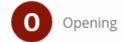
Intercultural communication. Definition and Imperatives.











Intercultural communication: definition

- Exchange of information between individuals who are unalike culturally (Rogers& Steinfatt, 1999).
- Exchange of information (verbally or nonverbally) between members of different cultural populations (Berry et al., 2011)
- Generally refers to face-to-face interactions among people of diverse cultures (Jandt, 2010).







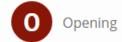




Intercultural communication: definition

• It refers not only to the *communication* between individuals of diverse cultural identities but also to the communication between diverse groups.





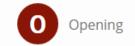






Intercultural communication: definition

- Interpersonal communication between individuals or groups who are affiliated with different cultural group s and/or have been socialized in different cultural environments.
- Cultural differences: age, gender, ethnicity, language, race, nationality, physical/mental ability.









Differences between cross-cultural and intercultural

- Cross-cultural refers to the comparison of communication behaviours and patters in two or more cultures (eg. conflict negotiation strategies in Japanese management meetings compared with those in Italian management meetings)
- Intercultural involves interaction between people from different cultural backgrounds (eg. VMU university student interacts with exchange student from Italy).











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