

AYY Tutor Training

Intercultural Communication – What is *Culture*?

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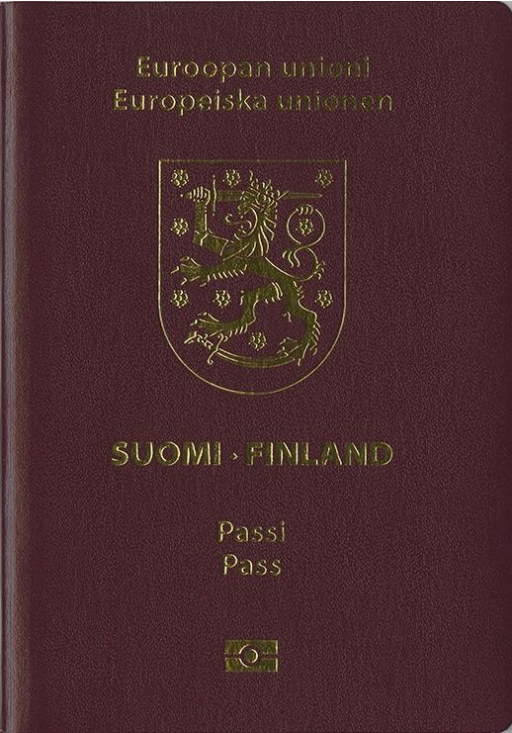
Culture



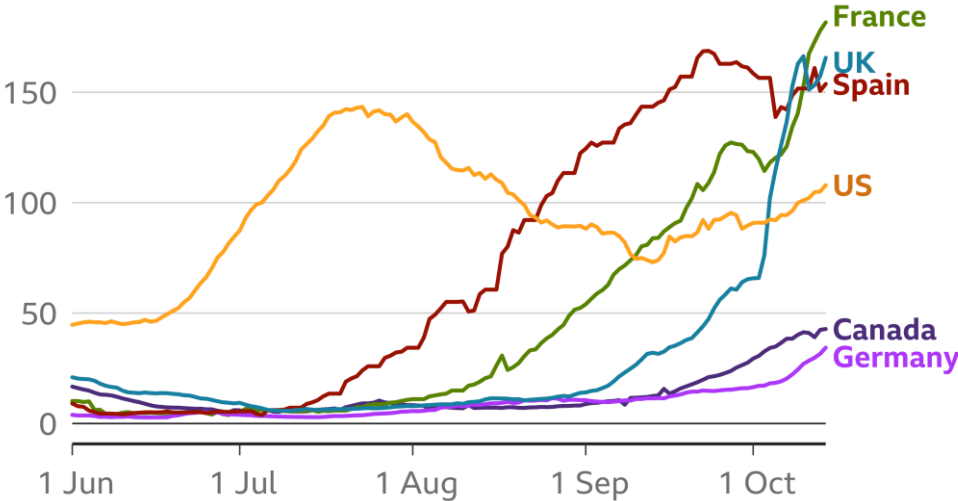
Culture=Nation



You might think of these images...



How Canada compares to the US and Europe
Total coronavirus cases per 100,000 people by week



Source: ECDC (data to 14 October)

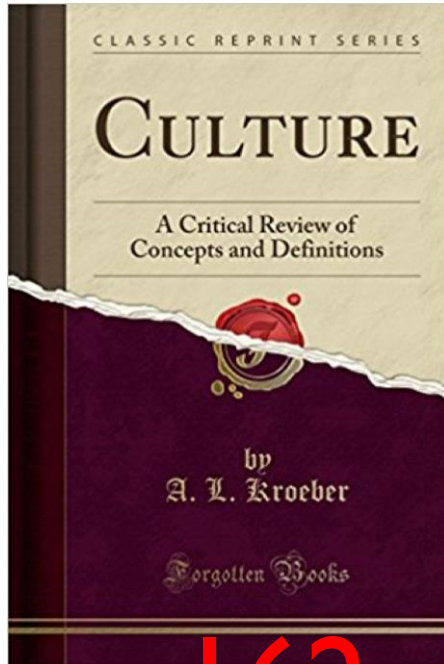
BBC



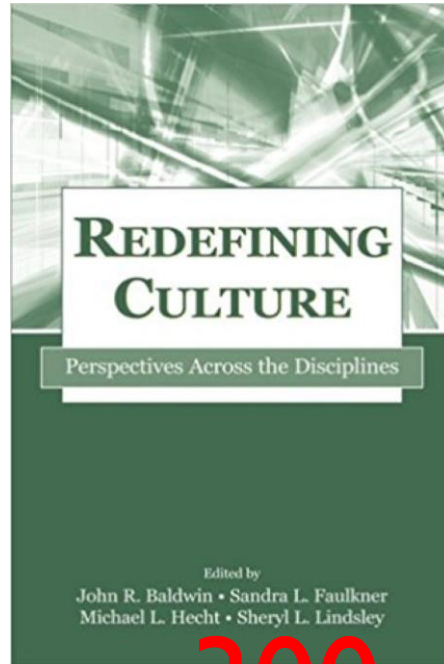
**Well...Actually it is
much more complicated!**



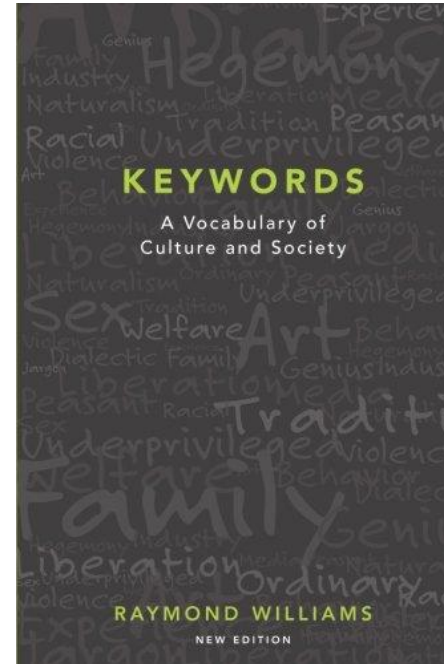
What is 'Culture'?



162



300



'Culture is one of the two or three most complicated words in the English language (Williams, 2015: 49).'

*'I don't know how many times I've wished that I'd never heard **the damned word!** (Williams, 1979: 154).'*



'Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other habits and acquired by a group of people.'

'The culture of a group can now be defined as a pattern of shared basic assumptions that was

Culture is the product of members of a community. It is distinct and used with reality can mean different meanings. It is a significant structured representation of other people's behaviour (Spencer, 1998: 37). Oatey, 2008:3).



Culture is learned, shared, and transmitted. It is a social construct and varies across different societies. It is a dynamic and ever-changing phenomenon. It is a complex and multi-layered concept. It is a social and cultural phenomenon. It is a social and cultural phenomenon. It is a social and cultural phenomenon.

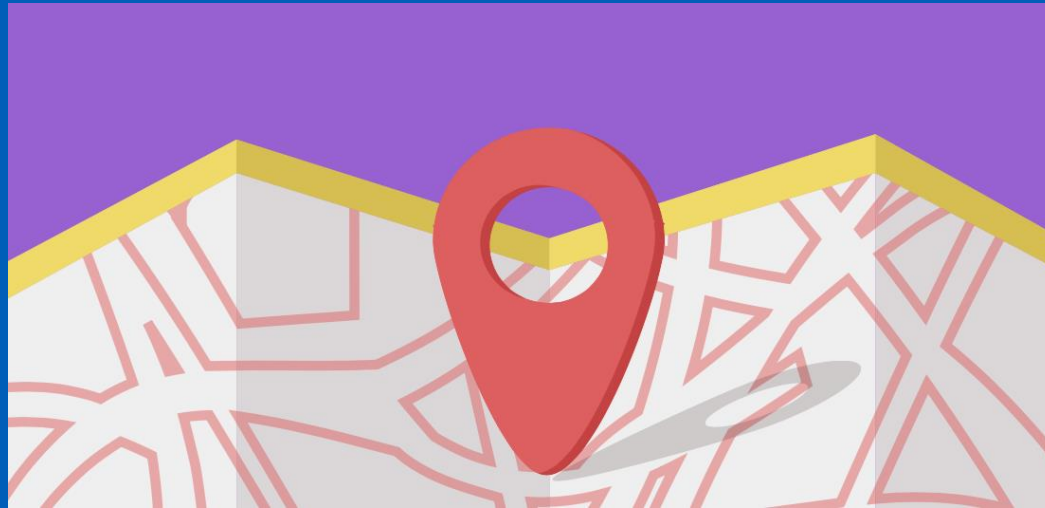


It solved its meanings adaptation within or outside, that has never been before, and as a result, it is a social and cultural phenomenon. It is a social and cultural phenomenon. It is a social and cultural phenomenon.

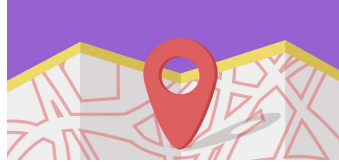
of speech. Such a form of speech, and knowledge also of its patterns of use (Hymes, 1974:51). This/here Cult gaps! Cult of emergence (Clifford, 1986:18-19).'



Two different kinds of maps are available



Two different maps to understand 'culture'



Culture as 'entity'

- Culture as noun
- National Culture
- Passport Identity
- Essentialism
- Overgeneralisation
- Danger of 'Stereotyping'

Culture as 'process'

- Culture as verb
- Multiple identities
- **Small Culture**
- Communities of Practice
- Emergent behaviour
- Thick description

This map would enable us to establish a different perspective!



Small Culture (Holliday, 1999)

- Any cohesive social grouping can create their small cultures
- **No necessary subordination to national culture**
- Acknowledging commonalities can be identified amongst people of the same age, occupation, ability, common experience, etc. other than nationality
- A great emphasis on changing nature of culture & the ownership of multiple identities



Important awareness!



Important awareness!

- **How you find them** > what you have heard about them
- **Thick descriptions + Authentic Interaction** > Assumptions & Prescription
- **Avoid easy answers & Acknowledge the complexity!**
- **Not overgeneralising** from individual instances

