

# INT 103

## INTRODUCTION CULTURE AND COMMUNICATION



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# INT 103

## INTRODUCTION CULTURE AND COMMUNICATION

- 
- BRING BOOK PEN AND PAPER -/- 5%
  - BE ON TIME -/- 10%
  - DISTURBING BEHAVIOUR -/- 15%
  - SLEEPING IN CLASS -/- 20%
  - USE OF TELEPHONE E.D. -/- 25%

### CLASS ROOM RULES AND REGULATIONS

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INTRODUCTION CULTURE AND COMMUNICATION



COMMUNICATION

# GOALS

- TO RECOGNIZE THE MULTIFACETED **NATURE** OF COMMUNICATION
- TO IDENTIFY **COMPONENTS AND CHARACTERISTICS** OF COMMUNICATION
- TO CRITICALLY EXAMINE WIDELY KNOWN **MODELS** OF COMMUNICATION
- TO EVALUATE **THE INFLUENCE OF CULTURE** ON COMMUNICATION



- **COMMUNICATION**
- **MULTIFACETED NATURE**
  - **COMPONENTS**
  - **CHARACTERISTICS**
    - **MODELS**
- **INFLUENCE OF CULTURE**

- **COMMUNICATION**

- **THE ABILITY TO SHARE**
- **BASIC HUMAN CONTACT**
- **INTERACTION METHOD**
- **TO EXCHANGES MESSAGES**
- **COMMON CODE**
- **TO SHARE**
- **HOW TO SHARE**
- **VALUES**

- **COMMUNICATION**

- **ADVANCE IN TECHNOLOGY**
- **CHANGES**
- **THE MEDIA ROLE**
- **MUTUAL ACCEPTING UNDERSTANDING**

- **COMMUNICATION**

- **DEFINITION**
- **DEPENDS ON INTEREST**
- **PROCES**
- **CODES**
- **SYSTEM**
- **EXCHANGE INFORMATION**
- **CONTEXT**

- **COMMUNICATION**

- **DISCOURSE APPROUCH**
- **EDUCATION RESEARCH**
- **IMPROVE**
- **SKILLS**
- **CULTURAL DIFFERENCES**

- **COMPONENTS**

- **PEOPLE**

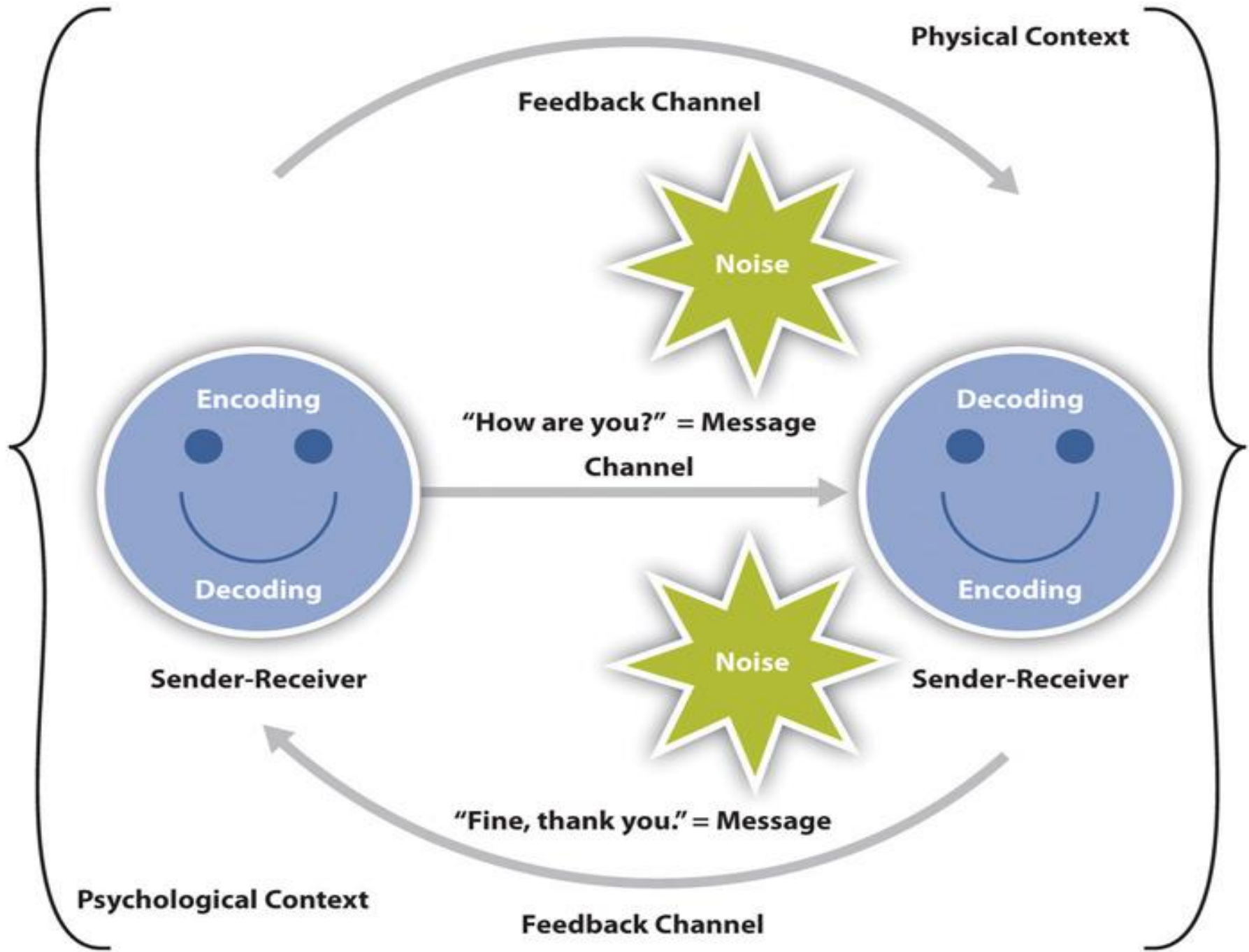
- **MESSAGE**

- **CHANNEL**

- **CONTEXT**

- **8 COMPONENTS**

- **SOURCE**
- **MESSAGE**
- **CHANNEL**
- **RECEIVER**
- **ENCODING**
- **DECODING**
- **NOISE**
- **FEEDBACK**
- **EXIST IN SPECIFIC CONTEXT**



- **COMPONENTS**

- **SOURCE**
- **ORIGIN OF INFORMATION**
- **NEED OR WANT**
- **CONSCIOUS OR UNCONSCIOUS**
- **INTENTION**

- **COMPONENTS**

- **MESSAGE**
- **VERBAL OR NON VERBAL**
- **IDEA**
- **THOUGHT**
- **FEELING**
- **TO GROUP OR PERSON**

- **COMPONENTS**

- **CHANNEL**

- **MEANS**

- 

- **ROUTE**

- **PREFERENCE DEPENDS CULTURE**

- **COMPONENTS**

- **RECEIVER**

- **INTENDED TARGET**

- **INDIVIDUAL CHARACTERISTICS**

- **COMPONENTS**

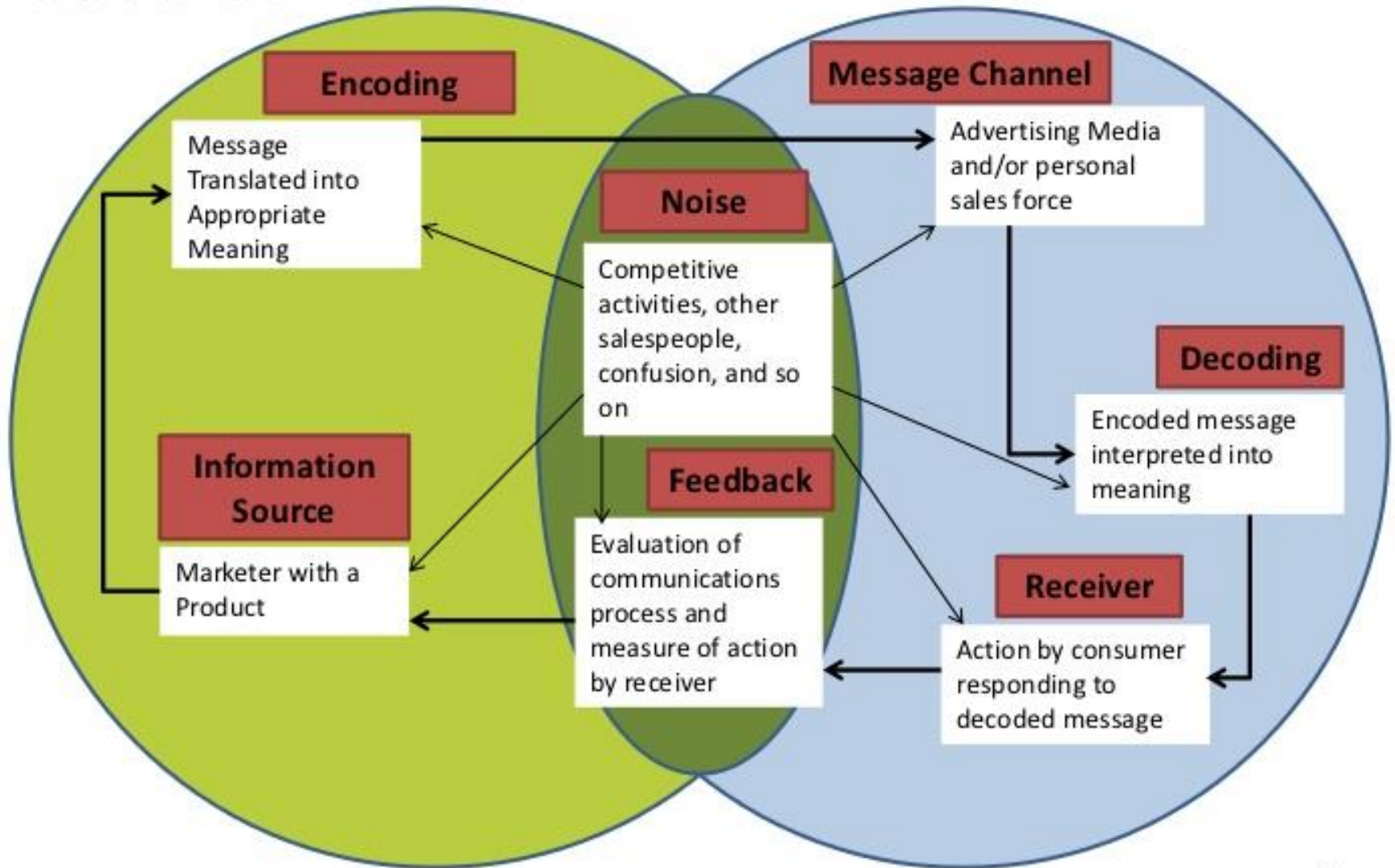
- **ENCODING**
- **SHARED LANGUAGE**
- **CONVERTED**
- **IDEAS**
- **FEELINGS**
- **INTO MESSAGES**
- **INTERNAL PROCES**
- **BY RULES**
- **KNOWN AND SHARED**

- **COMPONENTS**

- **NOISE**
- **INTERFERENCE**
- **WITH RECEPTION**
- **MESSAGE**
- **PHYSICAL**
- **PSYCHOLOGICAL**
- **SEMANTIC**
- **INTERPRETATION**

# The International Communication Process

Cultural Context A



18  
Cultural Context B

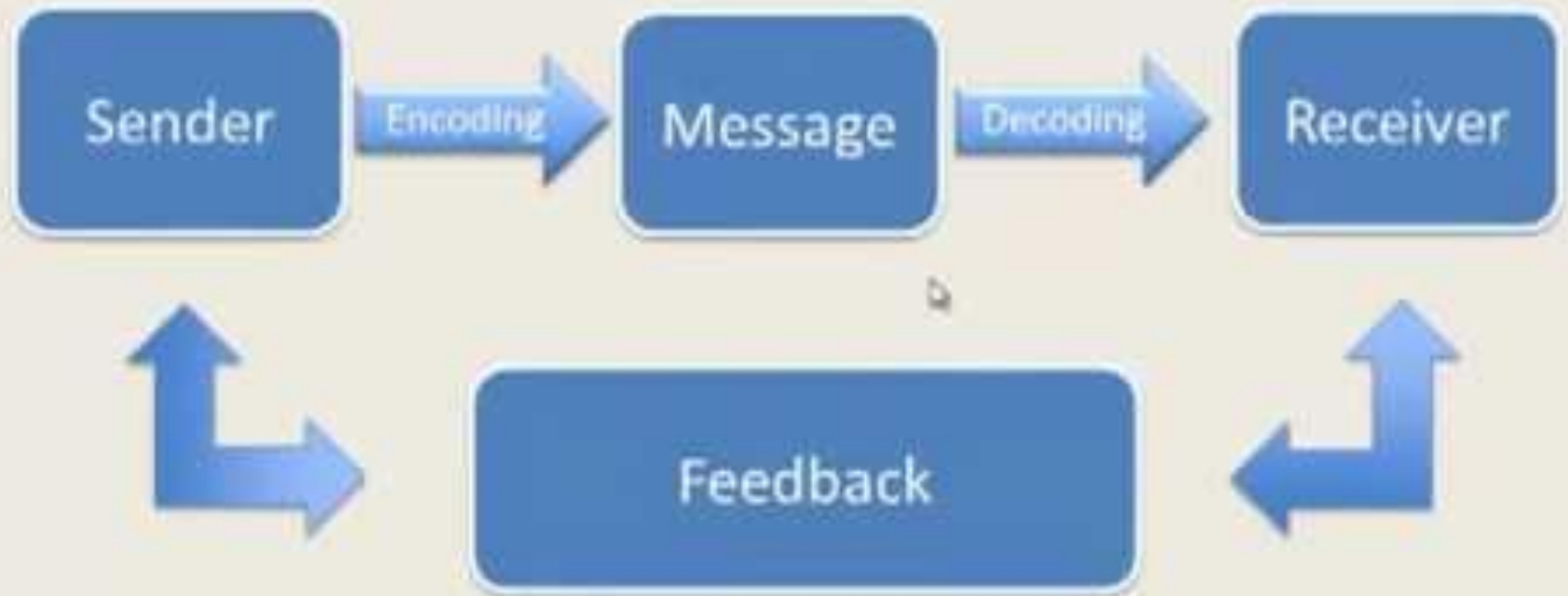
- **COMPONENTS**

- **FEEDBACK**

- **RESPONSE**

- **TO JUDGE**

# How the Communication Process Works



- **CHARACTERISTICS**

- **COMMUNICATION IS DYNAMIC**
- **ONGOING**
- **CONTINUOUS**
  
- **HAS NO CLEAR BEGINNING OR END**
- **INTERACTIVE**
- **SYMBOLIC**
- **CONTEXTED**

- **COMMUNICATION ACCOMODATION THEORY**
- **SOCIAL HISTORICAL CONTEXT**
- **EXCHAGE MEANING**
- **REGULATION**
  
- **INGROUPS OUTGROUPS**
- **ADJUSTING BEHAVIOUR**
- **SOCIAL DISTANCE**

- **COMMUNICATION**

- **MODELS**

- **REPRESENTATION OF**

- **PROCESSES AND CHARACTERISTICS**

- **HELPING TO EXPLAIN**

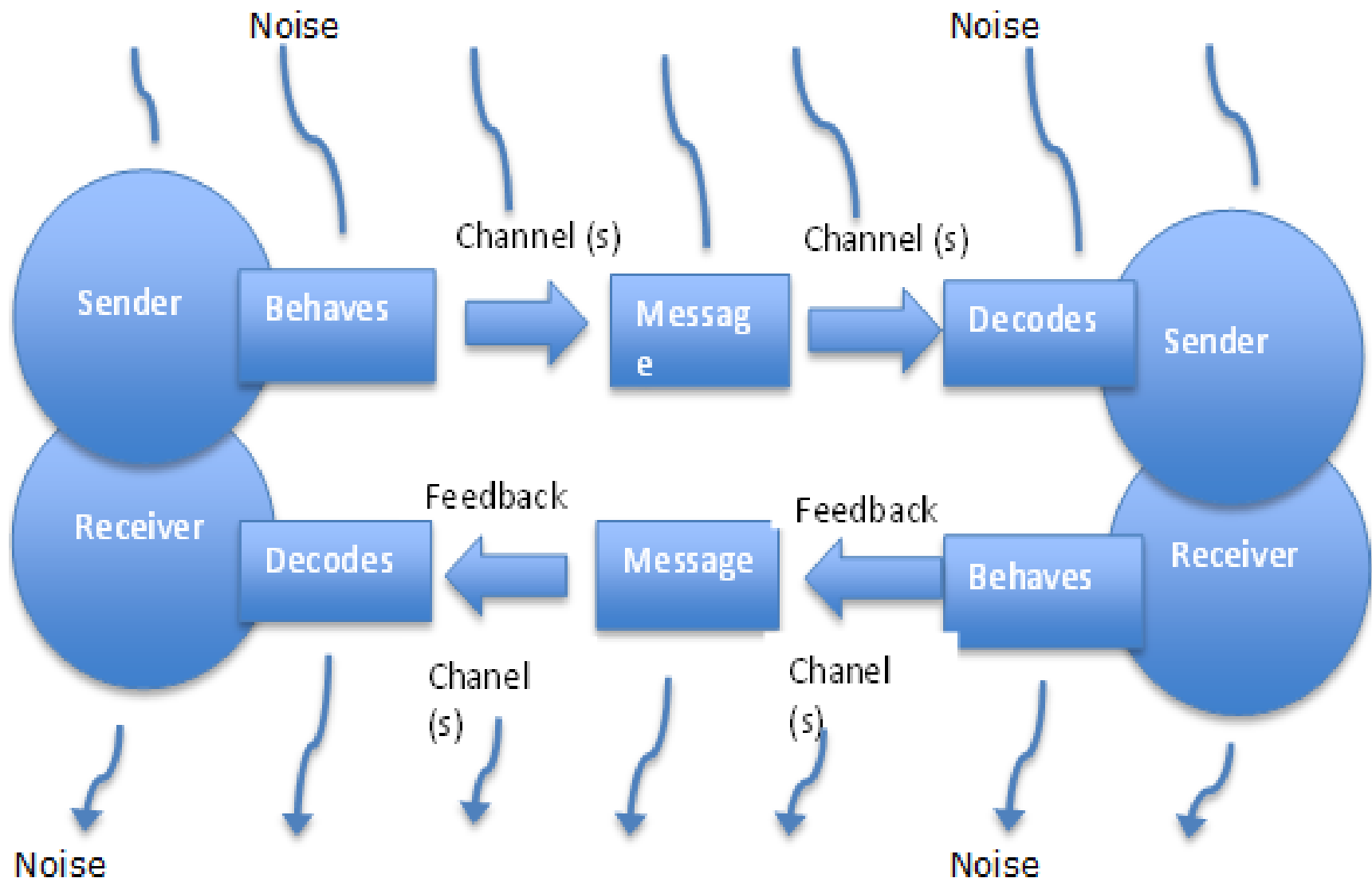
- **RECOGNIZE COMPLEXITIES**

# COMMUNICATION

## LINEAR MODEL

## PIPELINE

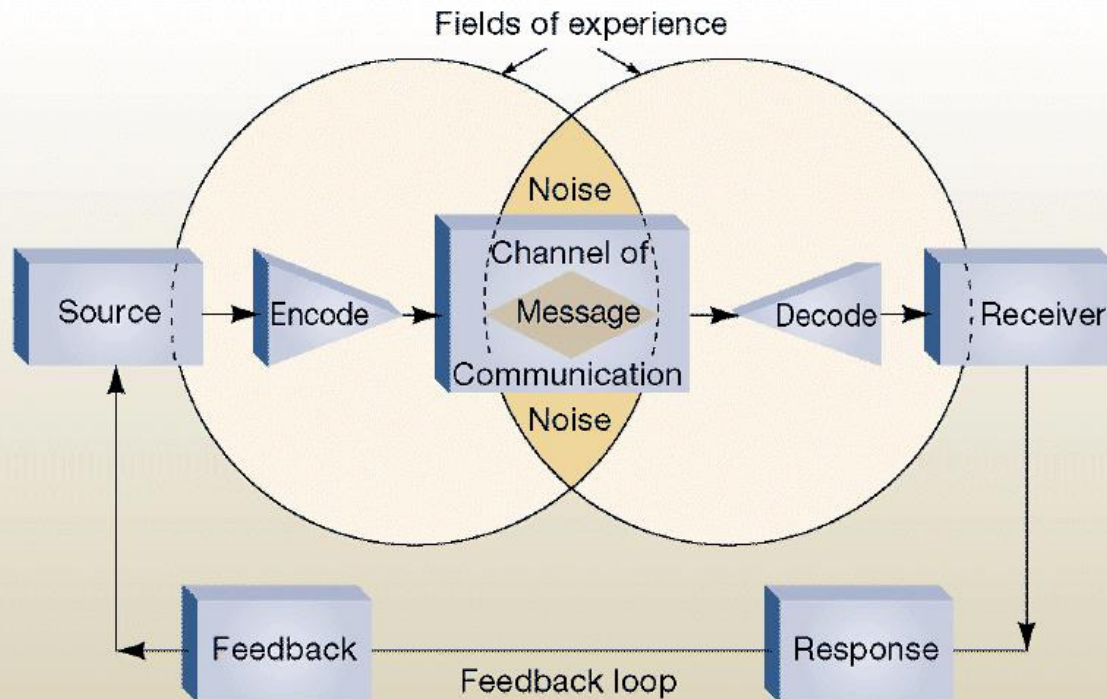




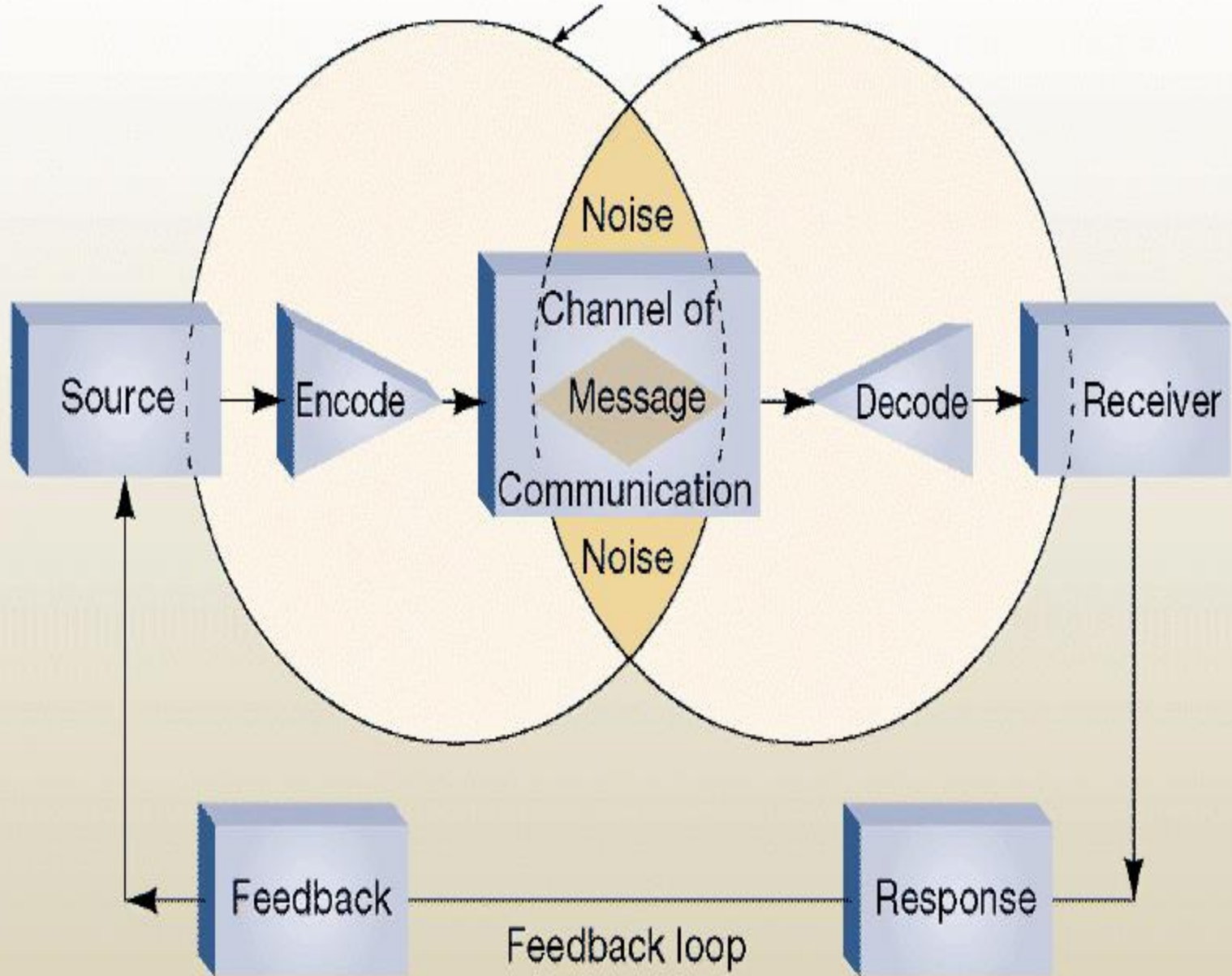
# COMMUNICATION

## TRANSMISSION MODEL

### PROCESS THROUGH SYSTEMS

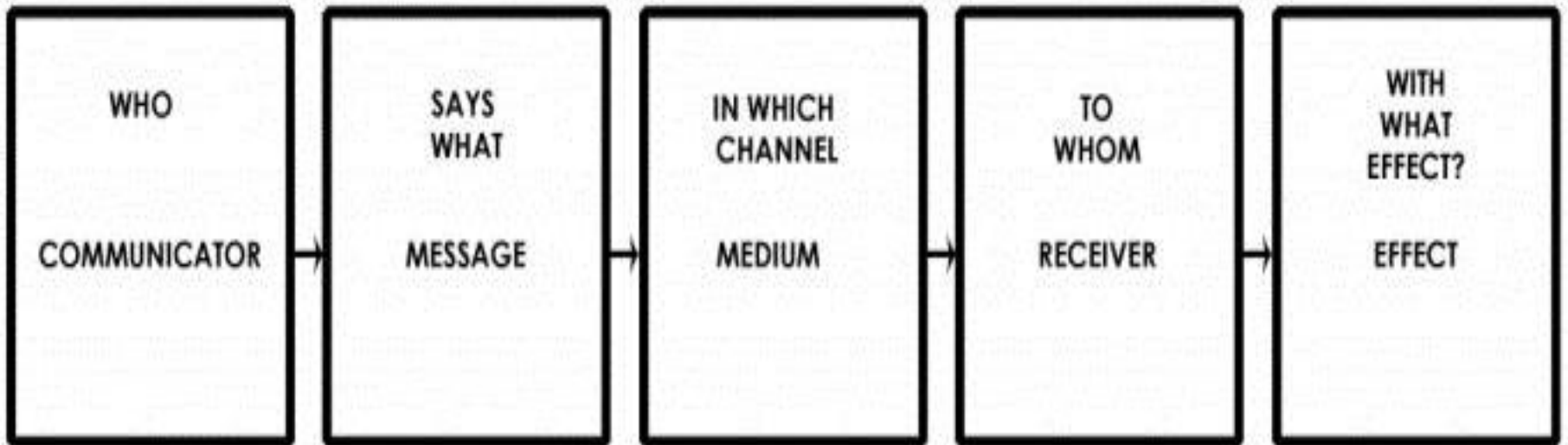


Fields of experience



# COMMUNICATION

## 5W MODEL

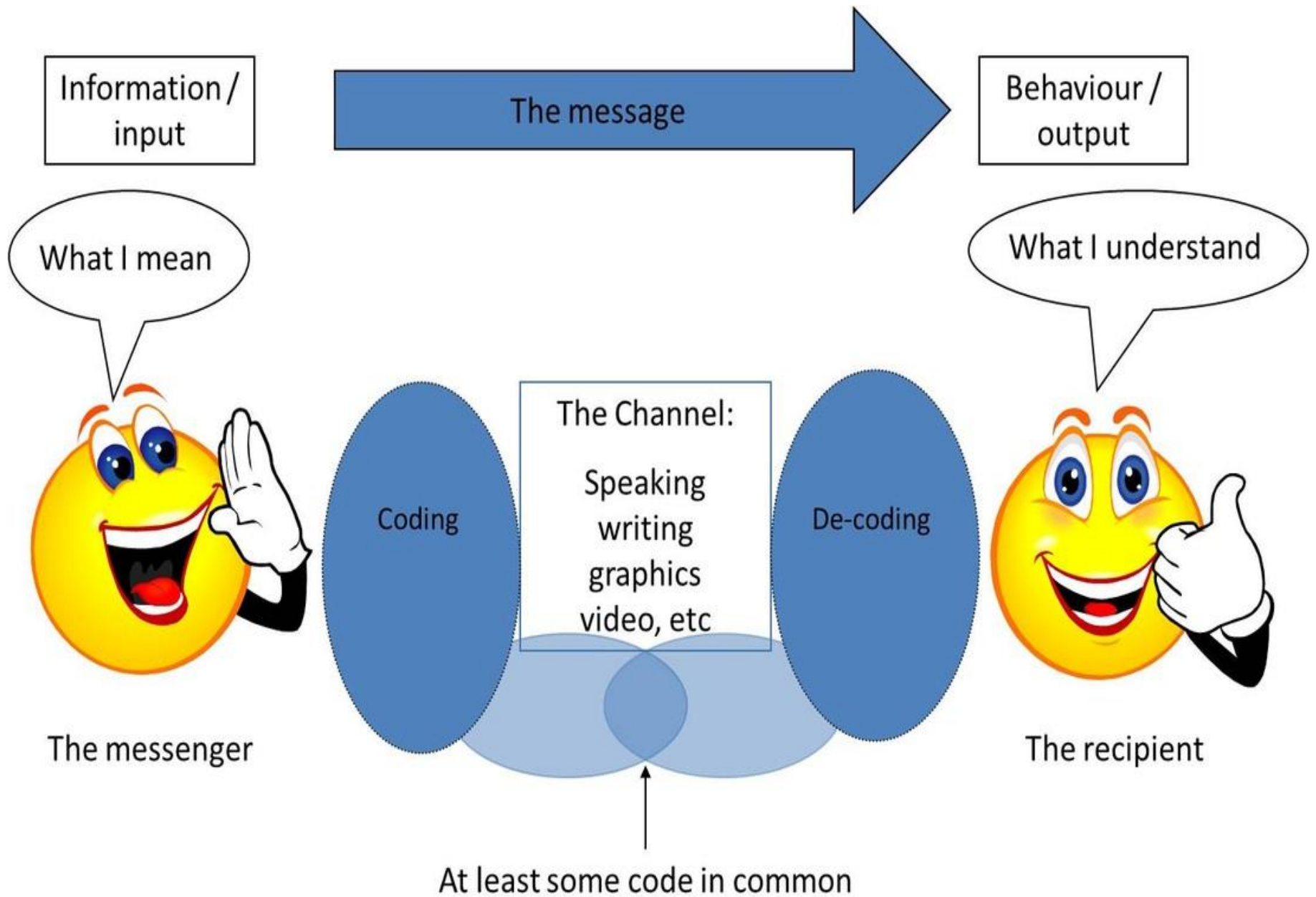


- **COMMUNICATION**

- **5WMODEL**
- **INTERACTIVE MODEL**
- **CONTEXT**
- **INTERACTION**
- **DIFFERENT MEANINGS**
- **INTRAPERSONAL INTERPERSONAL GROUP**
- **ORGANIZATIONS MASS COMMUNICATION**

- **COMMUNICATION**

- **CULTURE IS A CODE**
- **MUTUAL INFLUENCE**
- **INSEPRABLE**
  
- **WE LEARN TEACHES US**
- **RULES RITUALS PROCESSES**
- **SOCIALIZATION**



- **COMMUNICATION**

- **CULTURE**
- **CULTIVATES AND REINFORCES**
- **BELIEFS AND VALUES**
- **THOUGHT AND BELIEF ABOUT THE WORLD**
- **TEACHES US HOW TO DEVELOPE  
RELATIONSHIPS**

- **COMMUNICATION**

- **INFERRED MOTIVES OF COMMUNICATION**
- **INTENTIONS MOTIVES EVALUATION**
- **ABILITY TO INTERPRET EACH OTHERS COMMUNICATION BEHAVIOUR**
- **VERBAL NON-VERBAL**
- **BEHAVIOUR**
- **REFLEX ON CULTURAL IMPRINTS**

# The Communication Process

**The Sender**

Hi Alfred! How is your sister?



**The Receiver**

Oh, she's fine. She just had a baby!



**The Message**

Hi Alfred! How is your sister?



Oh, she's fine. She just had a baby!



**The Feedback**

# INT 103

## INTRODUCTION CULTURE AND COMMUNICATION



### THIS WEEK'S CLASS EXERCISE



**What are the indicators of successful communication?**

**Who is at fault when communication goes wrong?**

**Does it make sense to say that two parties in conflict are communicating successfully if they decode each other's messages correctly, even though they continue to disagree?**



- SUMMARY

- **HUMAN COMMUNICATION IS MULTIFACETED IN NATURE AND FINDING A SINGLE DEFINITION IS DIFICULT, IF NOT IMPOSSIBLE THE SAME IS TRUE FOR FINDING A SINGLE THEORY OF COMMUNICATION STUDY.**

- **SCOLARS TEND TO AGREE ON SOME BASIC COMPONENTS OF COMMUNICATION AND ITS CHARACTERISTICS, AND THERE IS A CONSENSUS THAT COMMUNICATION OCCURS IN A PARTICULAR CONTEXT WHICH POTENTIALLY AFFECTS EVERY ELEMENT OF THE COMMUNICATION PROCESS.**

- **THE WIDELY KNOWN MODELLS OF COMMUNICATION ARE LINEAR AND INTERACTIVE.**
- **THE INTERACTIVE MODEL IS MORE APPLICATED IN THE CONTEXT OF MULTICULTURAL COMMUNICATION**

- **INTERCULTURAL COMMUNICATION CAN OCCUR AT DIFFERENT LEVELS, FROM INTERPERSONAL, TO GROUP, ORGANIZATIONAL AND MASS COMMUNICATION**

- **OUR PAST EXPERIENCE BECOMES AN INVENTORY CONSISTING OF VALUES, SETS OF EXPECTATIONS, AND PRECONCEPTIONS ABOUT THE CONSEQUENCES OF ACTING ONE WAY OR ANOTHER. THE RECEIVERS BACKGROUND OF EXPERIENCE AND LEARNING MAY DIFFER ENOUGH FROM THAT OF THE SOURCE TO CAUSE SIGNIFICANTLY PERCEPTIONS AND EVALUATIONS OF THE TOPIC UNDER DISCUSSION**

- **THE KEY TO SUCCESSFUL INTERCULTURAL COMMUNICATION IS TO RECOGNIZE DIFFERENCES AND ADJUST OUR COMMUNICATION BEHAVIOUR ACCORDING TO CONTEXT AND COMMUNICATORS.**

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NEXT WEEK: PERCEPTION

# Home work

- What is perception?
- What are the stages of perception?
- What is interpretation?
- How does culture influence perception?
- What is a perceptual filter?
- What is categorization?