

# Intercultural communication. Definition and Imperatives.

# Intercultural communication: definition

- *Exchange of information between individuals who are unlike 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 groups 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 patterns 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).

# References

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