Adapting to Others
- Culture and Communication
- Gender and Communication
- Barriers to Bridging Differences and Adapting to Others
- Adapting to Others Who Are Different From You

Culture & Communication
- Culture is a learned system of knowledge, behavior, attitudes, beliefs, values, and norms that is shared by a group of people.

Culture & Communication
- Cultures are not static
- A Co-Culture is a cultural group within a larger culture.
- Ethnocentric is a belief that your own culture is superior to others.

Culture & Communication
- Intercultural communication occurs when individuals or groups from different cultures communicate.
- Culture shock refers to a sense of confusion, anxiety, stress, or loss that occurs when you encounter a culture that has little in common with your own.
Culture & Communication

- Our culture and life experiences determine our **world view** – the general perspective that determines how we perceive what happens to us.

Cultural Contexts

People from different cultures respond to their surroundings or **cultural context** cues in different ways.

High-context Cultures
- Nonverbal cues are extremely important
- Communicators rely on the context

Low-context Cultures
- Rely more explicitly on language
- Use fewer contextual cues to interpret information
Cultural Contexts

Cultural Values:
- Masculine and Feminine Perspectives
- Avoidance or Tolerance of Uncertainty
- Distribution of Power
- Individualism or Collectivism

Cultural Values:
- Feminine
  - Emphasize building relationships and seeking peace and harmony with others
- Masculine
  - Emphasize getting things done and being assertive
  - Tend to value traditional roles for men and women

Cultural Values:
- Avoidance of Uncertainty
  - Like to know what will happen next
  - Develop and enforce rigid rules for behavior and establish more elaborate codes of conduct

Cultural Values:
- Tolerance for Ambiguity
  - Tend to be comfortable with uncertainty
  - Relaxed, informal expectations from others
Cultural Values: Approaches to Power
- Decentralized Approach
  - Leadership is not vested in one person, power is decentralized
  - Decisions are likely to be made by consensus

Cultural Values: Approaches to Power
- Centralized Approach
  - Militaristic approach to power
  - Prefer strongly organized, centrally controlled form of government

Cultural Values: Individualism & Collectivism
- Collectivistic Cultures
  - Champion what people do together and reward group achievement
  - Strive to accomplish goals for the benefit of the group

Cultural Values: Individualism & Collectivism
- Individualistic Cultures
  - Individual recognition
  - Self-realization
  - Tend to be loosely knit socially

Barriers to Bridging Differences
- Assuming Superiority
- Ethnocentrism
- Assuming Similarity
To determine your ethnocentrism, reverse your score for items 2, 3, 5, 8, 9, 11, 15, 16, 18, 19, 20 and 23. For these items, 5 = 1, 4 = 2, 3 = 3, 2 = 4, 1 = 5. That is, if your original score was a 5, change it to a 1. If your original score was a 4, change it to a 2, and so forth.

Once you have reversed your score for these 12 items, add up all 24 scores. This is your generalized ethnocentrism score. Scores greater that 80 indicate high ethnocentrism. Scores of 50 and below indicate low ethnocentrism.