



*Intercultural
Communication*



Intercultural communication meaning



- Intercultural communication is the **verbal and non-verbal** interaction between people from different cultural backgrounds.
- It requires to understand language but it is not simply only about knowledge of foreign languages.



● Knowing a foreign language is the first step in communicating with representatives of other countries and cultures, but it allows to move only on the level of verbal agreement.

● Very important part of communication includes body language, meaning gestures, rituals, face expressions, etc.

Where do we come from?

First of all, we need to tell all of you about our country and our customs.



Our city, Málaga



This is a picture of our city, it is located in the south of Spain, that has held lots of different cultures, some good examples are:



The Alcazaba, an example of muslim architecture.

The Roman Theatre, right below the Alcazaba.





Spanish customs and hobbies

In Spain, we are pretty close and familiar with everyone, for example, we usually greet each other and say hello or goodbye even with a kiss on each cheek. Another good example is that we make friends really fast and in a short time we start sharing our feelings and telling about our personal life, etc. Also **our concept of personal space is not as strong as it is in other countries.**

Spanish lunch and dinner times are later than in many countries. Lunch is normally eaten at two or three in the afternoon and dinner around nine or ten at night.

The “**Spanish siesta**” (nap) is one of the country’s most well-known traditions.



Question Time

Is taking a nap part of your country's customs?



We are split due to prejudices, but who creates these prejudices?

-Social Media?

-Ourselves?

-News?

-Close people (like relatives)?

-Generalize about a single experience.

Love comes naturally. Hate is taught.

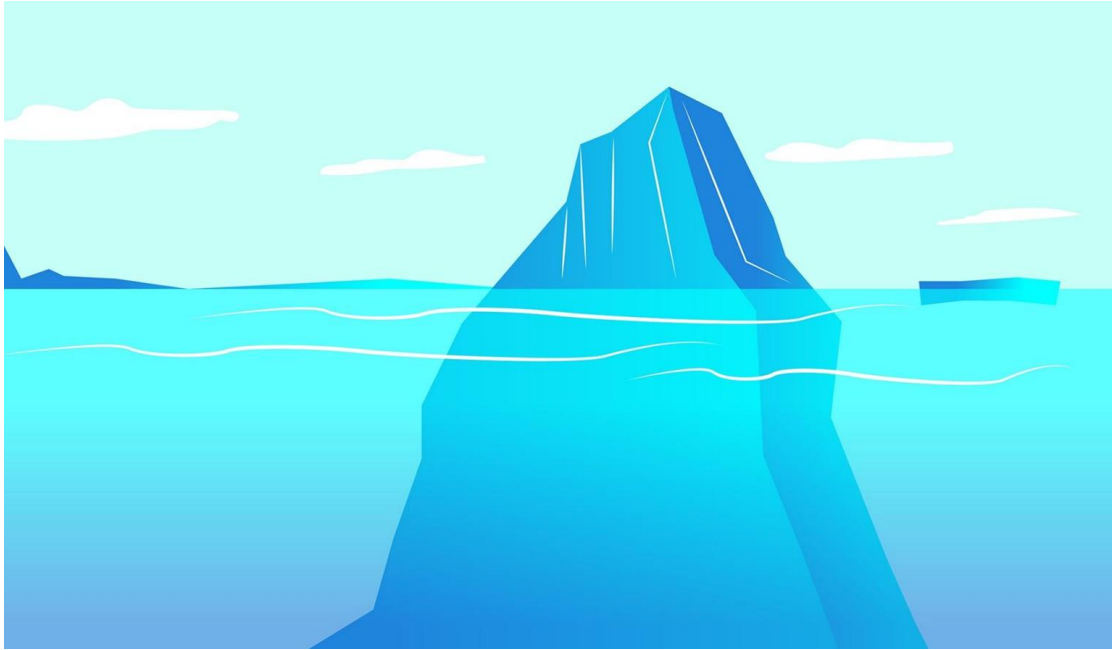




Pequefelicidad

Currently teenagers have been raised in schools where they have known people from different countries and have shared values since they were kids.

Therefore, unlike 40 years ago, there is less prejudice, but we should keep working on it. █



The Substance of Culture

Above the waterline

These are the **objective** elements of a culture.

You can see, hear, smell and touch them: **food, dress, behaviour, architecture, folk music...**

They are **the easiest to explain** and **the easiest to change**.

Below the waterline

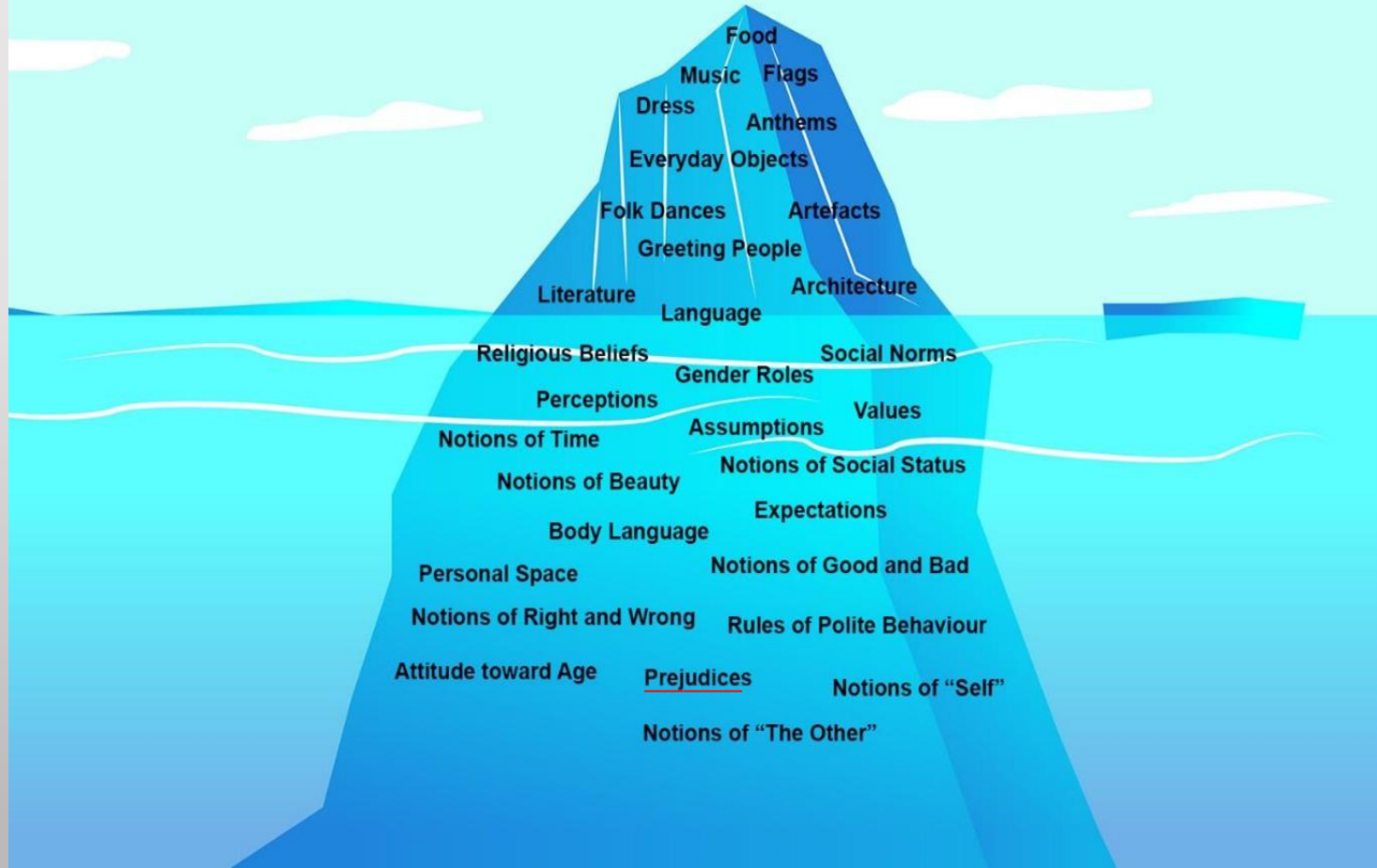
These are the
**subjective
elements** of
culture.

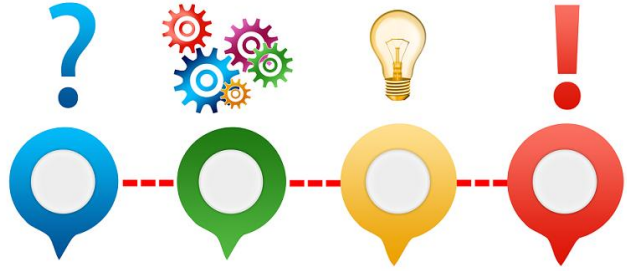
We are **often
unaware** of
them and their
role.

We can **judge
about them** on
the basis of what
we see: **beliefs,
thought patterns,
notions** of good
or bad...

Violating these
“deep-down”
conventions
arouses **deep
emotions.**

We judge
about a
culture only on
the basis of its
tip...



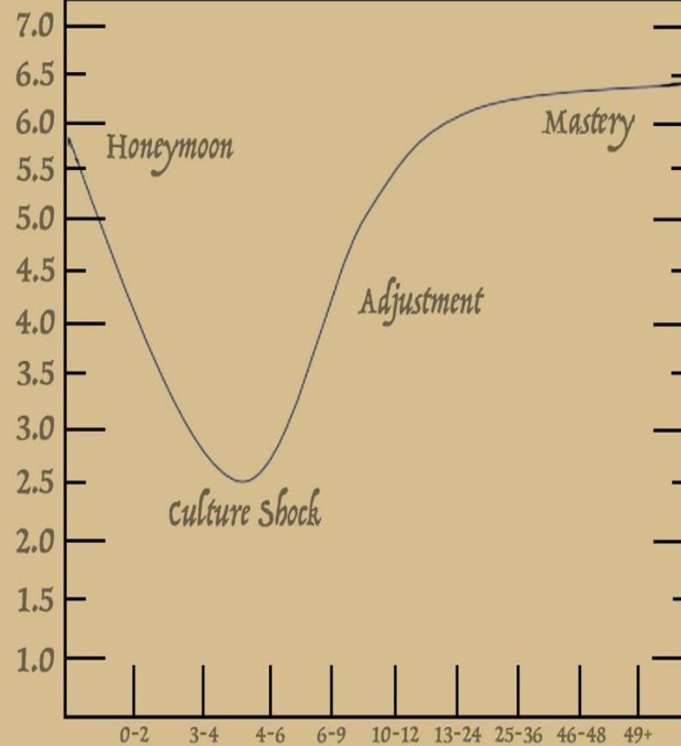


Question time

- What will make the greatest impression on a visitor to your own culture? Why?

Cultural adaptation

Degree of Adjustment



Time in Months

Stereotypes

You perceive reality through *generalisations*. However, this can lead to some negative consequences when communication across cultures.

- They consist basically of shared beliefs or thoughts about a particular human group usually in terms of behavior, habits, etc.
- Their objective is to simplify reality: “they are like that”.
- They may be *negative* and *positive* – people often have positive stereotypes about their own cultural group.

Cul

pes

Spanish Stereotypes



...WHY CAN'T WE JUST ADAPT TO OTHER CULTURES?





Question time

- **What can you do to make others feel at ease in your own culture?**

Ways to improve cross cultural communication



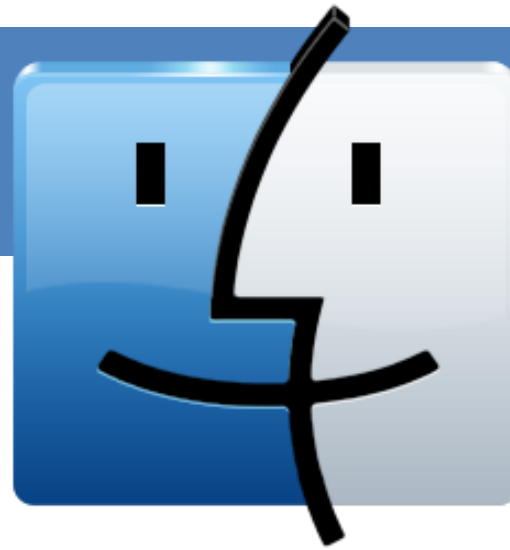
Be aware of the people around you



Respect variations



Pay attention to body language



Avoid using difficult idioms



Tips for Effective Cross Cultural Communication

Slow down and speak clearly

Avoid misunderstandings and misinterpretations





CONCLUSION

Intercultural communication can be effective when people are sensitive to different cultural backgrounds