



Globalizing
Intercultural
Communication
A Reader



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EXPLORING

INTERCULTURAL COMMUNICATIONS AND ITS IMPACT ON EVERY DAY LIFE

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Chapter 8: Intercultural Relationships

Chapter 9: Intercultural Communication in the Workplace

Chapter 11: Popular Culture, Media, and Globalization

Chapter 13: Intercultural Conflict in the Global Age

CHAPTER 8: INTERCULTURAL RELATIONSHIPS



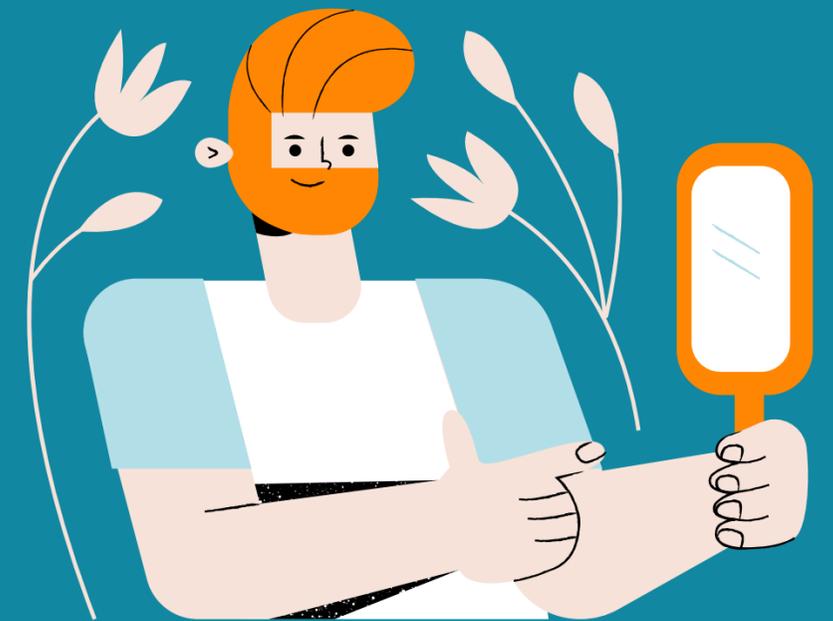
Summarizing Key Points:

Chapter 8 examines intercultural relationships, specifically romantic and heterosexual ones, through qualitative interviews with interracial couples. It explores how young adults in the U.S. navigate racial challenges at individual, community, and societal levels, offering insight into their experiences and perspectives. This chapter also explores the benefits of forging intercultural allegiances.

Key themes/concepts linked to our course:

- **historical context of racism**, as discussed in *Intercultural Communication* by Shannon Ahrndt,
- **experiences of racial prejudice faced by minority communities**, explored in *Immigration, Acculturation, and Adaptation* by John W. Berry.

AVOWED VS. ASCRIBED IDENTITIES



Avowed Identity

“Avowed identities are the perceived identities that an individual subjectively enacts within a certain context” (Collier, 2005).

An avowed identity is how you see and describe yourself based on your values, beliefs, and experiences. It's the identity you choose for yourself.

Ascribed Identity

“Ascribed identities are cultural identities that are attributed, assigned, or labeled by others” (Collier, 2005).

An ascribed identity is how others see and label you, based on their perceptions, assumptions, or societal norms. It's an identity given to you by others.

CHALLENGES IN INTERRACIAL RELATIONSHIPS ACROSS DIFFERENT LEVELS

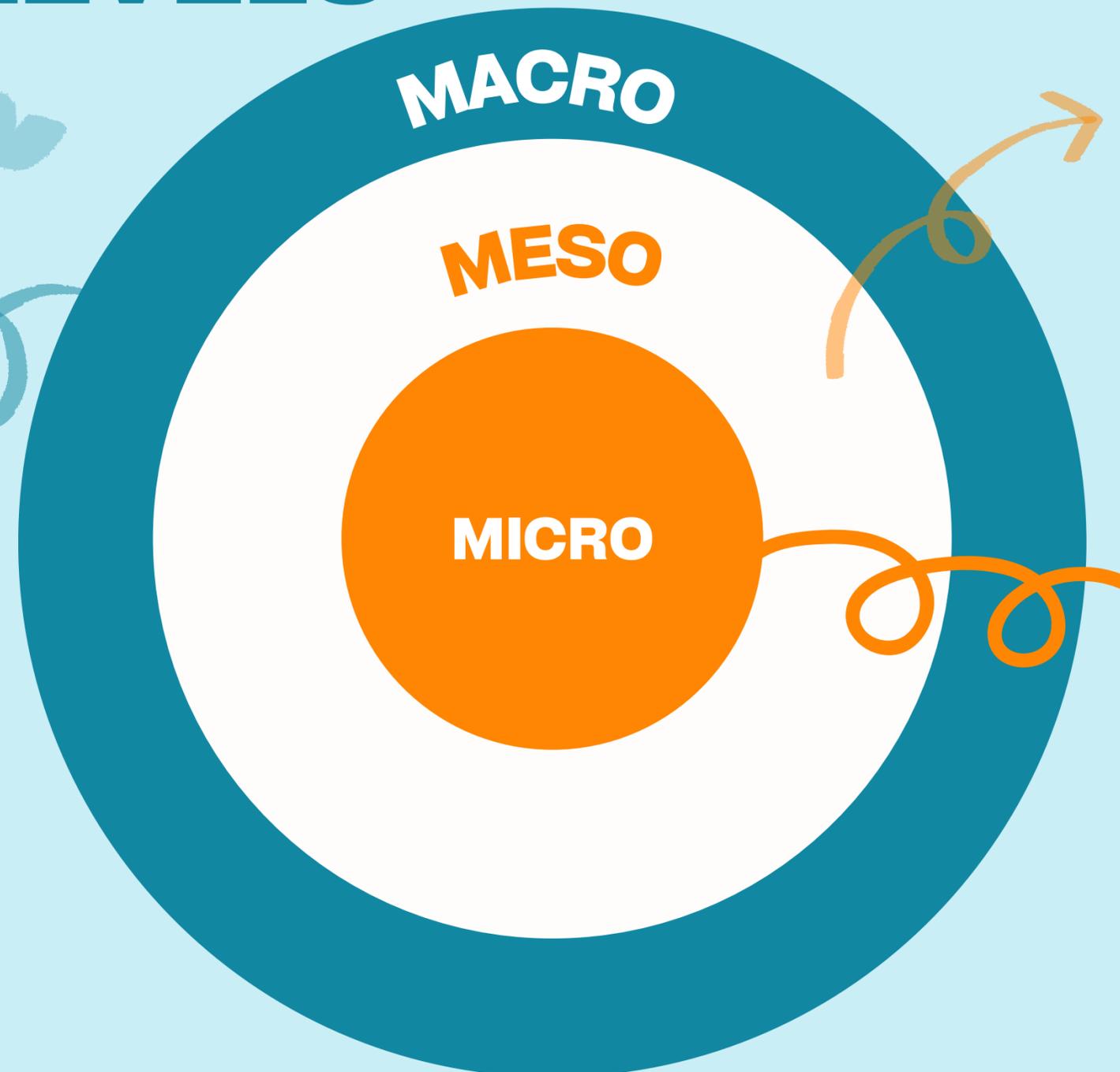


ECONOMIC/POLITICAL LEVEL

Whiteness as a socially constructed location of **racial privilege**.

Colorblindness - erasing the notion of "race" as ignoring racial identities and histories of racial injustice

Differential racialization - different racial or ethnic groups are portrayed, treated, and stereotyped in distinct ways depending on societal, political, and historical contexts.



COMMUNITY LEVEL

Cultural frames - the construct of interracial relationships viewed as challenging on the basis of "cultural differences"

Cultural racism - recoding race into culture; relying on culturally based arguments to justify, naturalize, or mask the reality of racism

INDIVIDUAL LEVEL

Identity management - negotiating individual identities and positionalities as an interracial couple; analyzing one's appearance/body where categories, memberships, power relations exist (i.e. body politics)

INTERCULTURAL PRAXIS

INQUIRY

FRAMING

POSITIONING

DIALOGUE

REFLECTION

ACTION

INTERCULTURAL PRAXIS MODEL KATHRYN SORRELLS, PH.D.

- Linking intercultural understanding with responsible action to make a difference
- Challenge stereotypes, prejudice, and systemic inequities
- Use positionality, power and privilege to generate alternative solutions
- Compassionate actions that create a more socially just, equitable and peaceful world

REFLECTION

- Capacity to learn from introspection
- Ability to observe and alter our perspectives and actions
- Capacity to view ourselves as agents of change
- Necessary for all aspects of intercultural praxis

DIALOGUE

- Creative process where meanings flow and new understanding emerges
- Relationship of tension that is oppositional and transformative
- Quality of communication that involves connection, empathy and respect
- Stretching across difference that is essential for building community

POSITIONING

- Socially constructed categories of difference position us in terms of power
- Consider how we are positioned in relation to others
- Our positioning impacts how we make sense of and act in the world
- Consider who can speak and who is silenced; whose knowledge is privileged

INTERCULTURAL PRAXIS

- Process of critical, reflective thinking and acting
- Allows us to navigate complex and challenging intercultural situations
- Raises awareness, increases critical analysis, and develops socially responsible action

INQUIRY

- Curiosity about self and others who are different from ourselves
- Interest in learning, growing and understanding others
- Willingness to take risks and suspend judgment
- Flexibility to challenge worldview and be changed

FRAMING

- Different perspective-taking options
- Awareness of frames of reference that include and exclude
- All perspectives and views are limited by frames
- Ability to shift perspectives between micro, meso and macro frames

INTERCULTURAL
PRAXIS

INFOGRAPHIC BY JESSICA ARANA

UNIDERSTANDING THE
IMPORTANCE OF
INTERCULTURAL ALLIANCES:
CROSS-CULTURAL
PARTNERSHIPS PROVIDE US
WITH BETTER ANSWERS



Intercultural partnerships encourage fresh perspectives, fostering creativity and enabling solutions that may not have been possible independently.

WHAT AM I MISSING HERE?



WHAT IS YOUR PERSPECTIVE?

WHAT AM I ASSUMING THAT YOU ARE NOT?



WHAT AM I TAKING FOR GRANTED IN THIS SCENARIO?

CHAPTER 9: INTERCULTURAL COMMUNICATION IN THE WORKPLACE



Summarizing Key Points:

Chapter 9 looks at neoliberalism from a critical lens as it is manifested in interactions in the workplace, including the negotiating communication styles and identities amidst an intercultural environment. Global working environments require a high level intercultural competence to navigate in-country interactions, global borders, in-person or virtual communications.

Key themes/concepts linked to our course:

- *Hofstede's cultural dimensions*
- *Adaptation and Acculturation (Berry, 1997)*
- *Dialectics of ICC (Ahrndt, 2024)*
- *History, power, and globalization (Mendoza & Mendoza, 2016)*
- *Leading via time context (Buchan et al., 2024)*



CASE STUDY: MAQUILADORA WORKERS

Paradoxical Conflict between
American Dream and the
Working-Class Promise

isolation, self-reliance,
future orientation

identity struggles:
cultural vs workplace

“A strong sense of powerlessness and fear for one’s position in relation to the global economy... a recurring concern about the uncertain future beyond their control... lack of resources and individually based future pursuits emerged amidst feelings of isolation within their position, company, and industry.” (p. 172)

“...there is a struggle to attend to these two worlds because work requires so much time and effort.” (p. 174)

Working in a
foreign-owned
Maquiladoras in
Mexico

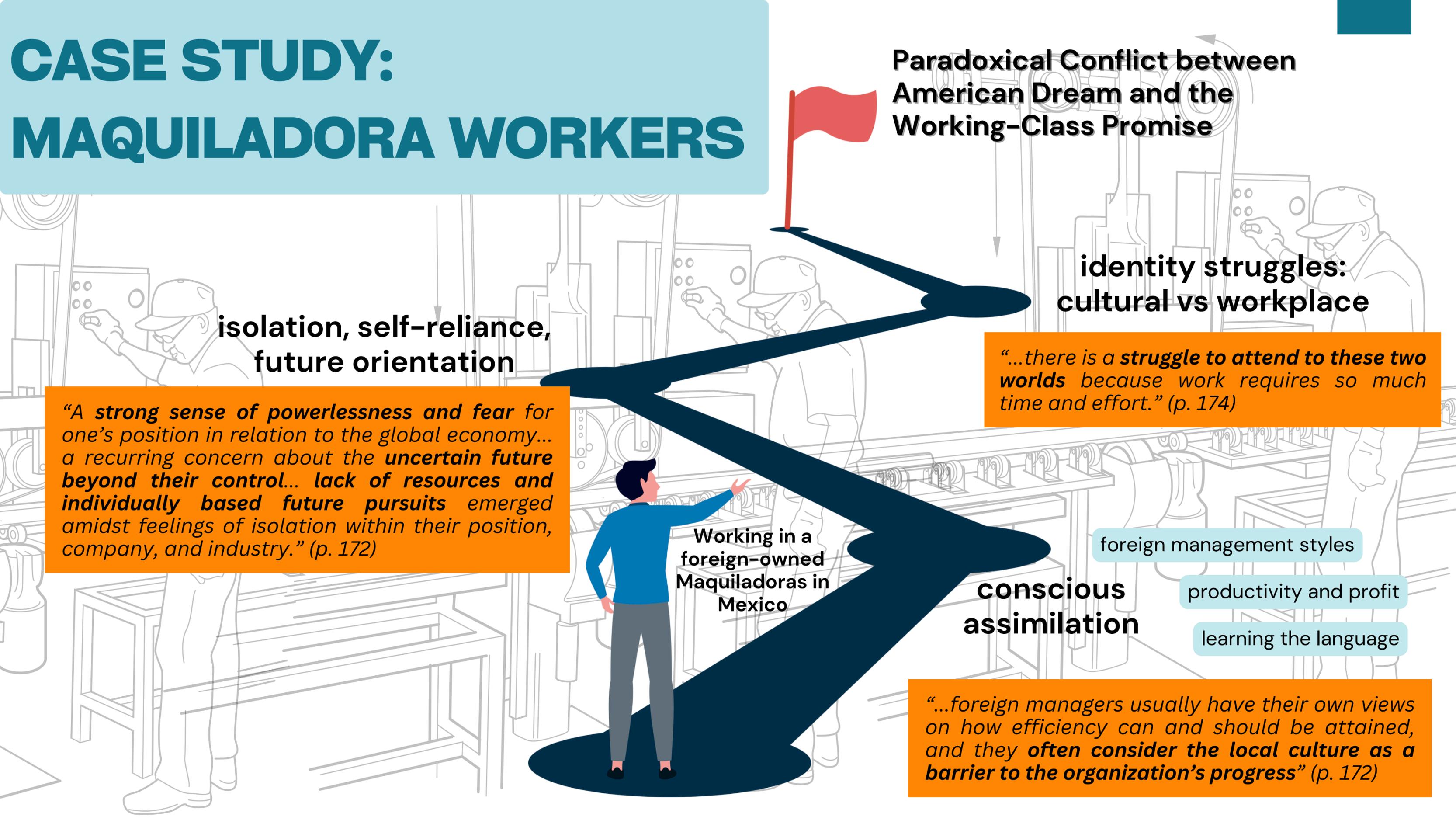
conscious
assimilation

foreign management styles

productivity and profit

learning the language

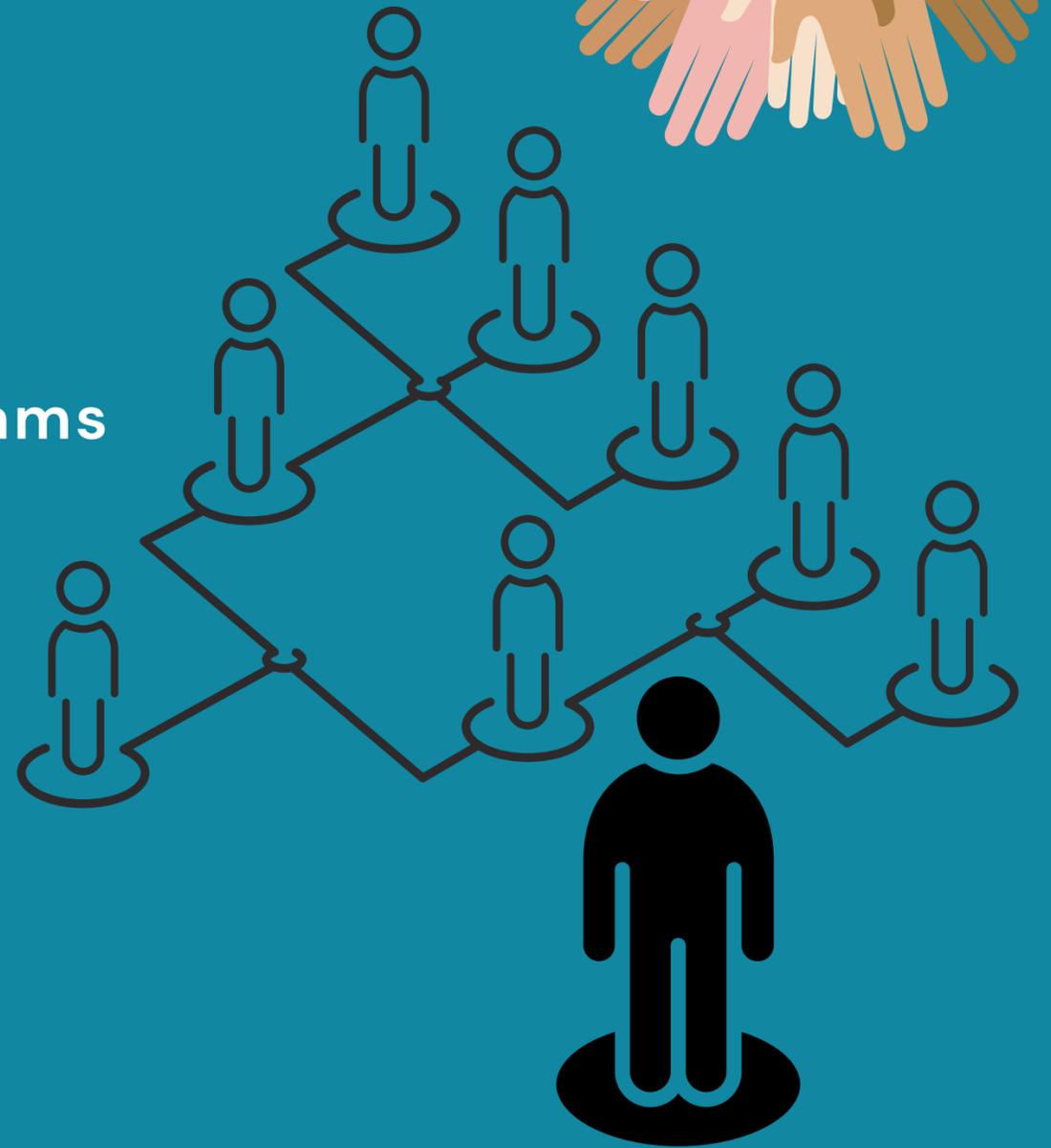
“...foreign managers usually have their own views on how efficiency can and should be attained, and they often consider the local culture as a barrier to the organization’s progress” (p. 172)



diverse to intercultural

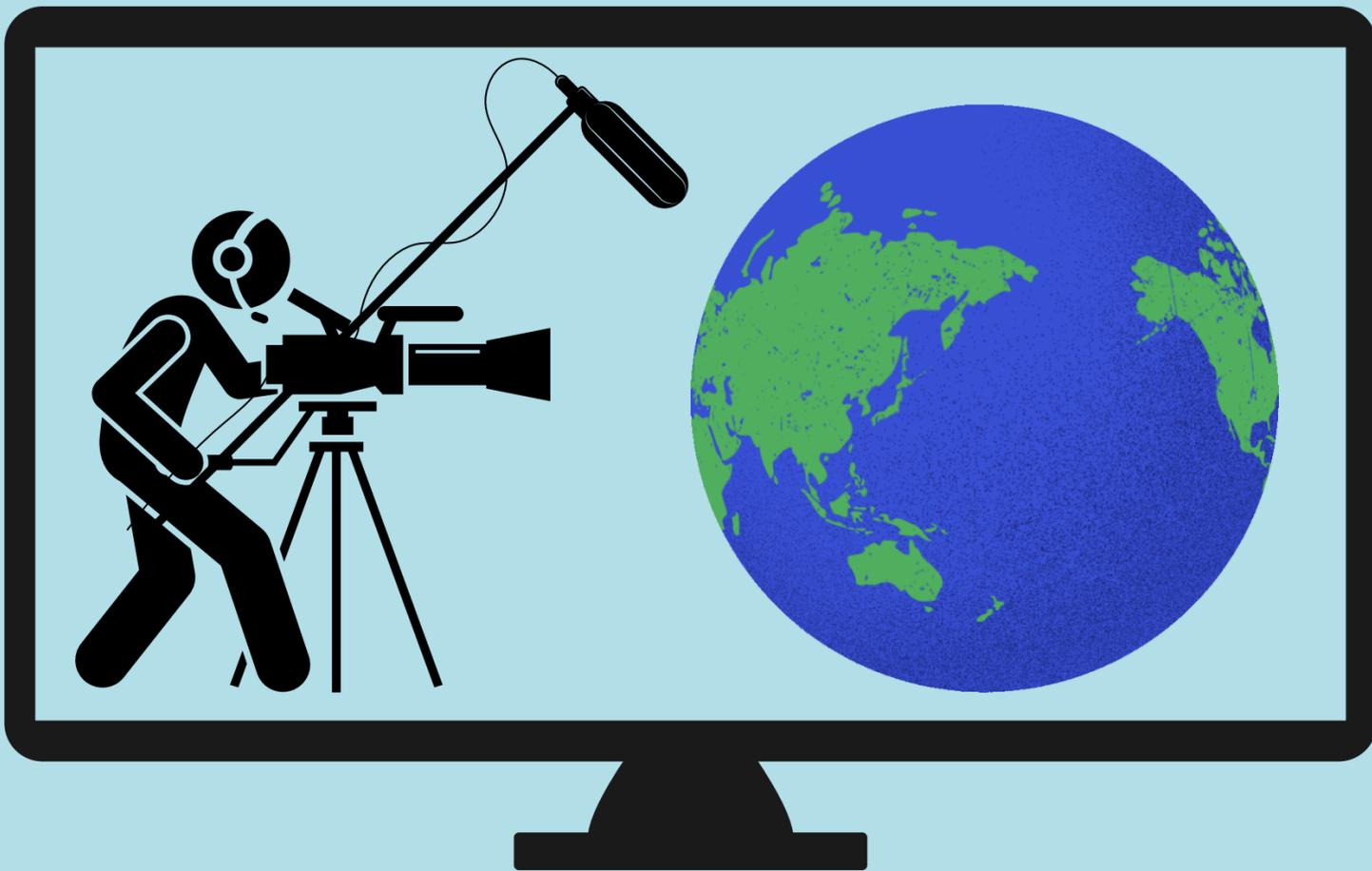


- 1 global migration patterns → international workforces and customer bases
- 2 technology changes → international and virtual teams
- 3 business & education → frequently engaging globally with international offices and international education programs



CHAPTER 11:

POPULAR CULTURE, MEDIA, AND GLOBALIZATION



Summarizing Key Points:

Chapter 11 explores the intricate relationship between media, personal identity, and our perception of the world. Through case studies, it examines how media both reflects and shapes our sense of self, influencing our values, beliefs, and cultural ties. The chapter also highlights media's role in identity formation, particularly for diasporic communities, where it serves as a crucial link to one's homeland.

Key themes/concepts linked to our course:

- **asymmetric globalization** - Chapter 3 of Global Intercultural Communication
- **importance of intercultural understanding** - Intercultural Reflection through the Autobiography of Intercultural Encounters.

“THE ILLUSION OF KNOWING”

and it's impact on our ability to achieve cross-cultural understanding

1

CONSUMPTION OF MEDIA DEPICTING FOREIGN CULTURES

“Much of what we think we know about people, places, and ideas is obtained and confirmed by popular culture.”
(Sorrells & Sekimoto, 2016)



3

MISCONCEPTIONS DEVELOPING INTO THE “ILLUSION OF KNOWING”

“When we take popular culture to be reality rather than representation, the result is an “illusion of knowing.”
(Sorrells & Sekimoto, 2016)



RELIANCE ON / BELIEF IN THIS MEDIA TO INFORM OUR UNDERSTANDING OF VARIOUS CULTURES

“We learn so much about our world and how to make sense of it from the stories our culture tells.” (Sorrells & Sekimoto, 2016)



2



RESULTING IN MISALIGNMENT IN UNDERSTANDING WHEN ACTUALLY ENCOUNTERING THE CULTURE

“Encounters with others through the mass-mediated space of popular culture are helpful but not a substitute for genuine conversations, relationship building, and self-reflexivity about our positionality” (Sorrells & Sekimoto, 2016)

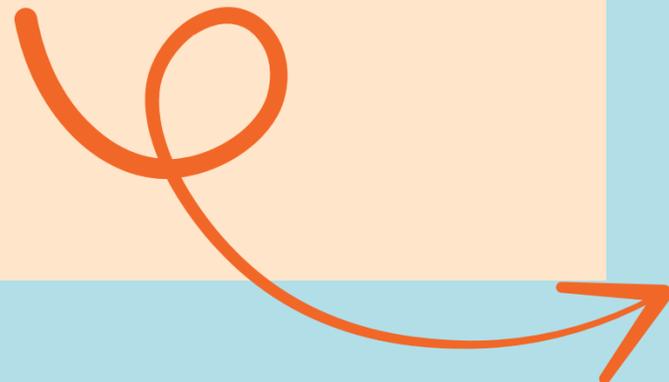
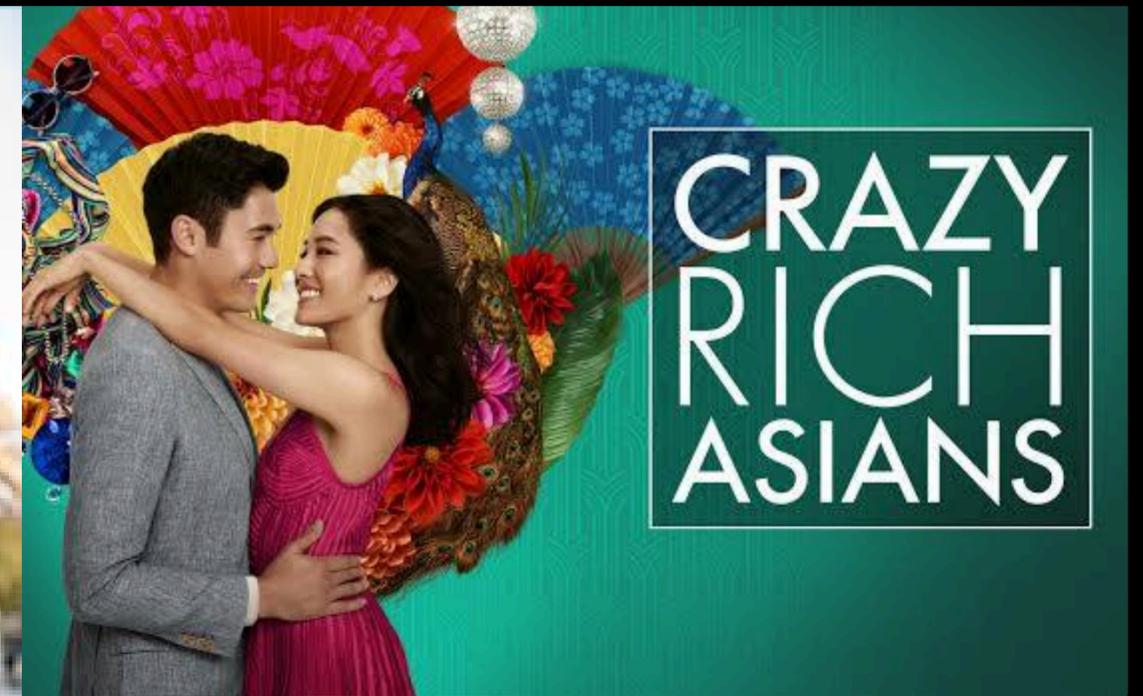
4

INTERCULTURAL COMPETENCE CALLS FOR CHALLENGING MEDIA NARRATIVES

BE WARY OF ALLOWING SEEING TO BECOME BELIEVING...

It is important to stay critical of the media we consume and not take all depictions of foreign cultures as accurate.

According to Sorrells and Sekimoto, "Popular culture always reflects the interests of its producer and, as such, should not be romanticized but scrutinized."



Exploring the Influence of Media Consumption on Identity Formation

through the lens of Bangalore university students

1993 BANGALORE STUDENTS

- During the 1990s, India experienced its first significant exposure to Western television and media.
- Anxiety/apprehension about the impact of “liberating” Western influences

Heavy influences via Western media consumption



Globalization catalyzing identity renegotiation

2011 BANGALORE STUDENTS

- Greater presence of **transnational identities**
- “Significant and new acceptance of how notions of gender, nation, and culture are shifting”

RESULTS:

The study found there to be “a significant and new acceptance of how notions of gender, nation, and culture are shifting” largely attributed to Western media consumption and the impact of interconnectedness and globalization.

CHAPTER 13: INTERCULTURAL CONFLICT IN THE GLOBAL AGE



Summarizing Key Points:

Chapter 13 discusses intercultural conflict amidst our very globalized world, particularly increased tensions between in-groups and out-groups intensified by migration in different locations. Given this, one author talks about indigenous communities and the power of immigrant organizations in supporting members and building social capital, while another chronicles his practice of intercultural praxis amidst racism and Islamophobia.

Key themes/concepts linked to our course:

- *Positionality, identity amidst conflict*
- *Adaptation and Acculturation (Berry, 1997)*
- *Mediation, intercultural conflict resolution (Moore, 2008; Coronel, 2008)*
- *Migration, globalization, marginalization (Mendoza & Mendoza, 2016)*
- *Othering via racism, Islamophobia, hegemonic beliefs*

VIRTUAL COMMUNICATION

Examining and Resolving Differences in Virtual Communication

stay open and continue to develop an understanding of the other before rushing to a negative judgment

openly discussed differences when the opportunity to do so arises in face-to-face meetings, to facilitate quicker resolution and understanding of these differences

consistently attend to cultural histories, communication styles, power distance, and perception to work effectively in global environments

Donna: Arrive at 7:15 p.m. on Thurs.; will wait for you at UAL baggage claim. D

Miguel: My dearest Donna. I was happy to receive your note about when to expect your arrival. I am looking forward to meeting you and hope that you will have a relaxing flight. Our work will be so much fun and I am eager to spend time with you after the session so we can get to know each other better. Please travel safely. With warmest regards, Miguel.

***What he thought:** Doesn't she like me? Her note is so cold, and she doesn't even sign her full name.*

***What she thought:** Can't he just say "OK"? Why such a long e-mail that has no real content in it?*

CASE STUDY: INDIGENOUS MEXICAN IMMIGRANTS IN THE UNITED STATES

RESIST CONDITIONS OF DOUBLE MARGINALITY

DEFY COLONIALITY AND GLOBALIZATION THROUGH COSMOPOLITAN CITIZENSHIP

FOSTER SOCIAL CAPITAL

transnational immigrant networks

"We do not want to be more, but equal" (p. 258)

DECOLONIZATION WORKSHOPS

IMMIGRATION AND HUMAN RIGHTS CAMPAIGNS



THE HIJAB

WESTERN HEGEMONIC BELIEFS

represents the oppression of women

Islamic women as victims to be rescued, particularly by the more progressive, liberated West

“savior” mentality; ultimately victimizes Muslim girls and women who act outside of the dominant cultural norm



VALUES AND CULTURAL TRADITIONS

part of coming of age in Islam

religious responsibilities; based on country, culture, family practice, and individual beliefs

modesty; focus less on appearance, less unwanted sexual attention; empowered to develop personality & intellect

HANDLING INTERCULTURAL CONFLICT THROUGH USING INTERCULTURAL PRAXIS

CONFLICT RESOLUTION

POSITIONALITY

Awareness of your identity in context

INQUIRY

Asking questions

CURIOSITY

Observing interactions

FRAMING

Interpreting in the lens of history, power, culture

REFLECTION

Patience, restraint

ACTION

respect, lead by example

MULTIDIMENSIONAL FRAMEWORK OF ANALYSIS

consider the geopolitical realities on the international level

hold the complexities on an intergroup level

integrate multiple aspects of identity at an interpersonal level

THE COMPONENTS OF INTERCULTURAL COMPETENCE

ATTITUDES

- being willing to **empathize** with people who have different cultural affiliations from one's own
- being willing to **question what is usually taken for granted as 'normal'** according to one's previously acquired knowledge and experience
- being willing to **seek out opportunities to engage and co-operate with individuals who have different cultural orientations** and perspectives from one's own

KNOWLEDGE & UNDERSTANDING

- understanding the **internal diversity and heterogeneity of all** cultural groups;
- **communicative awareness**, including awareness that other peoples' languages may express shared ideas in a unique way or express unique ideas difficult to access through one's own language(s)
- understanding of **processes of cultural, societal and individual interaction**, and of the **socially constructed nature of knowledge**.

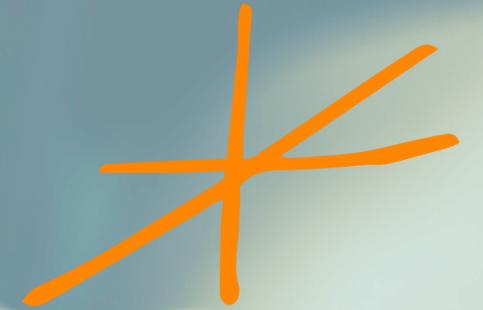
SKILLS

- **multiperspectivity** – the ability to decentre from one's own perspective and to take other people's perspectives into consideration in addition to one's own
- **cognitive flexibility** – the ability to change and adapt one's way of thinking according to the situation or context
- the ability to **act as a mediator** in intercultural exchanges, including skills in translating, interpreting and explaining.

ACTIONS

- **interacting and communicating appropriately, effectively and respectfully** with people who have different cultural affiliations from one's own
- **co-operating with individuals who have different cultural orientations on shared activities and ventures**, discussing differences in views and perspectives, and constructing common views and perspectives
- **challenging cultural stereotypes and prejudices**

BOOK REVIEW

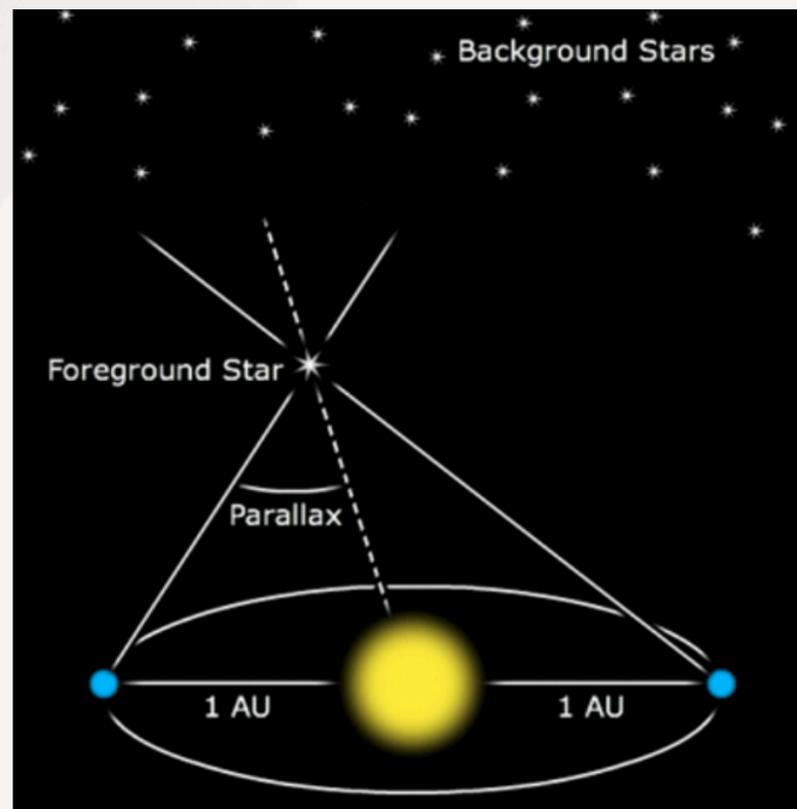


- involvement of different authors from different backgrounds increased authenticity and commitment to ICC
- use of critical theory lens on neoliberalism and its impact on society
- featured key cases and research that really confronts the historical roots and challenges with intercultural interactions in a globalized world

this can be a painful and confronting journey, for both dominant and minority groups, but promises to be a fruitful learning experience – one that feels necessary especially in these times, because intercultural bridgework is everyone's responsibility!

Intercultural Communication as a Parallax

DEFINITION: THE EFFECT WHEREBY THE POSITION OR DIRECTION OF AN OBJECT APPEARS TO DIFFER WHEN VIEWED FROM DIFFERENT POSITIONS



IN OUR GALAXY



IN OUR EVERY DAY



IN OURSELVES AND OTHERS

THANK

YOU

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