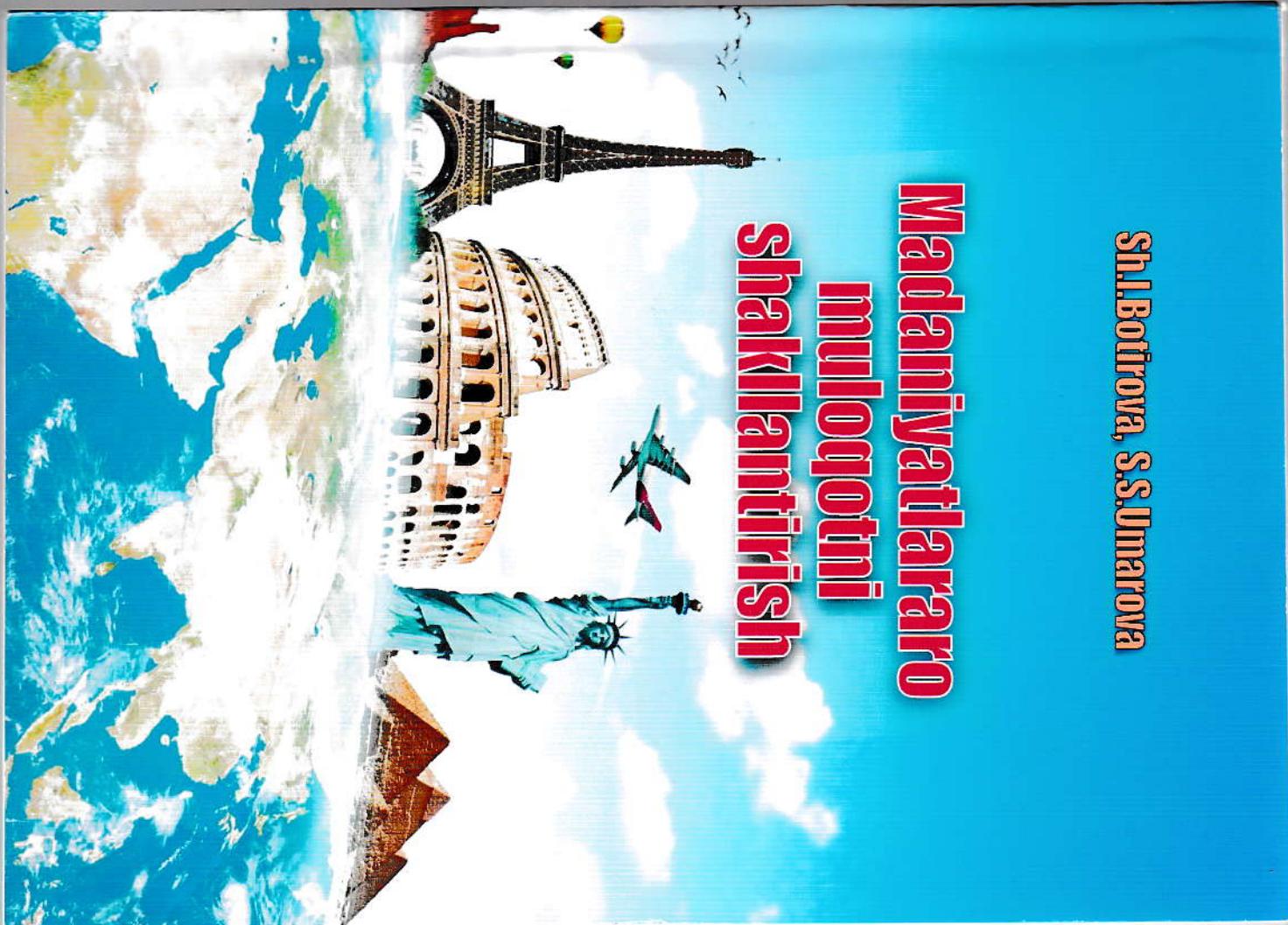


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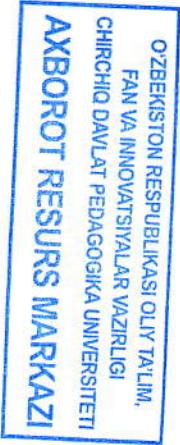
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O'quv qo'llanma



«Yangi chirchiq prints»
TOSHKENT - 2023

1. INTRODUCTION TO THE COURSE OF TEACHING INTERCULTURAL COMMUNICATION

PLAN (QUESTIONS FOR SEMINAR 1)

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1. What is the meaning of intercultural communication?
2. What intercultural communication theories are there?
3. What is the difference between the terms *multicultural, cross-cultural and intercultural*?
4. Why is intercultural communication so important?
5. What are some practical examples of intercultural communication?
6. What are some barriers and challenges to intercultural communication?
7. What are some suggestions to improve intercultural communication skills?
8. What are four approaches to intercultural educational practice?

1. What is the meaning of intercultural communication?

Intercultural communication studies communication across different cultures and social groups and describes the many communication processes and related issues among groups of individuals from varied cultural backgrounds.

Knowing a foreign language is just part of the parcel—the other party's cultural background, values, and beliefs also need to be understood. This is where intercultural communication skills are indispensable. They are needed to successfully communicate with people from other cultures and social groups. And intercultural communication skills also include a willingness to be adaptable and

accept that other cultures may communicate and do things differently.

How can we define intercultural communication? Intercultural communication essentially means communication across different cultural boundaries. When two or more people with different cultural backgrounds interact and communicate with each other or one another, we can say that intercultural communication is taking place. So intercultural communication can be defined as the sharing of information on different levels of awareness between people with different cultural backgrounds, or put simply: individuals influenced by different cultural groups negotiate shared meaning in interactions.

2. Intercultural communication theories

There are many different intercultural communication types and theories. The most important ones are:

Social science approach

This model focuses on observing the behavior of a person from a different culture in order to describe it and compare it with other cultures. It also examines the ways in which individuals adjust their communication with others in different situations, depending on who they are talking to. For example, we would tell the same story differently to our best friend than we would to our grandmother.

Interpretive approach

This theory focuses on accumulating knowledge about a culture through communication in the form of shared stories based on subjective, individual experiences. The main focus is on intercultural communication as it is used in particular speech communities, so ethnography plays a major role here. Because the individual context is so important for this model, it does not strive to make generalized predictions based on its findings.

Dialectical approach

This method examines aspects of intercultural communication in the form of six dichotomies, namely cultural vs. individual, personal vs. contextual, differences vs. similarities, static vs. dynamic, history vs. past-present vs. future, and privilege vs. disadvantage. A dialectical approach helps us think about culture and intercultural communication in complex ways, so we can avoid categorizing everything in either-or dichotomies by adopting a broader approach and acknowledging the tensions that must be negotiated.

Critical approach

This approach examines cultures according to their differences compared to the researcher's own culture and, in particular, how these cultures are portrayed in the media. The critical approach is complex and multifaceted and therefore leads to a rich understanding of intercultural communication.

3. The differences between *Multicultural* vs. *Cross-cultural* vs. *Intercultural*

You may have also come across the terms *multicultural communication* and *cross-cultural communication*. How do these differ from intercultural communication? Let's take a look!

Multicultural communication

Multicultural refers to how a group or team is composed, in particular a group that is made up of people with different nationalities. In fact, communication in multicultural settings has become commonplace today.

Cross-cultural communication

Cross-cultural means comparing two or more different cultures so cross-cultural communication examines the varying communication styles of different cultural groups.

Intercultural communication

Intercultural, finally, refers to exchanges taking place between different cultures.

So, in a nutshell, intercultural communication relates to interactions among people from different cultures, while cross-cultural communication involves comparing interactions among people from the same culture to those from another culture.

4. Why is intercultural communication so important?

There are many reasons why intercultural communication is important. First of all, effective intercultural communication is an essential skill for anyone working across different countries or regions in order to establish harmonious relationships and avoid conflict. It is essential to accurately and appropriately transfer information across countries and cultures. Executives in multinational companies, working either in their home country or as expats abroad, especially benefit from great intercultural communication skills to engage with international clients and employees.

Similarly, intercultural communication is also crucial for anyone working with people from other cultures to avoid misunderstandings and even offense. It's fair to say that intercultural communication is the foundation for successful international business in today's globalized world.

5. Practical examples of intercultural communication

Intercultural competence covers a large field ranging from linguistic aspects all the way to social and cultural conventions.

Linguistic differences can make it challenging for global companies to identify suitable product names for their target markets that don't cause offense. Coca-Cola, for example, once tried to find a phonetic equivalent of their brand for the Chinese market and came up with Kekou-Kela. But they failed to consider that this pleasantly sounding name translates to "bite the wax tadpole" in Chinese. Needless to say, the brand name had to be changed.

It's important to be aware that each culture may have different social conventions. American business partners, for example, prefer small talk to build a relationship first, whereas Brits may try humor, and Germans tend to get straight to the point without beating around the bush. Thais, on the other hand, think nothing of asking what are considered rather personal questions in the western world, for example about your marital status or job. Similarly, Americans like to use first names when addressing others, while in Austria, titles should be used to avoid sounding disrespectful. Germans will want to shake hands, while people in Thailand place their palms together at chest level and bow instead.

Social conventions

Social conventions	USA	UK	Germany	Thailand
Conversation	Small talk	Humor	Direct approach	Personal questions
Greeting	First name, informal	First name, informal	Shake hands, formal	Palms together and bow, respectful

In a business context, it's also interesting that different cultures prefer a different presentation style. So take note if you or your staff are planning to present overseas. Western cultures like Australia and the U.S. are more forward-looking and like to focus on potential future benefits of products and campaigns. In contrast, representatives from countries such as China or India will prefer to go over past achievements to establish credibility. This knowledge can make or break relationships and business deals.

Non-verbal communication can be just as tricky to navigate as verbal communication. In many countries, giving a thumbs-up sign is a positive expression that signals agreement. But in some