УЧЕБНО-МЕТОДИЧЕСКАЯ ДОКУМЕНТАЦИЯ

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КРАТКОЕ СОДЕРЖАНИЕ КУРСА

**Тема 1.** **INTRODUCTION TO INTERCULTURAL COMMUNICATION**

- Intercultural communication presents you with a challenge you must meet if you are to become an effective communicator in today's world.

- At present intercultural communication encounters are different from those of the past.

- New technology, growth in the world's population, and shifts in the global economic arena have contributed to increased international contacts. In addition to these imperatives for studying intercultural communication, we can name peace imperative and ethic imperative.

- Domestic contacts are increasing because new immigrants and co-cultures are growing in numbers.

- Settings that are most affected by these cultural changes are the educational system, the workplace, and interpersonal relationships.

- The hazards of studying intercultural communication are overgeneralizing and forgetting how complex the nature of human behavior is.

- We are more than our culture. We are independent, thinking individuals with the ability to analyze and modify our behavior so that we can adapt to intercultural encounters.

- When studying intercultural communication, individual uniqueness and objectivity have to be taken into account.

**Тема 2.** **A DIALECTICAL APPROACH TO CULTURE AND COMMUNICATION**

Three contemporary study approaches to intercultural communication developed from different philosophical worldviews. These are the social science approach, the interpretive approach, and the critical approach.

Combined, these three approaches form the dialectical perspective taken in this lecture.

This perspective emphasizes a processual, relational, and holistic view of intercultural communication study and practice and on occasion requires that we balance contradictory ideas.

These contradictory views form dialectics that shape this study.

Intercultural communication is both cultural *and* individual, personal *and* contextual, characterized by differences *and* similarities, static *and* dynamic, oriented to the present *and* the past, and characterized by both privilege *and* disadvantage. These six dialectics may be just the beginning of the research.

**Тема 3. IDENTITY, STEREOTYPES AND PREJUDICE**

Discussed are some facets of identity and the ways that identities are problematic in intercultural communication.

Identities are both static (as described by social psychologists) and dynamic (as described by communication scholars).

Identities are created by self and by others in relation to group membership.

Identities are multiple and reflect gender, ethnicity, sexual orientation, race, religion, class, nationality and other aspects of out lives.

Identities also develop in relation to minority and majority group membership.

The identity group characteristics sometimes form the basis for stereotypes, prejudice and racism.

Stereotypes are widely held beliefs about a specific group of people.

Prejudice is a negative attitude to a cultural group. Prejudice is expressed in a variety of forms.

**Тема 4. NONVERBAL COMMUNICATION AND CULTURE**

- We make important judgments and decisions about others based on their nonverbal behavior.

- We use the actions of others to learn about their emotional states.

- Nonverbal communication is culture-bound.

- Nonverbal communication involves all nonverbal stimuli in a communication setting that are generated by both the source and his or her use of the environment and that have potential message value for the source or receiver.

- Nonverbal messages may be both intentional and unintentional.

- Nonverbal communication has five basic functions: to repeat, complement, substitute for a verbal action, regulate, and contradict a communication event.

- It is important to remember that we are all more than our culture.

- In nonverbal communication, we often make differences more important than they should be.

- Nonverbal actions seldom occur in isolation.

- Nonverbal communication and culture are similar in that both are learned, both are  
passed on from generation to generation, and both involve shared understandings.

- Studying nonverbal behavior can lead to the discovery of a culture's underlying attitudes and values. It can also assist us in isolating our own ethnocentrism.

- Our body is a major source of nonverbal messages. These messages are communicated by means of general appearance and attire, body movements (kinesics), facial expressions, eye contact, touch, smell, and paralanguage.

- Cultures differ in their perception and use of personal space, seating, and furniture arrangement.

- We can understand a culture's sense of time by learning about how members of that culture view informal time, the past, present, and future, and whether or not their orientation toward time is monochronic or polychronic.

- The use of silence varies from culture to culture.

**Тема 5. DIVERSE CULTURAL PATTERNS**

**Hofstede’s Value Dimensions**

The Dutch scholar G. Hofstede identified four value dimensions which have a significant impact on behavior of all cultures. These dimensions are: individualism-collectivism, uncertainty avoidance, power distance, and masculinity-femininity. During the 1980s, he surveyed over a hundred thousand workers in multinational organizations in forty countries. After careful analysis, each country was given a rank of 1 through 40 in each category, depending on how it compared to the other countries (see the tables 1 - 4 below). The results showed a clear picture of what was values in each country.

1. ***Individualism vs. collectivism***

Extreme collectivism and extreme individualism can be considered the opposite poles of this global dimension of national cultures. The new dimension is defined as follows. *Individualism* pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself or herself and his or her immediate family. *Collectivism* as its opposite pertains to societies in which people from birth onward are integrated into strong, cohesive in-groups, which throughout people’s lifetimes continue to protect them in exchange for unquestioning loyalty.

This dimension was most strongly associated with the relative importance attached to the following work goal items:

**For the individual pole**

1. ***Personal time:*** have a job that leaves sufficient time for your personal or family life.
2. ***Freedom:*** have considerable freedom to adopt your own approach to the job.
3. ***Challenge:*** have challenging work to do – work from which you can get a personal sense of accomplishment.

**For the opposite, collectivist, pole**

1. ***Training:*** have training opportunities (to improve your skills or learn new skills).
2. ***Physical conditions:*** have good physical working conditions (good ventilation and lighting, adequate work space, etc.).
3. ***Use of skills:*** fully use your skills and abilities on the job.

A frequently asked question is whether it is correct to treat individualism and collectivism as opposite poles of the same dimension. Shouldn’t they be seen as two separate dimensions? The answer is that it depends on whether we compare societies [then it is one dimension] or individuals within societies [then they should be treated as two separate dimensions]. This is known as the *level of analysis* issue (Hofstede & Hofstede, 2005: 75-82).

Researchers for many years have maintained that self-orientation versus collective orientation is one of the basic pattern variables that determine human action.

**Тема 6. DECISION-MAKING**

Many countries are tied directly to an international system of economic interdependence, and most countries have at least one asset within their boundaries that is needed by another country.

No country is completely self-sufficient. Foreign *competition* and the need to trade more effectively overseas have forced most corporations to become more culturally sensitive and globally minded. Consequently, never before in history has the business arena portrayed such global qualities and a need for effective intercultural communication.

The increase in globalization is a result of growth in U.S. and foreign multinational industries since the 1960s. Trade agreements like GATT (General Agreement on Tariffs and Trade) and NAFTA (North American Free Trade Agreement) that lower tariffs and improve standards of living in the world have become commonplace. Multinational corporations increasingly participate in various international business arrangements involving joint ventures between two or more organizations that share in the ownership of a business undertaking.

*Globalization* also requires new approaches to doing business. Business models and practices that sufficed within a country are usually inadequate for international markets. According to Rogers and Steinfatt, c*ompanies in many industries today operate in a global marketplace. They must design products to fit a wide diversity of cultures, advertise them in numerous languages, and meet the demands of very different consumers. The global marketplace means that these companies are vitally involved in intercultural communication*.

**Тема 7.** **CULTURE, COMMUNICATION AND CONFLICT**

Various approaches to understanding conflict have been taken. First, it was emphasized that intercultural conflict may be characterized by various dialectics, ambiguity, language issues, and combinations of conflict styles.

There were outlined two very different cultural orientations to conflict: conflict as opportunity and conflict as destructive.

There were applied three approaches to understanding conflict. The interpersonal approach focuses on cultural differences, types of conflict (affective conflict, conflict of interest, value conflict, cognitive conflict, and goal conflict), and conflict styles (dominating, integrating, compromising, obliging, and avoiding).

The choice of conflict style depends on cultural background as well as gender and ethnicity. For example, people from individualist cultures may tend to use dominating styles, whereas people from collectivist cultures may prefer more integrating, obliging, and avoiding styles. However, the type of conflict and the relationship the disputants have will mediate these tendencies.

**Тема 8.** **Advertising across Cultures**

The potential for global brands advertised with global messages is limited. Differences in national culture affect the way in which messages are perceived. For effective communication to take place, consumers’ perceived meaning of a product or service must coincide with the advertiser’s intended meaning. International marketers can more effectively manage this process by considering the concepts and ads within the framework of how cultures differ on specific cultural dimensions. This provides a way of gaining more understanding of the possible interpretations of the concept and message.

**Тема 9.** **Influence of Business Structures on Intercultural Business Communication**

An international firm must deal with a variety of business structures around the globe. As companies expand internationally, their communication needs change. A domestic firm has very different communication needs from an international firm. A global firm integrated international operations throughout the firm. As a result, the global firm needs people with intercultural communication expertise at all levels.

The following areas have been examined:

* Corporate culture and intercultural communication.
* Stages in internationalization.
* Implications of cultural aspects of business structures for communication in the international firm.

**Тема 10.** Business Ethics: Cross-Cultural Perspective

* Because communication is an activity that has a consequence, we must develop a communication ethic.
* Relativism and universalism are the two approaches to ethics.
* Moral reasoning includes stages through which we move and which differ across cultures.
* Ethical considerations include fairness, honesty, honor and duty, shame and guilt, self-control and etiquette.
* What is considered ethical behavior depends (at least to some extent) on cultural priorities and philosophical viewpoints.
* An intercultural ethic asks you to be mindful of the power of communication, respect the worth of all individuals, seek commonalities among people and cultures, recognize the validity of differences, and take individual responsibility for your actions.

ТЕМАТИКА ПРАКТИЧЕСКИХ ЗАНЯТИЙ

1. ***Предмет и значение межкультурной коммуникации в бизнесе. Коммуникация и культура***

Значение межкультурной коммуникации (МКК). Виды МКК (международный и внутри страны). Императивы изучения МКК (технологический, демографический, экономический, мирное сосуществование, самоанализ, этический). Доминирующая культура. Взаимодействие субкультур. Иммиграция. Изучение МКК с точки зрения уникальности индивидов и объективности. Принципы коммуникации. Коммуникация как непрерывный, преходящий, динамический, символический и системный процесс. Культура (функции, определения, характеристики). Способы усвоения культуры (через пословицы, легенды и мифы, СМИ, искусство). Формы межкультурной коммуникации (межрасовая, межэтническая, между субкультурами).

2. ***Диалектический подход к пониманию культуры и коммуникации***

Три подхода к изучению МКК (социальный, интерпретационный, критический). Взаимосвязь компонентов МКК (культура, коммуникация, контекст, власть). Шесть диалектик МКК: культурно-индивидуальная, личностная – индивидуальная, различия – сходства, статичная – динамичная, историческая (прошлое) – современная (настоящее и будущее), привилегии – препятствия. Сохранение диалектической перспективы при изучении МКК.

3. ***Проблемы идентичность, стереотипы и предрассудки***

Диалектический подход к пониманию идентичности. Ракурсы рассмотрения проблемы идентичности (социальная, психологическая, коммуникативная, критическая). Типы идентичности (гендерная, расовая и этническая, религиозная, классовая, национальная, региональная, личностная). Идентичность и коммуникация. Стереотипы и связанные с ними проблемы МКК. Предрассудки и способы их проявления. Способы преодоления стереотипов и предрассудков.

4. ***Вербальная и невербальная коммуникация в контексте культур и ее отражение в событийном маркетинге***

Сопоставление вербальной и невербальной коммуникации. Обучение невербальному поведению.

Функции невербальной коммуникации. Ограниченность невербальной коммуникации. Невербальной коммуникация в контексте культуры. Классификации невербальной коммуникации. Значение составляющих невербальной коммуникации (действие, пространство, время и молчание) для МКК в событийном маркетинге.

5. ***Учет культурных моделей Г. Хофстеде и классификации культур Э. Холла в межкультурной коммуникации в событийном маркетинге***

Проявление культурных моделей по Г. Хофстеде «индивидуализм-коллективизм», «избегание неопределенности», «маскулинность-фемининность», «дистанция власти», «долгосрочная и краткосрочная ориентация» в системе менеджмента организации и ее деловой культуры (на примере корпорации IBM и ее филиалов в разных странах).

Классификация культур Э. Холла по их высококонтекстной и низкоконтекстной ориентации. Основные характеристики высококонтекстных и низкоконтекстных культур. Проявление особенностей высококонтекстных и низкоконтекстных культур в межкультурной коммуникации в событийном маркетинге. Непринужденность и официальность как модели изучения культуры. Уверенность в себе и межличностная гармония.

6. ***Принятие решений в событийном маркетинге через призму культур***

Роль информации для принятия решений в бизнесе. Природа бизнес-информации. Обладание информацией. Неоднозначность «софт» информации по сравнению с «хард» информацией. Источники информации. Информация и экономика знания. Принятие решений в бизнесе на основе результата (ends) в низконтекстных, индивидуалистских культурах и на основе отношений между людьми (means) в высоконтекстных, коллективистских культурах. Кейс-стади на примере компаний Johnson & Johnson, Levi Strauss, Boeing, Airbus Industrie.

7. ***Культура, коммуникация и разрешение конфликтов в событийном маркетинге***

Три подхода к пониманию конфликта. Характеристики межкультурного конфликта. Конфликт как возможность и как разрушитель. Межличностный подход к конфликту. Типы конфликтов (аффективный конфликт, конфликт интересов, конфликт ценностей, когнитивный конфликт, конфликт целей). Стратегия и тактика коммуникации в конфликтных ситуациях. Стили разрешения конфликтов (доминирующий, интегрирующий, компромиссный, обязывающий, избегающий). Конфликт в социальном, экономическом, историческом и политическом контекстах. Продуктивный и деструктивный конфликты. Конкуренция и деструктивный конфликт. Конкуренция и сотрудничество. Разрешение межкультурных конфликтов. Разрешение конфликтов в бизнесе через призму культур. Основные рекомендации в разрешении конфликтов. Медиация, арбитраж и другие способы разрешения конфликта.

8. ***Особенности рекламы в различных бизнес-культурах***

Опыт международного маркетинга. Глобализация продукции. Кейс-стади на примере фирмы Heineken. Влияние культуры на исследование рынка. Кейс-стади: продукция Johnson & Johnson – язык любви. Реклама через призму культур. Учет языковых и культурных реалий в рекламе товаров. Кейс-стади на примере компаний Unilever, Unisys Corp., Steelcase Stratfor.

9. ***Влияние бизнес-структур и корпоративной культуры на межкультурную коммуникацию в событийном маркетинге***

Корпоративная культура и межкультурная коммуникация. Стадии интернационализации. Транснациональная корпорация. Национальное дочернее предприятие. Международное деление. Коммуникация в глобальной организации. Глобальная фирма. Структура и типы коммуникации (с основой на профессионализм в работе, контекст, семейную ориентацию, политические принципы). Кейс-стади на примере DaimlerChrysler Mitsubishi Motors.

10. ***Бизнес-этика через призму культур***

Определение этики. Этические соображения и МКК. Релятивизм и универсализм в этике. Моральные соображения в процессе МКК (шесть стадий). Межкультурная этика в бизнесе. Рекомендации по этическим вопросам ведения международного бизнеса. «Золотые правила» этики разных культур.

Бизнес-этика с позиции заинтересованных сторон (A stakeholder approach). Уровни бизнес-этики. Этические принципы при принятии решений. Корпорация как заинтересованная сторона. Управление моральной ответственностью на рынке. Мультинациональная конкуренция на примере США и Японии. Бизнес-этика в 21 веке. Взаимозависимость бизнес-этики в мире. Внедрение кодекса поведения в практику коммуникации в событийном маркетинге.