary napkin**).
- In London the word "**serviette**" is preferred in a restaurant or eating establishment.

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3. Intercultural Communication

- **Intercultural Communication:**
- The study of theory and practice of **face-to-face interaction between people whose cultures are significantly different** from one another.
- Janet M. Bennett@2012

3.3 Intercultural Communication

ICC or not?

Situation	Yes	No
Chinese Premier met with British Prime Minister in London		
A male manger talk with a female secretary		
A Chinese of Han nationality converses with a Chinese Mongolian		
A first-generation Chinese Australian communicate with a third-generation one		
You watch your favorite sitcom- The Big Bang Theory		

ICC Video:

- Joy Luck Club



Waverly的男友Rich在餐桌上1

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4. Intercultural Competence

- **K M S**

- **Perception of Self in
Your Own Culture
(Fantini 2006)**

4. Intercultural Competence

1.	intolerant	9.	open-minded
2.	flexible	10.	motivated
3.	patient	11.	self-reliant
4.	Lacks sense of humor	12.	empathetic
5.	Tolerates differences	13.	Clear Sense of self
6.	Suspends judgment	14.	perceptive
7.	adaptable	15.	Tolerates ambiguity
8.	curious		

Review

- **What is Culture?**
- The learned and shared values, beliefs, and behaviours of a groups of interacting people. ---- Janet M. Bennett
- **Characteristics of Culture?**
- Culture is learnable, shared, symbolic, and dynamic. It is an integrated system that is transmitted from generation to generation.

Review

- **Dominant Culture/Mainstream culture/umbrella culture:**
- **Co-culture/diversity culture/ Microculture/ (previously called sub-cultures):** Cultures within a culture.
- **Counter culture: very different from and usually opposed to**

Review

- **Deep culture:** Invisible culture that often influences surface culture. The three most influential social organizations at the deep structure of any culture are (1) family, (2) state (community), (3) religion (worldview).
- **Communication:** Sender/ Receiver/
Medium/Noises

Review

- **Intercultural Communication:**
- The study of theory and practice of **face-to-face interaction between people whose cultures are significantly different** from one another.
- **Intercultural Competence:**
- **KMS**