

1.2 BENEFITS OF INTERCULTURAL COMMUNICATION

- **Knowledge of IC allows us to:**
 1. **Understand how people from different cultural backgrounds:**
 - a) **behave;**
 - b) **communicate;**
 - c) **express feelings;**
 - d) **perceive the world.**

1.2 BENEFITS OF INTERCULTURAL COMMUNICATION

- Knowledge of IC allows us to:
 2. Understand the basic cultural differences affecting intercultural communication, such as:
 - a) language (misunderstanding);
 - b) religion (other priorities and values);
 - c) historical development of cultures (war conflicts, political development, economic development);
 - d) technological development of cultures;;
 - e) daily routine (work activity at different times);
 - f) feeding (different length of feeing, different form of feeding).

1.2 BENEFITS OF INTERCULTURAL COMMUNICATION

- **Knowledge of IC allows us to:**
 3. **Identify different forms and means of intercultural communication and how to manage them.**
 4. **Understand the principles and conditions of effective intercultural communication.**
 5. **Avoid cultural conflicts related with communication caused mainly by:**
 - a) **language misunderstanding;**
 - b) **misunderstanding the context of communication;**
 - c) **using different accompanying signs of communication (gesticulation, facial expressions, etc.).**

1.2 BENEFITS OF INTERCULTURAL COMMUNICATION

- The main benefits of managing IC:

1. personal growth through increased tolerance (*in general*);
2. willingness to accept differences (*reduced feeling of anxiety in contacts with members of other cultures, learning about customs and habitual behaviours of members of other cultures*);
3. better skills related to dialogue and cooperation (*improving verbal and nonverbal communication, improving abilities related with intercultural conflict resolution, becoming better in recognizing and undertaking communication behaviours*);
4. development of a positive attitude towards otherness;
5. better adaptation to a new environment;
6. better understanding of one's own culture and finding one's place in a society

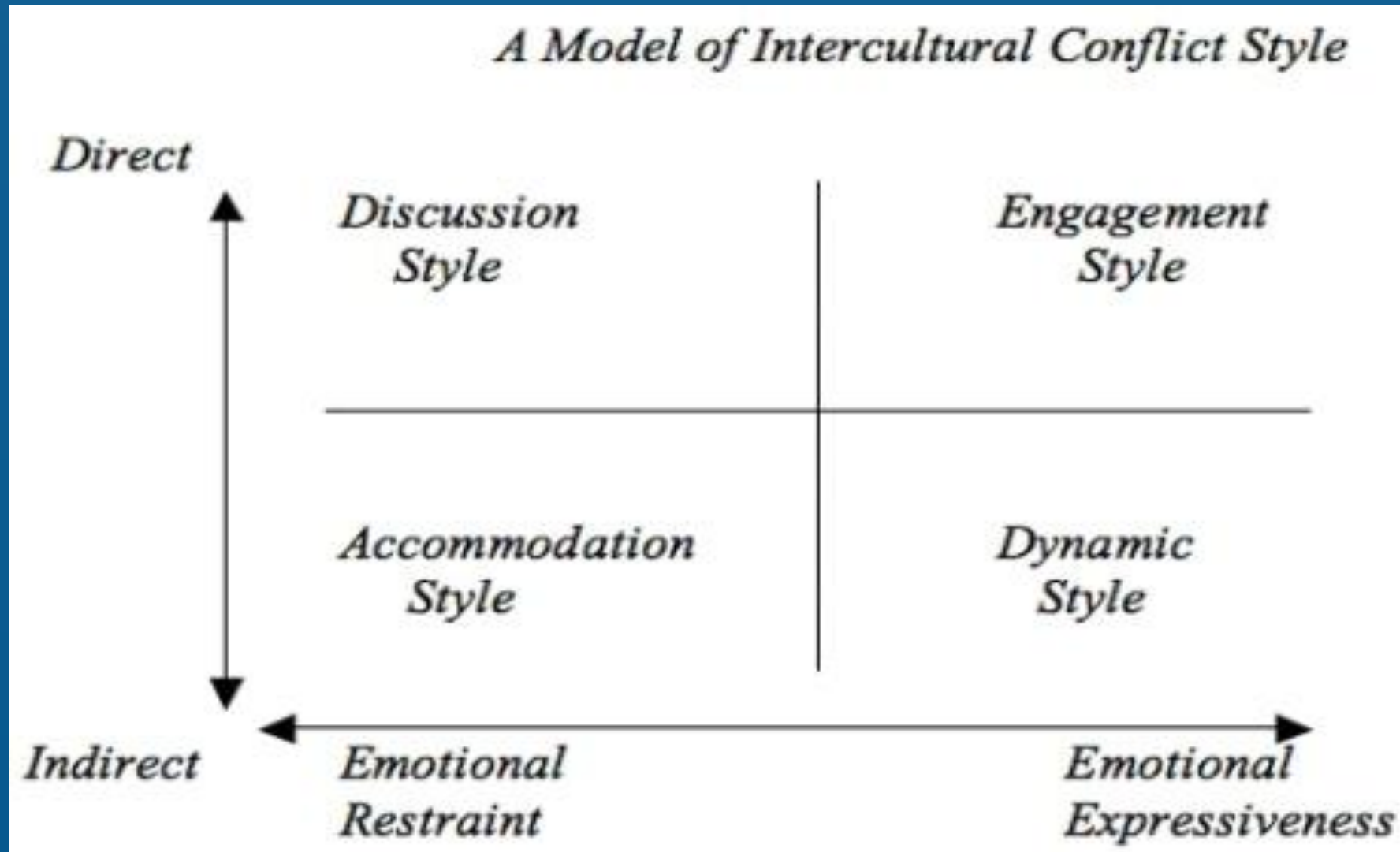
1.3 SOLVING PROBLEMS OF INTERCULTURAL COMMUNICATION

- **Conflict:**
 - **expressed struggle between interdependent parties with incomplete goals or unmet emotional needs;**
 - **the process in which one party perceives that its interests are being opposed or negatively affected by another party;**
 - **in an intercultural context, it is the explicit or implicit emotional struggle or frustrations between people from different cultures over perceived incompatible goals, norms, and values.**

1.3 SOLVING PROBLEMS OF INTERCULTURAL COMMUNICATION

- **Model proposed by Mitchell Hammer:**
 - the theoretical model;
 - allows to understand how people manage intercultural conflicts;
 - this model is based on two core dimensions:
 - a) the directness of approach to conflict solving;
 - b) emotionality;
 - from this perspective there are four main intercultural conflict resolution styles, see figure below.

1.3 SOLVING PROBLEMS OF INTERCULTURAL COMMUNICATION



DISCUSSION

- 🌐 Confronts problems; Elaborates arguments with logical reasoning; Maintains calm
- 🌐 Weaknesses perceived by other styles: Blind to nuance; Logical but unfeeling; Condescending

DIRECT

ENGAGEMENT

- 🌐 Provides detailed explanations; Expresses opinion clearly; Shows feelings
- 🌐 Weaknesses perceived by other styles: Blind to nuance; Dominating / rude; Over-confident

← RESTRAINED

EXPRESSIVE →

ACCOMMODATION

- 🌐 Considers multiple/alternate meanings; diplomatic; Self-possessed; Sensitive to feelings of others
- 🌐 Weaknesses perceived by other styles: Ambiguous; Uncommitted /dishonest; Hesitant / timid

INDIRECT

DYNAMIC

- 🌐 Considers multiple/alternate meanings; Use of 3rd parties to gather info/mediate; Skilled at noting non-verbal behavior
- 🌐 Weaknesses perceived by other styles: Ambiguous; Unreasonable / devious; Brash

1.3 SOLVING PROBLEMS OF INTERCULTURAL COMMUNICATION

- **This theory states that:**
 - **people need to understand and recognise that there are differences in conflict styles across cultural communities,**
 - **with that awareness people must learn how to understand from each other and how to face and resolve intercultural conflicts.**

1.3 SOLVING PROBLEMS OF INTERCULTURAL COMMUNICATION

- **The four main conflict resolution styles are:**
 1. **discussion style,**
 2. **engagement style,**
 3. **accomodation style,**
 4. **dynamic style.**

THANK YOU FOR YOUR ATTENTION

The image features a solid blue background. In the center, the text "THANK YOU FOR YOUR ATTENTION" is written in a white, uppercase, sans-serif font. On the right side of the image, there are several white, diagonal lines of varying lengths and thicknesses, creating a dynamic, abstract graphic element.