Culture

- **Culture**: The language, values, beliefs, traditions and customs people share and learn. (Samovar, 2007).

- Culture is a matter of ____________________________.

- ___________: Those groups we identify with.

- **Out Groups**: Those groups we see different.

- ___________: Groups within a culture. (i.e. age).
Intercultural Communication

- **Intercultural Communication**: The process which occurs when members of two or more cultures exchange messages in a manner that is influenced by cultural perceptions and symbol systems both verbal and nonverbal.

(Samovar & Porter, 2004)
14.6% Americans are immigrants (legal or otherwise).

Births to unwed mothers is at all time high 35.85 while teen pregnancy is at all time low.

By 2050 it is projected that the 75+ age group will be largest age group (12% of population).
Cultural Statistics Continued…

- 153 Million Women/147 Men in US

- 80.1% White; 14.8% Hispanic (fastest rising minority); 12.8% African American; 4.4% Asian… 4.7 Million Americans are two or more races.

- By 2050 it is projected that 50% will be White and 24% will be Hispanic.
High Context
Uses language to maintain ________ ________ and uses subtle nonverbal and verbal cues.
Middle Eastern, Asia

Low Context
Uses language to express thoughts as as possible.
US, Canada, Europe
Individualistic vs. Collectivistic

**Individualistic**
- US, Canada, Great Britain, Australia

**Collectivistic**
- Asian, Hispanic South America
Power Distance
Hofstede (1984)

- **Power Distance**: The degree in which members of a society accept an unequal distribution of power.
High Power vs. Low Power

High Power Distance
Challenging authority is __________, clear distinctions.

Mexico, Philippines, Venezuela, India

Low Power Distance
___________, don’t see a clear distinction of power.

US, Canada, Austria, New Zealand
Uncertainty Avoidance

- **Uncertainty Avoidance**: The degree to which members of a culture feel __________ by ________________ and how much they try to avoid them.
Achievement vs. Nurturing

Achievement
Focus on achievement, competition, and material success.
Mexico, Italy, Japan

Nurturing
Focus on nurturance, support, and affection.
Finland, Norway, Thailand
We use language to help communicate our culture.

Examples:

- When asked to “Identify Yourself…” US, said their names, Hindus said their caste/village name.
- There is no equivalent word for “I” in the Chinese written language.
Intercultural Communication
Competence

In order to become a better intercultural communicator, you need to observe the following:

1. Motivation and Attitude
2. Tolerance for ______________
3. Open-Mindedness/Avoid ______________
4. Knowledge and Skill
Social Media

- A generation ago, face to face communication was essential. Now a days, we have social media (phones, text, emails etc.) to start and maintain relationships.

- By 2010 75% of Americans under 30 used social networking sites.
Characteristics of Social Media

1. _______________ : The abundance of nonverbal cues to add clarity to a verbal (written) message.
<table>
<thead>
<tr>
<th>To send this:</th>
<th>Type this:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smile ✨</td>
<td>:-) or :)</td>
</tr>
<tr>
<td>Surprised 😲</td>
<td>:-O or :o</td>
</tr>
<tr>
<td>Wink 😛</td>
<td>;-)) or ;)</td>
</tr>
<tr>
<td>Confused 😞</td>
<td>:-S or :s</td>
</tr>
<tr>
<td>Crying 😢</td>
<td>:'(</td>
</tr>
<tr>
<td>Hot 🌞</td>
<td>(H) or (h)</td>
</tr>
<tr>
<td>Angel 🌟</td>
<td>(A) or (a)</td>
</tr>
<tr>
<td>Don't tell anyone 😵</td>
<td>:-#</td>
</tr>
<tr>
<td>Nerd 😑</td>
<td>8-</td>
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<tr>
<td>Secret telling 😲</td>
<td>:-*</td>
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<tr>
<td>I don't know 😞</td>
<td>:^)</td>
</tr>
<tr>
<td>Party 🎉</td>
<td>&lt;:o)</td>
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<tr>
<td>Open-mouthed 😛</td>
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<td>Tongue out 😛</td>
<td>:-P or :p</td>
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<td>Disappointed 😞</td>
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<tr>
<td>Embarrassed 😳</td>
<td>:-$ or :$</td>
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<tr>
<td>Angry 😱</td>
<td>:-@ or :@</td>
</tr>
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<td>Devil 👹</td>
<td>(6)</td>
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<tr>
<td>Baring teeth 😚</td>
<td>8o</td>
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<tr>
<td>Sarcastic 😅</td>
<td>^o)</td>
</tr>
<tr>
<td>Sick 😞</td>
<td>+o(</td>
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<tr>
<td>Thinking 😞</td>
<td>-*-)</td>
</tr>
<tr>
<td>Eye-rolling 😞</td>
<td>8-)</td>
</tr>
</tbody>
</table>
Characteristics of Social Media

2. **Synchronicity**
   - **Synchronous**: Two way communication that occurs in real time (i.e. phone communication).
   - **Asynchronous**: Two way communication that has a gap in in (i.e. email, texting)
3. _______________: Information in face to face conversation can be forgotten, but social media persists indefinitely.
Social Media and Relational Quality: Negative Side

- Older studies show that heavy internet users spend less time talking in person and over the phone.
- Excessive internet use has also been linked to depression, loneliness and problems at school/work.
Social Media and Relational Quality: Positive Side

- Internet users were 20% more likely to communicate daily with a friend.
- 66% said their contact with friends increased because of email.
- Couples who communicate via cell reported feeling more loving and confident about their relationship.