**CHAPTER 1**

**Why Study Intercultural Communication?**

**CHAPTER 1 OBJECTIVES AND OUTLINE**

**Chapter 1 Objectives:**

As a result of reading Chapter 1 and participating in related class discussions and activities, you should be able to:

(1) Explain the importance of studying intercultural communication;

(2) Demonstrate an enhanced awareness of changing trends in global and intercultural communication;

(3) Define the key attributes of the term *culture*;

(4) Cultivate an initial appreciation for the layered complexity of studying culture;

(5) Define and use examples to illustrate the three levels of the cultural iceberg metaphor; and

(6) Connect how the deep-level culture shapes the expectations and meanings that individuals attach to an intercultural encounter process.

**Chapter 1 Outline:**

I. Practical Reasons to Study Intercultural communication

A. Adapting to global workforce heterogeneity

1. U.S. workers are part of global workforce by working remotely

2. Large numbers of U.S. workers take overseas assignments

B. Adapting to domestic workforce diversity

1. Increasing Latino/a population in the United States

2. Increasing foreign-born population in the United States

C. Engaging in creative multicultural problem solving: a **synergistic perspective** combines the best cultural approaches

D. Comprehending the role of technology in global communication: the Internet increases global communication, collaboration

E. Facilitating better multicultural health care communication: between health care workers and immigrants

F. Enhancing intercultural relationship satisfaction: rise of intercultural relationships requires understanding, competent intercultural conflict management

G. Fostering global and intrapersonal peace

1. Increasing need for global peace and social justice studies

2. If at peace with ourselves, we’ll have more compassion and caring for others

H. Deepening cultural self-awareness and other-awareness

1. Self-awareness—of our own socialization process

2. Other-awareness—to reduce ethnocentrism, increase understanding of others

II. Culture: A Learned Meaning System

A. **Culture**: definition describes a system consisting of patterns (beliefs, values, etc.), which are passed generationally and shared by its members (NOTE: see textbook for actual definition)

A. Surface-level culture: Popular culture

1. Artifacts or systems that have mass appeal

2. U. S. popular culture dominates globally (Coca-Cola, etc.)

B. Intermediate-level culture: Symbols, meanings and norms

1. **Symbol**: a sign, artifact, word(s), gesture, or nonverbal behavior that stands for or reflects something meaningful (ex: language)

2. **Meanings**: interpretations that we attach to a symbol

3. **Cultural norms**: collective expectations of proper or improper behavior

(NOTE: these are brief descriptions; see textbook for actual definitions)

C. Deep-level culture: Traditions, beliefs, and values

1. **Culturally shared traditions**: includes myths, legends, ceremonies, and rituals passed on from one generation to the next

2. **Culturally shared beliefs**: fundamental assumptions or worldviews held dearly without question

3. **Cultural values**: priorities that guide ”good” or “bad” behavior, “desirable” or ”undesirable” practices, and “fair” or ”unfair” actions

a. *Individualistic value cluster*: self-direction, stimulation, hedonism

b. *Collectivistic value cluster*: security, tradition, conformity

**CHAPTER 1 Test**

**Check out the following cultural literacy quiz questions:**

**Jeopardy Quiz:** Can you name the top three most valuable global brands?

**POP-UP ANSWER:**

1. Coca-Cola

2. IBM

3. Microsoft

To see the top five, check out Jeopardy Box 1.1 in the text on page 6.

**Jeopardy Quiz**: Can you name the three U.S. states with the most racial or ethnic diversity compared to the United States as a whole?

**POP-UP ANSWER:**

1. Hawaii

2. California

3. New Mexico

To see the top five, check out Jeopardy Box 1.2 in the text on page 8.

**Jeopardy Quiz:** Can you name the three U.S. states that are the most racially/ethnically homogeneous?

**POP-UP ANSWER:**

1. Maine

2. Vermont

3. West Virginia

To see the top five, check out Jeopardy Box 1.3 in the text on page 8.

**Jeopardy Quiz**: Can you name the three countries with the most Internet users?

**POP-UP ANSWER:**

1. China

2. United States

3. Japan

To see the top five, check out Jeopardy Box 1.4 in the text on page 10.

**Jeopardy Quiz:** Can you name the three countries that have the highest ratio of cellular phone users?

**POP-UP ANSWER**:

1. Montenegro

2. Hong Kong

3. Saudi Arabia

To see the top five, check out Jeopardy Box 1.5 in the text on page 11.

**Jeopardy Quiz:** Can you name the top three countries of birth for foreign-born children adopted under age eighteen in the United States?

**POP-UP ANSWER:**

1. China (Mainland)

2. Ethiopia

3. Russia

To see the top five, check out Jeopardy Box 1.6 in the text on page 12.

**Jeopardy Quiz:** Can you name the top three movie-producing countries in 2009.?

**POP-UP ANSWER:**

1. India

2. the United States

3. China (Mainland)

To see the top five, check out Jeopardy Box 1.7 in the text on page 17.

**Jeopardy Quiz:** Can you name the three countries with the largest Christian population and the three countries with the largest Jewish population?

**POP-UP ANSWER:**

Largest Christian Populations:

1. the United States

2. Brazil

3. Russia

Largest Jewish Populations:

1. the United States

2. Israel

3. France

To see the rest of the top five for each, check out Jeopardy Box 1.11 in the text on page 20.

**Jeopardy Quiz:** Can you name the three countries with the largest Buddhist, Hindu, and Muslim populations?

**POP-UP ANSWER:**

Largest Buddhist Populations:

1. China

2. Japan

3. Thailand

Largest Hindu Populations:

1. India

2. Nepal

3. Bangladesh

Largest Muslim Populations:

1. Indonesia

2. Pakistan

3. India

To see the rest of the top five for each, check out Jeopardy Box 1.12 in the text on page 20.

**CHAPTER 1 GLOSSARY-MATCHING QUIZ**

**Match the following five terms with their respective definitions or descriptions:**

a. Relationship expectation

b. Intermediate-level culture

c. Culture

d. Surface-level culture

e. Deep-level culture

\_\_\_ 1. Refers to a learned meaning system that consists of patterns of traditions, beliefs, values, norms, meanings, and symbols that are passed on from one generation to the next.

\_\_\_ 2. Refers to cultural artifacts or systems that have mass appeal and that infiltrate our daily life.

\_\_\_ 3. Refers to how much role formality/informality or task/social tone you want to forge in the interaction.

\_\_\_ 4. Includes symbols (e.g., language), meanings, and norms.

\_\_\_ 5. Includes traditions, beliefs, and values.

**POP-UP ANSWER:**

1. c

2. d

3. a

4. b

5. e

**Match the following five terms with their respective definitions:**

a. Culturally shared beliefs

b. Cultural norms

c. Culturally shared traditions

d. Symbol

e. Cultural values

\_\_\_ 1. Refers to a sign, artifact, word(s), gesture, or nonverbal behavior that stands for or reflects

something meaningful.

\_\_\_ 2. Refer to collective expectations of what constitutes proper or improper behavior.

\_\_\_ 3. Can include myths, legends, ceremonies, and rituals passed on from one generation to the next via an oral or written medium.

\_\_\_ 4. Refer to fundamental assumptions or worldviews that people hold dearly to their hearts without question.

\_\_\_ 5. Refer to priorities that guide “good” or “bad” behavior, “desirable” or “undesirable”

practices, and “fair” or “unfair” actions.

**POP-UP ANSWER:**

1. d

2. b

3. c

4. a

5. e

**CHAPTER 1 REVIEW QUIZ**

**Multiple Choice:** Select and click the BEST ANSWER from the choices available.

1. Culturally shared \_\_\_\_\_\_\_\_ involve answers to questions such as human origins, concepts of time, space, reality, and the existence of a supernatural being.

a. traditions

b. beliefs

c. norms

d. values

**POP-UP ANSWER:**

b. beliefs (p. 19)

2. Culture is a learned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ system that consists of patterns of traditions, beliefs, values, norms, meanings, and symbols that are passed on from one generation to the next and are shared to varying degrees by interacting members of a community.

a. normative

b. meaning

c. language

d. group

**POP-UP ANSWER:**

b. meaning (p. 16)

3. These can include myths, legends, ceremonies, and rituals that are passed on from one generation to the next via an oral or written medium.

a. Culturally shared traditions

b. Culturally shared beliefs

c. Cultural norms

d. Cultural values

**POP-UP ANSWER:**

a. Culturally shared traditions (p.19)

4. Music and images produced by Snoop Dogg, Beyoncé Knowles, and other musical artists, belong to what level of culture?

a. Surface-level culture

b. Intermediate-level culture

c. Deep-level culture

d. Immediate-level culture

**POP-UP ANSWER:**

a. Surface-level culture (p. 16)

5. The instructor says to Brooke and Bianca, “You look tired.” Although they both understand the words, Brooke takes this to mean a comforting message and Bianca believes she has been criticized. These two women have heard the same words, but they attached differing \_\_\_\_\_\_\_\_\_\_\_ to these words.

a. symbols

b. settings

c. goals

d. meanings

**POP-UP ANSWER:**

d. meanings (p. 18)

**True/False:** Consider whether each statement is true (i.e., accurate), or false (i.e., inaccurate). Click either “a” for “True,” or click “b” for “False.”

1. There has been a dramatic increase in intercultural dating and marriage relationships in the United States.

a. True

b. False

**POP-UP ANSWER**:

a. True (p. 12)

2. Through the study of intercultural communication, we can deepen our other-awareness, but not our self-awareness.

a. True

b. False

**POP-UP ANSWER**:

b. False (p. 14)

3. Cultural norms belong to deep-level culture.

a. True

b. False

**POP-UP ANSWER:**

b. False (pp. 18-19)

4. Television shows such as *Dancing with the Stars* and *American Idol* are primarily examples of intermediate-level culture, and specifically, examples of culturally shared beliefs.

a. True

b. False

**POP-UP ANSWER:**

b. False (p. 19)