



**Welcome to
Cross Cultural
Communication**



Cultural Identity

Compiled by Terri Yueh



Outline

- **Babel Tower & Culture Identity**
- **A Typology of Identities**
- **Stereotype, Prejudice, Discrimination**
- **Properties of Cultural Identity**
- **Cultural Competence & Skills**



Babel Tower

Speaking a single language, a united humanity came to the land of Shinar, where they resolved to build a city with a tower "whose top may reach unto heaven; and let us make us a name for ourselves."

God came down to see what they did and said: "They are one people and have one language, and nothing will be withheld from them which they purpose to do."



Construction of the Tower of Babel by Pieter Bruegel the Elder (1563)



Tower of Babel, by Lucas van Valckenborch, 1594

Babel Tower

"Come, let us go down and confound their speech."

And so God scattered them over the face of the Earth, and confused their languages, and they stopped building the city, which was called Babel "because God there confounded the language of all the Earth". (Book of Genesis 11)



Construction of the Tower of Babel by Pieter Bruegel the Elder (1563)



Tower of Babel, by Lucas van Valckenborch, 1594



- Language is the most sensitive indicator of the relationship between an individual and a given social group (Kramsch)

vocabulary

**Discourse
patterns**

accent

- Speakers identify themselves and are identified as members of a certain speech and discourse community.

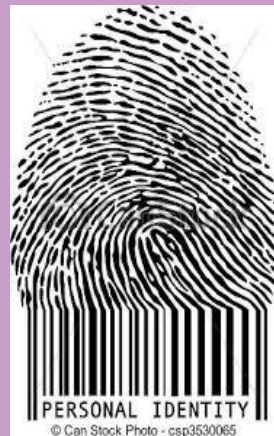
A Typology of Identities



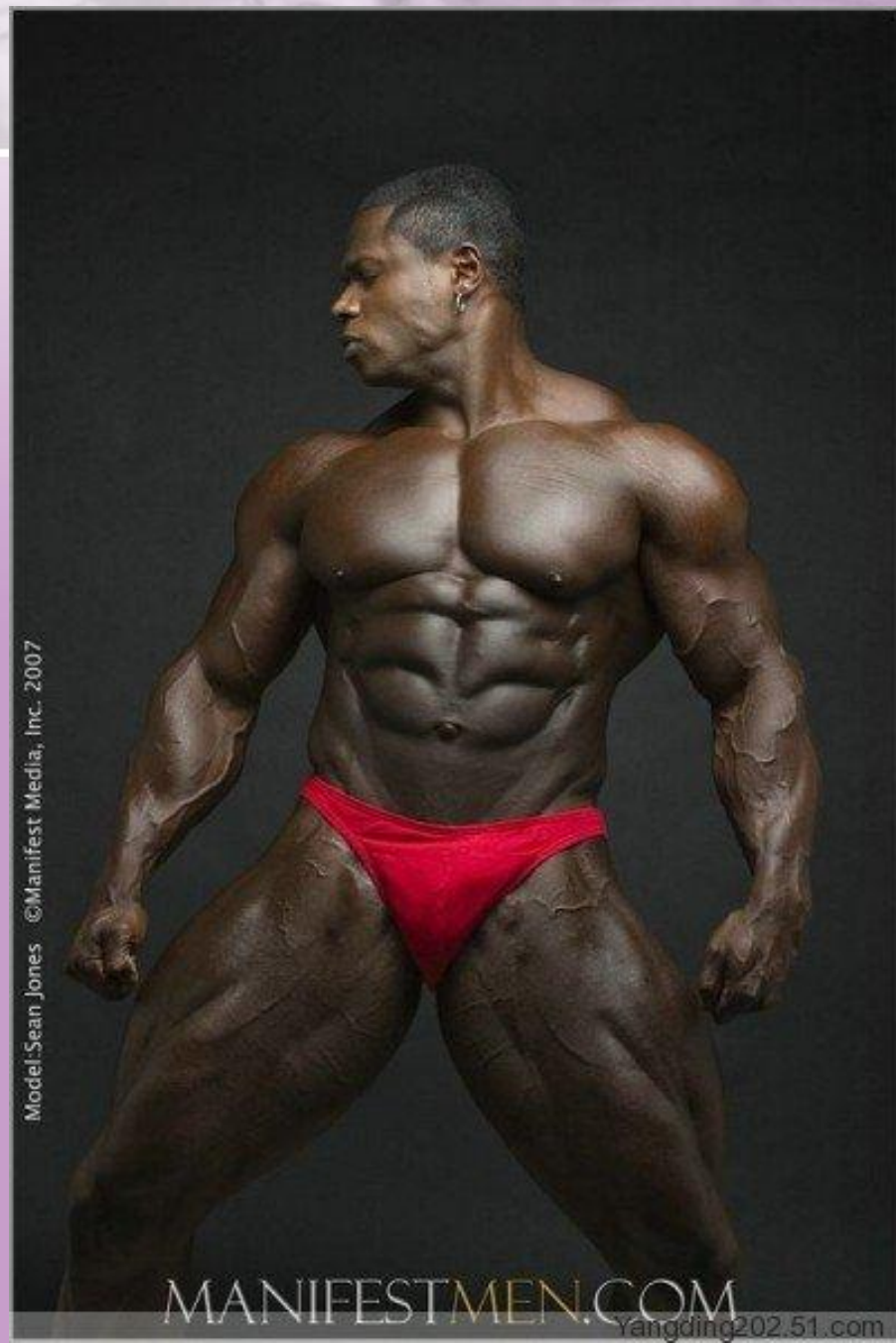
identity



**Regional
Identity**



Stereotype



Model: Sean Jones ©Manifest Media, Inc. 2007

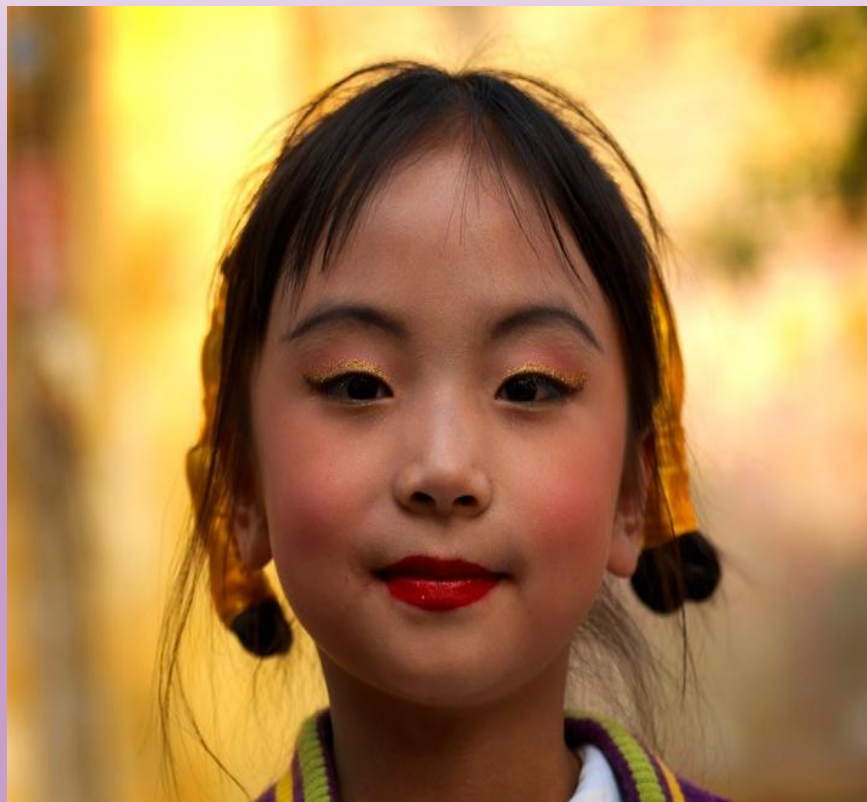
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Stereotype



Stereotype



Stereotype



Americans

- Freedom
- Independence
- Self-reliance
- Equality
- Individualism
- Competition
- Efficiency
- Time
- Directness
- Openness

Japanese

- Belonging
- Group harmony
- Collectiveness
- Age/seniority
- Group consciousness
- Cooperation
- Quality
- Patience
- Indirectness
- Go-between

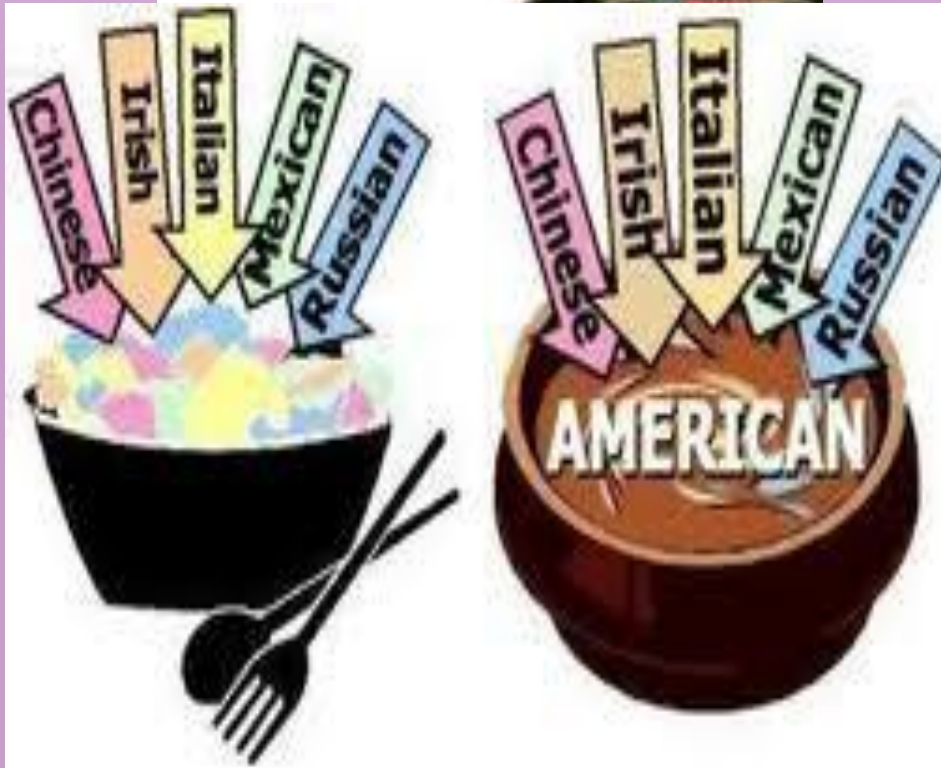
Elashmawi &
Harris 1993

“People Like Us”

- [https://www.youtube.com/watch?v=SZurw3D06Kg`](https://www.youtube.com/watch?v=SZurw3D06Kg)

Melting Pot or Salad Bowl?

Eye-Opening Facts
about the U.S.A.





STEREOTYPE

The term derives from the Greek words στερεός (*stereos*), "firm, solid" and τύπος (*typos*), "impression," hence "solid impression".

Beliefs and opinions about characteristics , attributes, and behaviors of members of various groups.



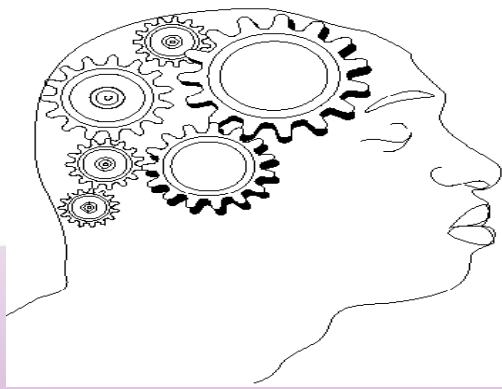
STEREOTYPE

Walter Lippman, *Public Opinion*, 1922

Labeled beliefs as *stereotypes*

“PICTURES IN OUR HEADS”

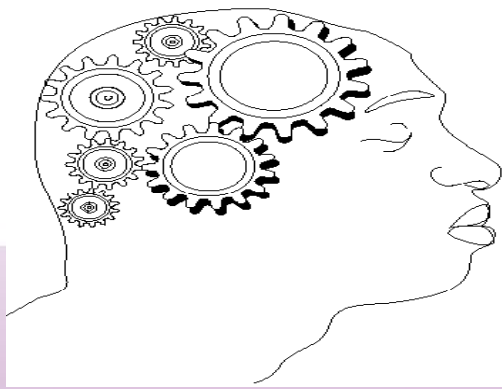
That are fixed or unchanging and are the same image every time.



STEREOTYPE

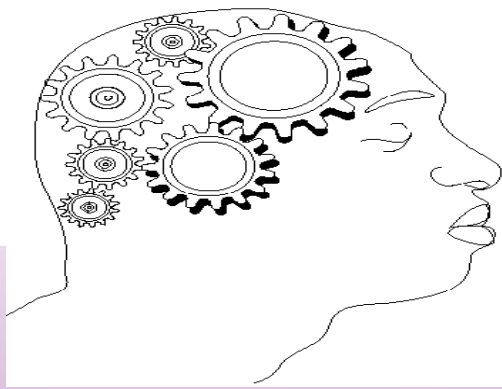
People learn stereotypes from

- **Media**
- **Parents and family**
- **Peers**
- **Classical and modern literature**
- **Gather information by observing the world**



Prejudice

- **An attitude directed toward people because they are members of a specific social group**
- **The affect or emotion a person feels when thinking about or interacting with members of other groups**



Prejudice

Gordon Allport, *The Nature of Prejudice*, 1954

- Prejudice as a "feeling, favorable or unfavorable, toward a person or thing, prior to, or not based on, actual experience".
- **Two essential elements:**
 - **Attitude - favor or disfavor**
 - **Belief - based on overgeneralization or erroneous information**



Discrimination

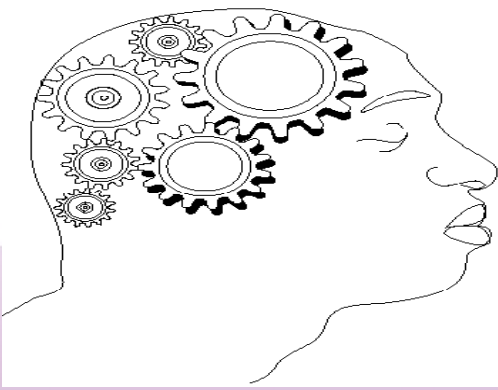
- **Discrimination** is action that denies social participation or human rights to categories of people based on prejudice.
- **Treating people differently from others based primarily on membership in a social group**





Discrimination

- **Institutional Discrimination—**
Institutions or governing bodies sanction beliefs about group superiority
- **Cultural Discrimination—**
Within a culture, one group retains the power to define cultural values as well as the form those values should take



Stereotype, Prejudice and Discrimination

Racism, Nationalism, Sexism, Ageism —
synonyms for prejudice

- ***Belief system or ideology based on group superiority and domination***
- ***Set of behaviors reflecting that belief system***

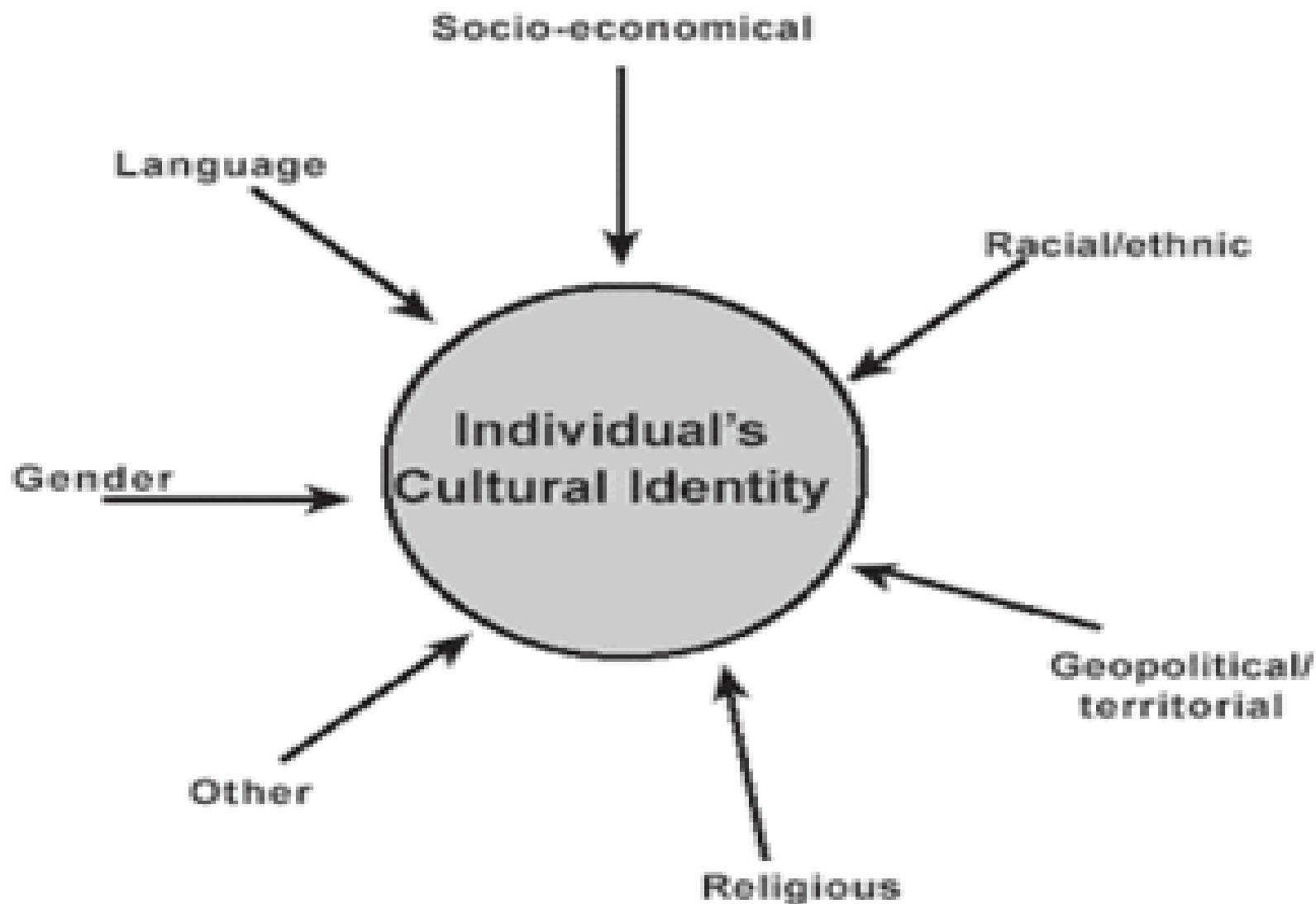


Properties of Cultural Identity

1. Self-perception
2. Modes of expression
3. The scope of identity
4. Enduring and changing Quality
5. Affective, Cognitive, and Behavioral Components
6. Content and Relationship Levels of interpretation in Messages
7. Salience and intensity differences

“Cultural Identity and Intercultural Communication”
Mary Jane Collier

Figure 1. Individual's cultural identity (Sysoyev, 2001a, p. 37).



1. Self-perception

➤ **Avowal**

➤ **Ascription**



2. Modes of Expression

➤ Core symbols:

the definitions, premises, propositions regarding the universe
the place of human in the universe

➤ Labels: a category of core symbols

➤ Norms



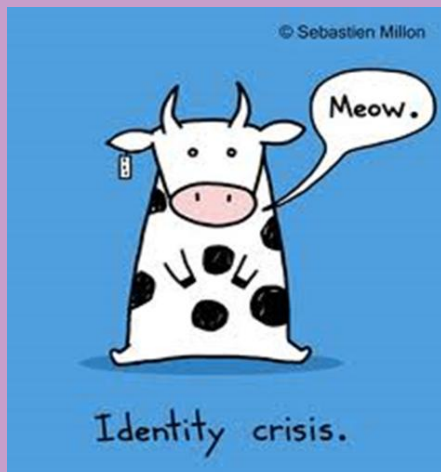
3. Scope of Identity

- ✓ Individual
- ✓ Relational
- ✓ Communal



4. Enduring and Changing Property of Identity

Cultural identities change because of economic, political, social, psychological, and contextual factors



5. Components of Identity

- ✓ **Affective**
- ✓ **Cognitive**
- ✓ **Behavioral**



6. Content and Relationship

When persons communicate with each other, messages carry information for who is in control, how close the conversational partners feel to each other, how much they trust each other, or the degree of inclusion or exclusion they feel.

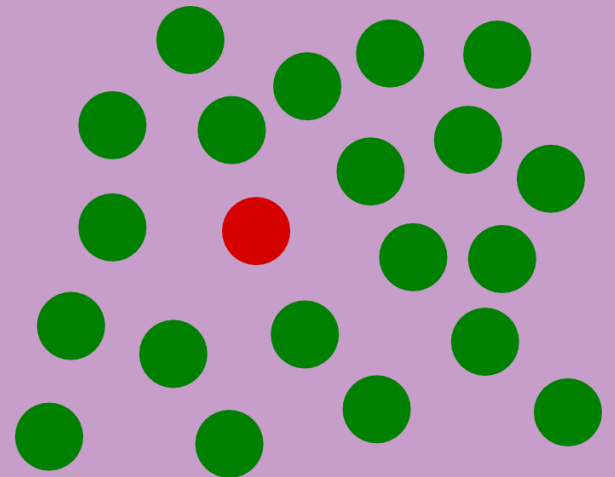
Mary Jane Collier, 2008



7. Salience and Intensity Differences

Identities differ in their **salience** in particular contexts, and Identities are enacted with different **intensities** at different times.

Mary Jane Collier, 2008



Cultural Identity & Communication Competence

- **Communication competence** requires motivation and knowledge, as well as skills to demonstrate what behavior is appropriate and effective.

Spitzberg and Cupach, 1984

- **Cultural Competence** is the demonstrated ability to enact a cultural identity in a mutually appropriate and effective manner.
- **Intercultural competence** is the reinforcement of culturally different identities that are salient in the particular situation.

Mary Jane Collier, 2008



Cultural Competence Skills


- Self-Awareness
- Awareness and Acceptance of Cultural Differences
- Attitude toward the Dynamics of Cultural Identities
- Knowledge of other Culture
- Adaptation Skills

The capacity to function effectively in a multicultural environment

From Cultural Identity Approach to Intercultural Communication

- Understand potential cultural identities
- Remember identities change from situation to situation
- Ask for information about what is appropriate for a certain cultural identity
- Explain your cultural identity norms and why you behaved in a particular way





Works Cited

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