

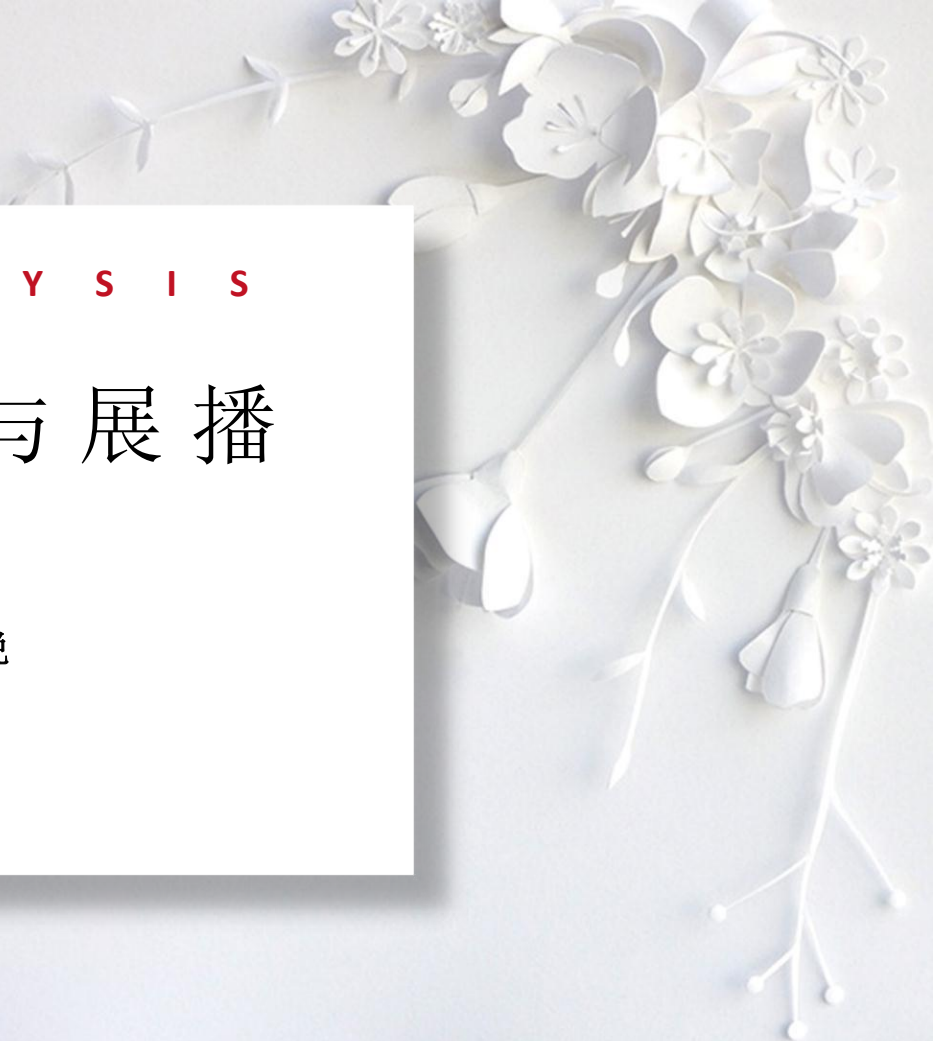
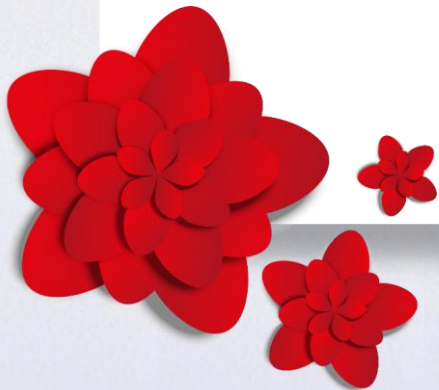
V I D E O A N A L Y S I S

作业视频分析与展播

视频主题：河山与民族

英译汉 The beauty of Britain

国学：古老的中国；少年中国说





Chapter2 Intercultural Communication

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Case Study



1

— Communication —

Lead-in

- Can you give some examples to explain the word *communication*?
- What is **communication**?



Communication



Definition of Communication

Generally speaking, communication can be defined as a dynamic, symbolic, transactional and contextual process (事务性和上下文的过程) in which people create shared meanings or messages.



Communication

- Communication is symbolic in which people create shared meanings. Symbols are central to the communication process because they represent the shared meanings that are communicated.

Communication



- As social animals, humans employ communication in every aspect of daily life. It serves to facilitate human socialization, maintain social relationships, and develop personality.
- Although experts have not agreed upon precisely one definition, **communication generally refers to the process in which participants create and share information with on another as they move toward reaching mutual understanding.**

Ten Elements of communication

Video of the difference between men and women

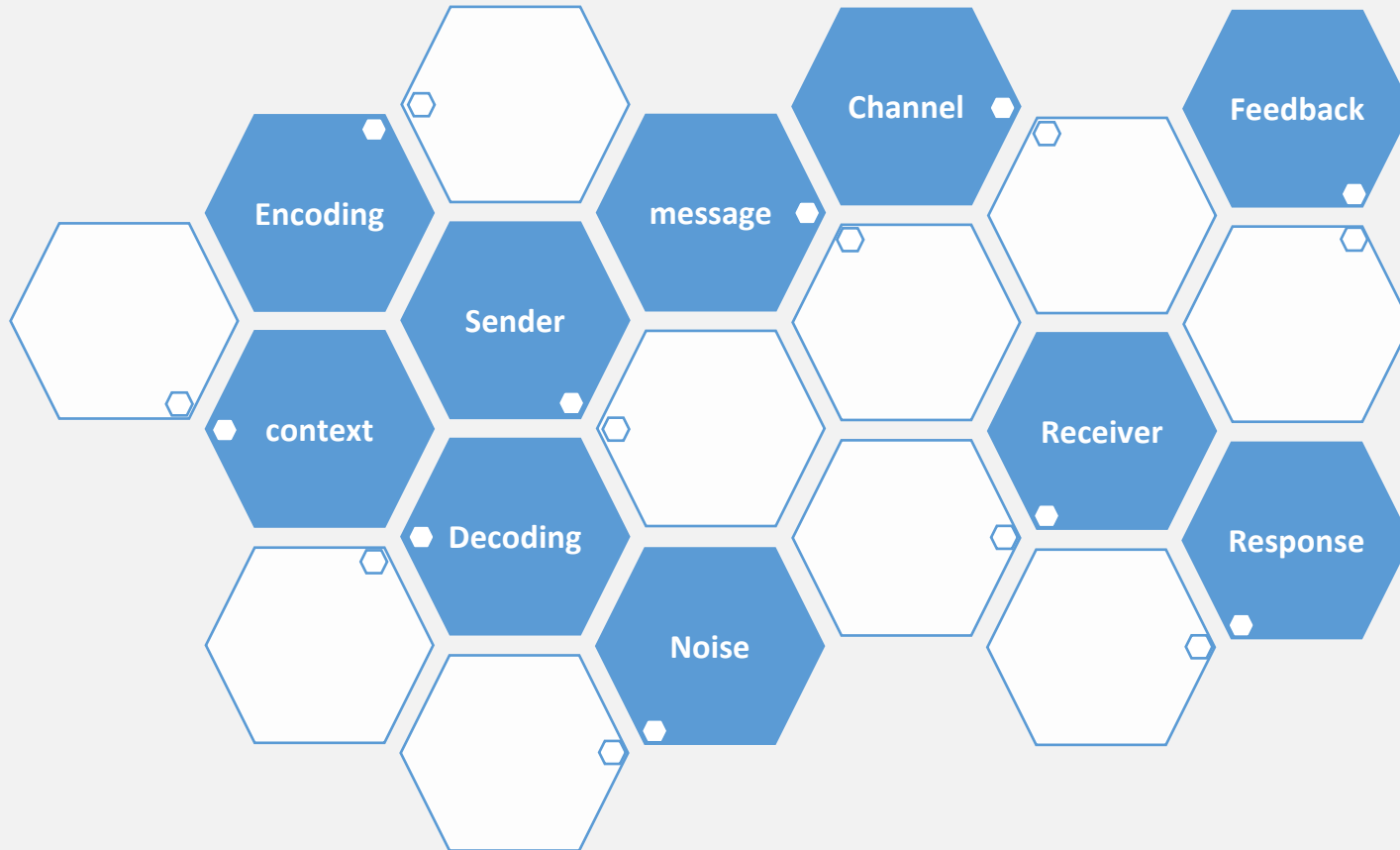
Classification of communication

Five elements in the communication process

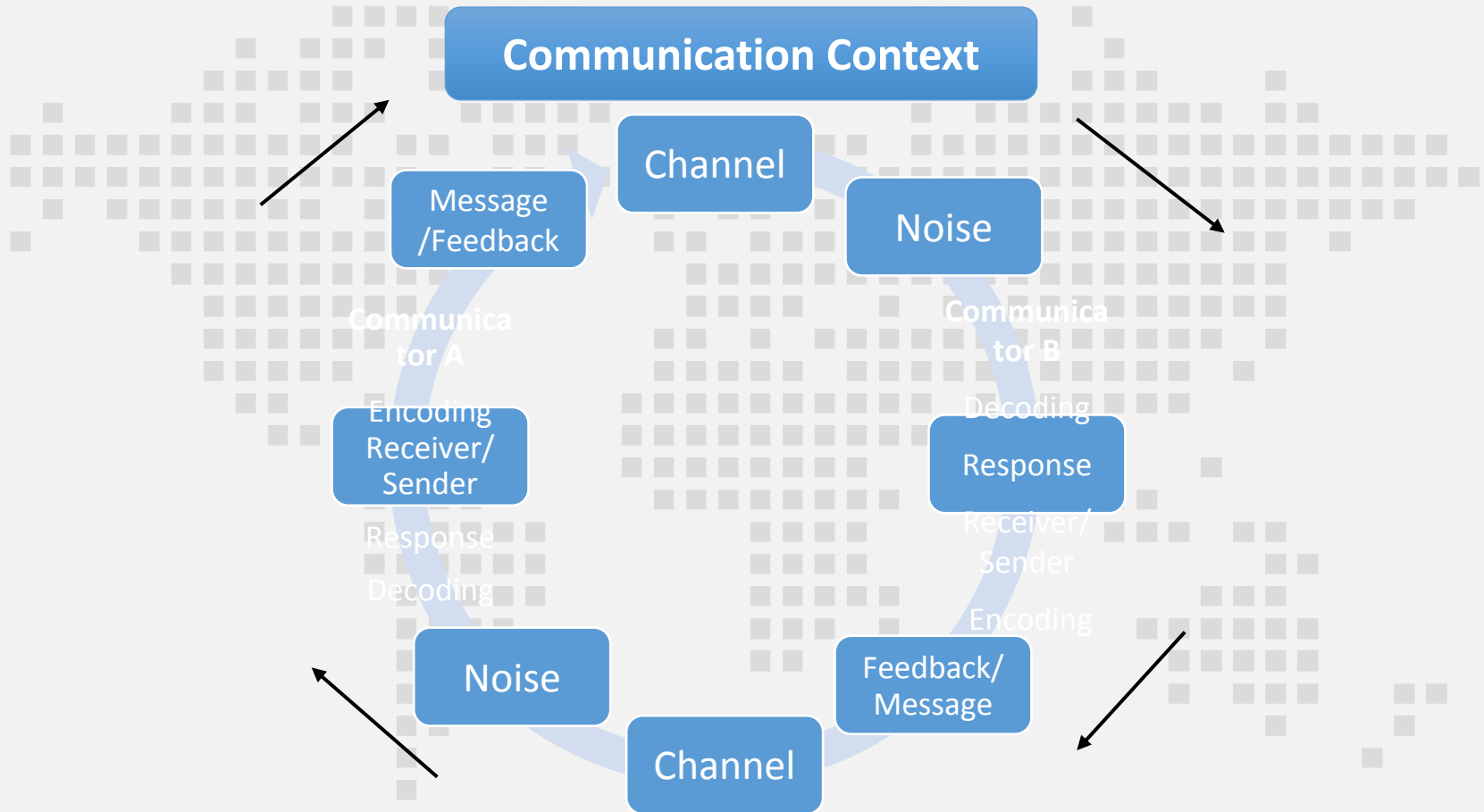
Tips on How to Communicate Effectively



1.1 Ten Elements of Communication



1.1.1 Transactional View of Communication



1.1.2 Example : A conversation between two colleagues

Male: Hi, how've you been?

Female: Not bad. 'N you?

Male: Oh, can't complain. Busy.

Female: I know. Me, too.

Male: Oh, well, gotta tale off. See ya.

Female: Bye. Take care.

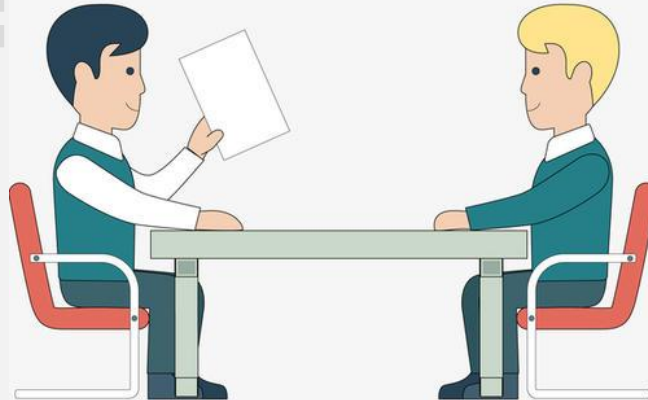


1.2 Elements of communication

Elements	Explanations of elements	Illustration in this conversation
Context	A setting or situation in which communication occurs	An elevator on the way to the office
Sender	The individual who originates a message	The man
Encoding	The process by which an idea is converted into a message	Converting the idea of greeting into a verbal message
Message	The information being sent	A verbal greeting (How've you been?)
Channel	The means by which a message is transmitted from its origin to its destination	Face-to face
Receiver	The intended destination of a message	The woman
Decoding	The process by which the message is converted into an idea	Converting the verbal message into the idea of greeting: he's greeting me.
Response	The reaction of the receiver to the decoded message	Positive response to the greeting
Feedback	A message about the effects of a previous message that is sent back to the source	A verbal message sent back: "Not bad. 'N you?"
Noise	Anything that interferes with the transmission of a message	None

Mutual process

- Since most human communication is a **mutual process** rather than a one-way message flow, the participants frequently exchange roles as message originators and message receivers in the ongoing process of communication.



Noise

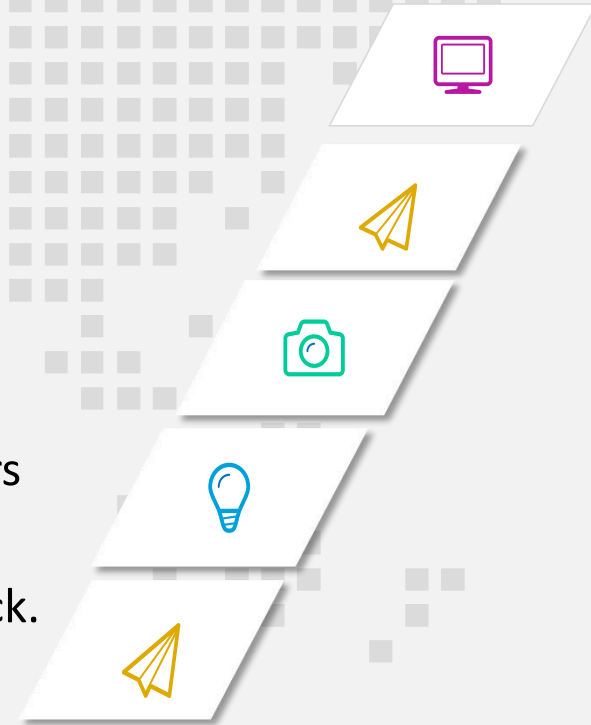
- Another thing worthy of notice is that in this conversation the communication is going on smoothly without any “noise”. There is no physical noise since there are no other people aboard the elevator and thus, the two communicators can hear each other perfectly well. There is no mental noise either since neither of them is distracted mentally, and they both are attentive to the conversation. Neither is there any cultural noise because both speakers are from the same culture and share the same cultural background.



1.3 Five elements in the communication process

- Normally, the communication process involves **five** interrelated elements:

- 1 the context of the communication;
- 2 the participants;
- 3 the messages being communicated;
- 4 the channels through which the communication occurs
- 5 the verbal and non-verbal response known as feedback.



Context

- Context refers to the conditions which make up communication, including physical, historical, psychological, and cultural contexts. As the saying goes: "When in Rome, does Romans do." In other words, following the communication norms of the context is the first priority for any successful intercultural communication.
- For example, when greeting someone for the first time, you often shake hands with each other in China, while you need to put your palms together in Thailand.

Participants

- **Participants** refer to the senders and receivers of messages during the communication process, especially for face-to-face communication. As senders, we form messages and attempt to communicate them to others through verbal and non-verbal symbols. As receivers, we process the messages sent to us and react to them verbally and non-verbally.

Participants

- **Three important variables** related to participants may affect communication: relationship, gender, and culture.
- Undoubtedly, cultural difference is a major barrier in intercultural communication, but we should not neglect the other two variables. For instance, males and females can sometimes experience difficulty sharing meaning because they approach the world with different perspectives. For another example, people often behave differently in workplace relationships and in family relationships.

Message

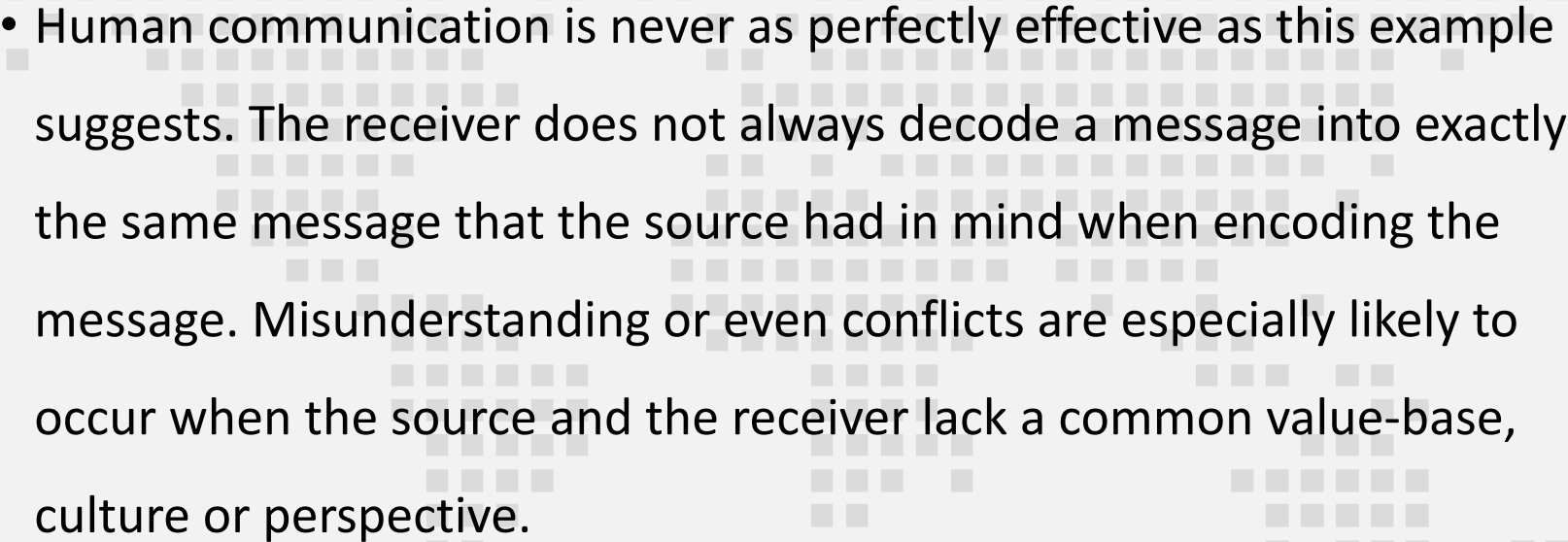
- Communication takes place through the sending and receiving of messages.
- Messages **include** the elements of meanings, symbols, encoding, and decoding. The meanings can be transferred or shared with others by messages comprising verbal and non-verbal symbols. The encoding and decoding processes include nonverbal cues, which significantly affect the meaning created by the participants in a communication transaction. Conflicting meanings are created when the verbal symbols are contradicted by the nonverbal cues. For instance, if a foreign customer says, "Yes, I'm very interested in your products." the meaning you decode will be very different if the person leans forward and looks interested or yawns and looks away.

Channels

- Messages are transmitted through a variety of sensory channels. We may use sound, sight, smell, taste, touch, or any combination of these to carry a message. **Face-to-face** communication has two basic channels: sound (verbal symbols) and sight (non-verbal cues).
- However, people can communicate by any of the five sensory channels. A fragrant scent or a warm hug may contribute as much to meaning as what is seen or heard. Some channels are more effective in communicating certain messages than others, and the nature of the channel selected affects the way a message will be processed.
- For instance, what kind of message do you get from someone who comes to a business meeting wearing a T-shirt and jeans?

Feedback

- As receivers attempt to **decode** the meaning of messages, they are likely to give some kind of verbal or nonverbal response. This response, called feedback, tells the sender whether the message has been heard, seen, or understood. If the feedback tells the sender that the communication was not received or was misinterpreted, the person can send the message again, perhaps in a different way, until the listener receives the meaning the sender intends. For example, when you greet a friend on a noisy street by waving your hands but fail to get his or her attention, you can call his or her name loudly instead. In the case of intercultural communication, if you have to do some shopping in a foreign country and the shop assistant could not understand your language, you can simply point to the goods you want.

- 
- Human communication is never as perfectly effective as this example suggests. The receiver does not always decode a message into exactly the same message that the source had in mind when encoding the message. Misunderstanding or even conflicts are especially likely to occur when the source and the receiver lack a common value-base, culture or perspective.

1.4 Classification of communication

- Verbal & nonverbal
- One-way & interactive
- Direct & indirect
- Interpersonal, interorganizational and mass media-based.
- Intracultural & intercultural
- Intrapersonal & interpersonal
- Intentional & unintentional
- Successful & unsuccessful
- Effective & ineffective
- Appropriate & inappropriate

Video

Watch the video clip.
Try to discuss with
your partner how
the difference
between men and
women influence
their ways of
expression.



1.5 Tips on How to Communicate Effectively

1) Recognize your goals.

Identify your object for your communication. Each must be conveyed in the ways that are suitable and applicable to a particular situation. So you need to identify your goals and plan what to say accordingly. If necessary, you can write down your goals and provide supporting reasons or arguments to back up your statements.

1.5 Tips on How to Communicate Effectively

2) Know your audience.

Whether you are speaking to a group or a single individual, you need to know special things about your audience that will increase your ability to meet their needs and help them receive your message positively. Your audience can be a labor union, your family members, schoolteachers, or your sweetheart who are requiring a different approach, language, and degree of preparation. Respect the needs and communication requirements of your audience and they will reward you with their attention. Possibly they will applaud, and more importantly, their action will be in response to your message.

1.5 Tips on How to Communicate Effectively

3) Know your message.

Once you know your goals and know your audience, draft your message. You have to know your subject inside and out. You have to know how your target audience is likely to respond, what they want to hear, and what you are actually going to tell them. Move to shorten the gap between expectation and reality, and couch your audience in good light. In this way, your audience will know you took the time to prepare for them, and they will respect for it.

1.5 Tips on How to Communicate Effectively

4) Function with the best of manners.

Kindness and courtesy will go a long way. You can say good news badly, and you can convey bad news as well. Be careful of your choice of words, tone of voice, inflection, facial expressions, and body language. Everything should work together to reinforce your message. It is important to be tactful, sincere, kind, and courteous. When the message has a tendency to be unwelcome, be sure to relay it with other modest ways. There is no need to increase somebody's anger by being impolite.

1.5 Tips on How to Communicate Effectively

5) Know your limits.

Determine the length of time that is acceptable for you to talk and do not overstate you are welcome. Remember KISS"- -**Keep It Short and Simple.**" Once you have conveyed your message, assure your audience to determine they are still willing to listen, and then you can add more to help convince them about your message. It is better to leave your audience hungry for more than to make them sick of you. If you turn your audience off you, they will most likely close their mind to your message as well.

1.6 10 Barriers to Effective Communication



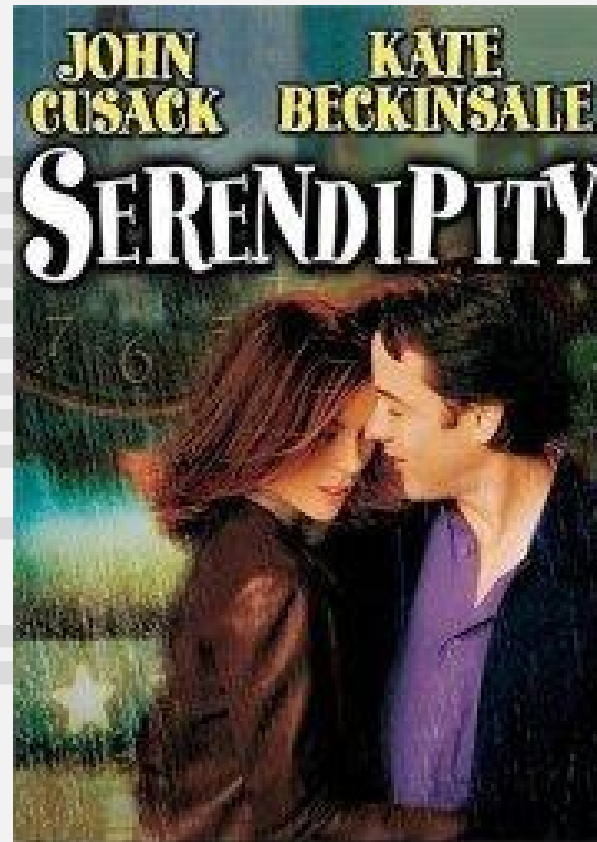


2

Case Study

Section A

- **Serendipity** 缘分天注定（情有独钟）
- *Johathan Trager and Sara Thomas meet while shopping for gloves for their respective lovers. They decide to test fate by splitting up and seeing if destiny could bring them back again. Many years later, having lost each other that night, both are engaged to be married. Still, neither can shake the need to give fate one last chance to reunite them. Many opportunity moments bring the two close to meeting a number of times, but fate will have the final word on whether it is meant to be.*





Questions

In the movie, Jonathan wants to get Sara's phone number, but their process of communication fails. What elements go wrong in this process?

When Sara hands her phone number to Jonathan, the paper is blown into a trash. Jonathan takes it as an accident, but Sara regards it as a sign of fate, which is telling her not to develop their relationship. Their different out look to life causes the breakdown of the process of communication.



3

Intercultural Communication

. What is Intercultural Communication?



跨文化

3.1 Group discussion

- Read the story below. Can you help Yaser to solve his confusion?
Discuss in groups and report your solutions to the class.
- Steve and Yaser first met in their chemistry class in an American university. Yaser was an international student from Jordan. He wanted to learn more about American culture and hoped that he and Steve could become good friends. At first, Steve seemed very friendly. He always greeted Yaser warmly before class. Sometimes he offered to study with Yaser. He even invited Yaser to have lunch with him. But after the semester was over, Steve seemed more distant. The two former classmates did not see each other very much in the school. One day Yaser decided to call Steve. Steve did not seem very interested in talking to him. Yaser was hurt by Steve's change of attitude. "Steve said we were friends," Yaser complained, "and I thought friends were friends forever: Yaser was a little confused."

Reason

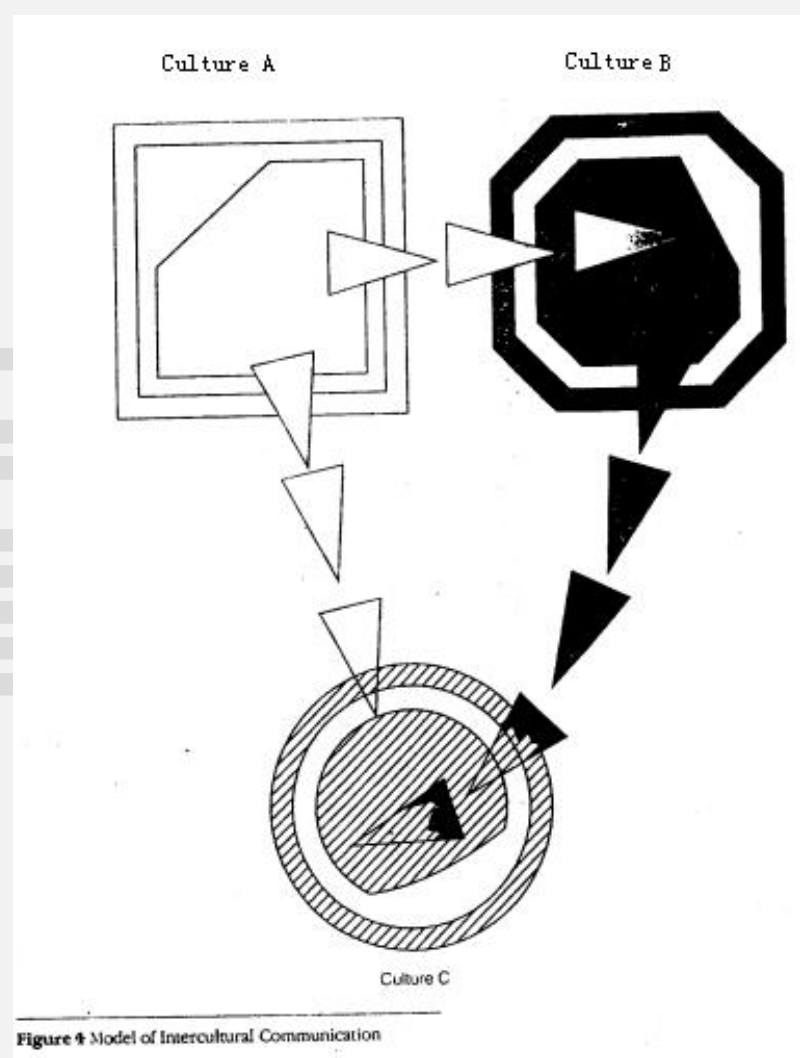
- As a foreigner, Yaser , does not understand the way Americans view friendship. American use the word "friend" in a very general way. They may call both casual acquaintances and close companions. These friendships are based on common interests. When the shared activity ends, the friendship may disappear.
- Now as Steve and Yaser are no longer classmates, their friendship has changed. In some cultures friendship means a strong life-long bond between two people. In these cultures friendships develop slowly, since they are built to last.
- American society is one of rapid changes. Studies show that one out of five American families moves every year. American friendships develop quickly, and they may change just as quickly. People from the United States may at first seem friendly. Americans often chat with strangers. But American friendliness is not always an offer of true friendship.
- After an experience like Yaser 's, people who has been in this country for only a few months may consider Americans to be fickle. Learning how Americans view friendship can help non-Americans avoid misunderstandings. It can also help them make friends in the American way.

3.2. Intercultural Communication Defined

Intercultural Communication means the exchange or communication between people who have different cultural backgrounds.



3.3. Model of Intercultural Communication



3.3.1Comment

- The **more** similarities two cultures share, the **less** influence culture will have on communication.

Therefore, the **less** messages will be changed during communication.

- The **less** the cultures are alike, the **greater** the influence of culture on communication will be, and the **more likely** the messages will be changed. **Misunderstanding** in intercultural communication often arises here.

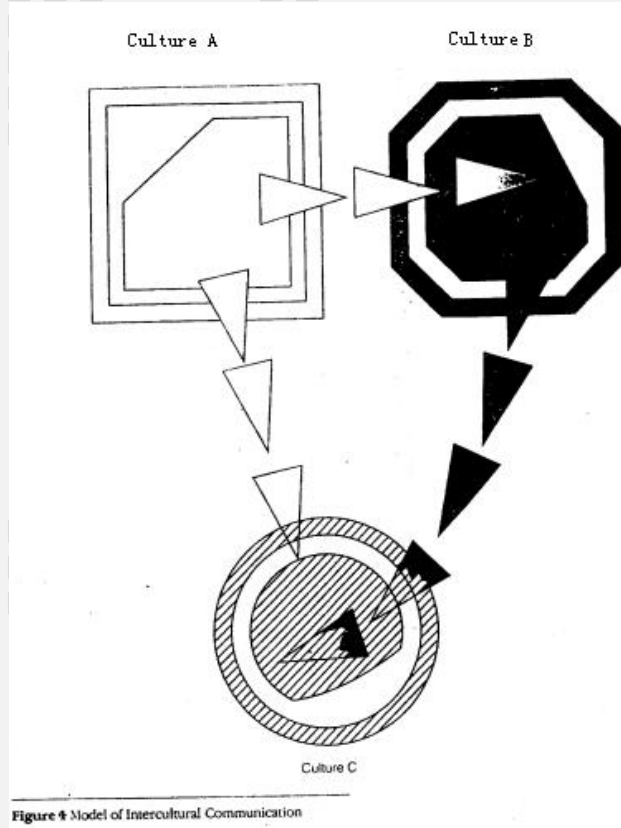
3.4. Model of Intercultural Communication

Suppose

Culture A : Chinese culture

Culture B: Japanese culture

Culture C: American culture



- If people from Chinese culture go to Japan, due to the similarities between Chinese and Japanese cultures, they can communicate with Japanese people without causing much misunderstanding. Or, people of the Japanese culture could understand most of what they say without their messages being altered too much.
- However, when Chinese people communicate with American people, problems often occur because Chinese culture and American culture differ from each other greatly.

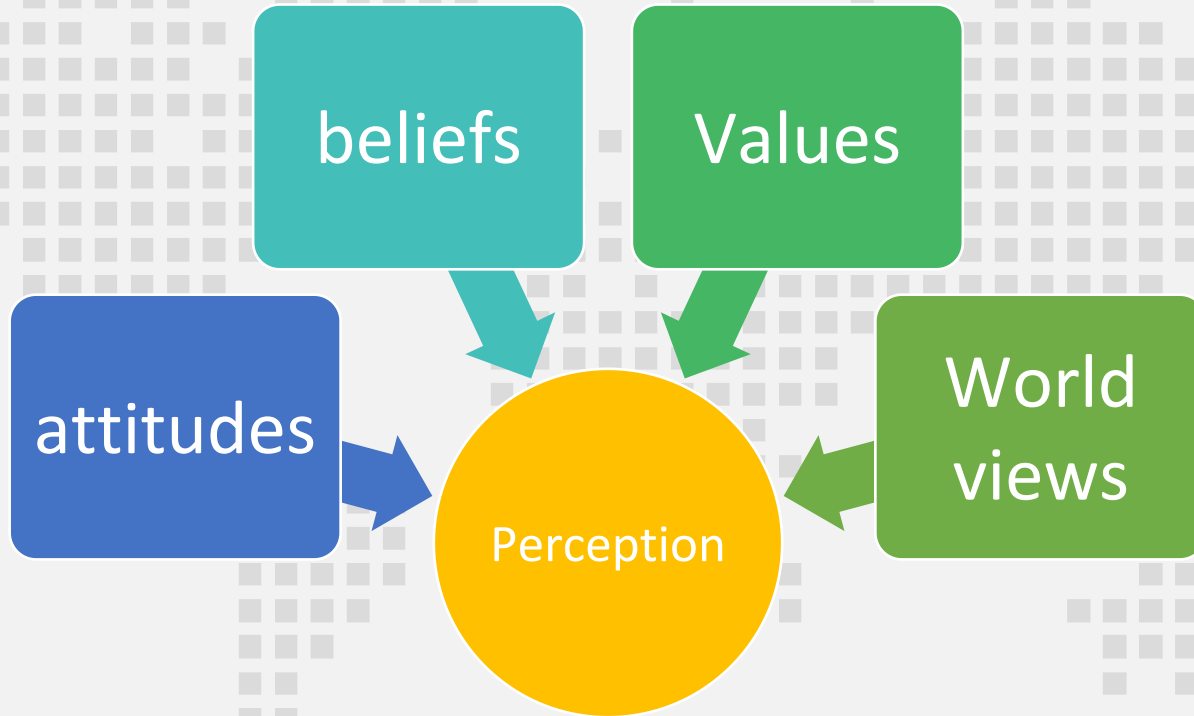
3.5. Barriers in Intercultural Communication

- Language differences
- Nonverbal communication
- Stereotypes
- Cultural bias on judgments
- High level of stress

3.6 Elements of intercultural communication

- One major goal of intercultural communication study is to discover the specific variables affecting the quality of intercultural communication, although it is impossible to list all these variables, the major cultural elements falls into **four** general groups:
- Perception
- Verbal processes
- Nonverbal process
- Contextual elements (Samovar Porter & Sefanni,2000)

Perception



3.6 Language

- Language is a major means of communication, heavily influenced by the culture in which it is developed. In the other words, an individual's culture shapes the meaning of a verbal message.

embarrassed
embarrassada.

To feel mildly uncomfortable

To be pregnant

- Communication also involves signs and symbols. The meaning of these nonverbal codes such as body language, time and space etc., are also culturally determined.

Questions

- How can we have an effective communication with your guests from other countries?



4

Case Study

Section B Guasha

- The introduction “Guasha Treatment”
- Today let's take a brief introduction of a famous Chinese movie named "The Treatment".The film “The Treatment” takes the misunderstanding aroused by the traditional Chinese treatment **guasha** (skin scraping) as the story line, reflecting the predicament the overseas Chinese plunging into due to the culture conflicts. The story comes to a happy ending with the predicament finally broken through thanks to the sincerity and love between people. The thought-provoking film is one of the best Chinese films that promote cultural understandings between the East and the West.

Background

- Grandfather Xu comes from China to visit the family of his son, Datong Xu (Tony Leung), in St. Louis. While there, he gives his grandson, Dennis Xu (Dennis Zhu), a treatment of Gua Sha to treat a slight fever (being unable to read English labels of medicine). The authorities, however, mistake the harmless traditional Chinese medical treatment for child abuse due to the obvious marks left on Dennis' back. The family goes through hell when the child is taken away by the child protection agency.





What happen later

- Meanwhile, Grandfather Xu leaves America because he finds that the living environment is really not suitable for him, as he feels that a simple, harmless treatment like Gua Sha, which is so common in China, is treated as child abuse in America. Furthermore, he cannot converse in English. An American friend of the father, Benton Davis (Joe Erker), tries gua sha and proves that the treatment leaves painful-looking marks that are not actually painful or harmful at all. Finally, the child is able to return home and the family is reunited.

Questions

- In the hearing, why does Xu Datong invite John to be his lawyer although John is not familiar with family law? What can you learn from it about Chinese?
- Why doesn't John defend Xu Datong in the hearing? What can you learn from this?
- Why does Xu Datong tell the judge he performed Guasha on Dennis? What can we learn from this about Chinese culture?

Answer 1

Xu Datong invites John to be his lawyer because John is the best friend of his. In China, people usually try to seek help from all kinds of social relationship when they are in trouble. From it we can learn the heavy interdependence between Chinese people, which is a major characteristic of collectivist culture.

Answer 2

- From the photos of Dennis' injury, John agrees that Xu Datong has abused his own son. That is why John doesn't defend Xu Datong.

From it we can learn that American people put more emphasis on the truth and facts rather than personal relationship, which is an important characteristic of individualist culture.

Answer 3

- “Because he’s Chinese.” This is what is said by Jane Ning when asked by John Quilan in the ending part of the movie. As a Chinese man, Xu Datong considers it as his responsibility to shoulder up all the trouble by himself, which is what is expected from a responsible and filial man in Chinese culture.



5

Homework

Homework



本周作业：主题阅读
人口和生态

Inferno 旅鼠之谜

录制“人口与生态”主题视频

小组制作：选择电影视频

安娜和国王

甄嬛传/亚瑟王

茜茜公主





Intercultural Communication