

Communication Skills
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Lecture - 34

Welcome to NPTEL's course on Communication Skills, we are now on module number 11, lecture number 1 and this module is particularly focused on Cross Cultural Communication. So far, we have talked about communication, and then I made a major difference between verbal communication and non-verbal communication. Under non-verbal communication particularly, I was trying to tell you, how some of the behavior pattern that we use while communicating are actually controlled by culture.

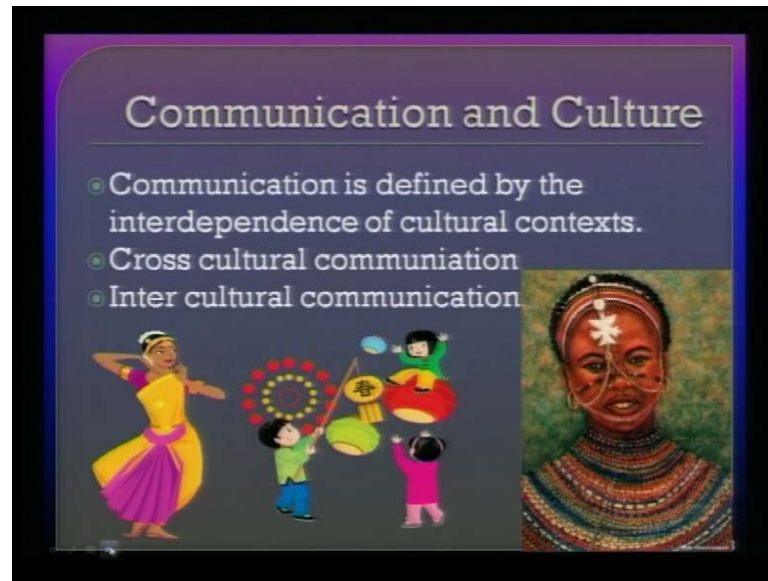
Now, to understand this behavior pattern is not that easy, because as I said, some of them are deeply rooted in cultural believes and values. Now, in this module, we are just going to focus on cross cultural communication or which is also called as inter cultural communication. In this particular module, you will learn about inter or cross cultural communication, what is it called, how is it defined and once you understand that with some appropriate examples, you will also try to know what is the necessity of this.

Why am I talking about cross cultural communication, towards a end of communication skills, I could have ended the course without this but why I am talking about this. Rather because it is now achieving great significance especially, in a globalized contexts, I will talk about that in details, but overall we will also understand about the necessity of this, and once you understand the necessity, I will also tell you about the benefits of cross cultural communication either learning it or using it, what are the benefits?

There are benefits at individual level at global level, what are those benefits? And then why overall we need to know because there are some conflicts and cross cultural communication. And we will try to understand, how these conflicts arise, what are the reasons, what are the motivation behind this conflicts, and is it actually possible for us to overcome this conflicts. Of course yes, we overcome the conflicts.

So, if you are not able to overcome them fully at least, what methods, you can use to minimize the conflicts. And what should we do to overcome the barriers, which actually cross the conflicts, so overall this is what, we are going to look at in this module.

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And to just to begin with, I will just briefly first talk about communication and culture, the nature of communication and the nature of culture. Now, once you understand this, although I have talked about communication at length, throughout this course on communication skills and I had refer to culture then and there, in terms of non verbal communication.

Now, let us look at communication and culture vis-a-vis, juxtapose, side by side and then try to look at communication in proper manner with some definition of communication and definition of culture. And how are they integrated, how are they interrelated and why do we need to understand cross cultural communication, becomes much easier to know, once we understand communication and culture.

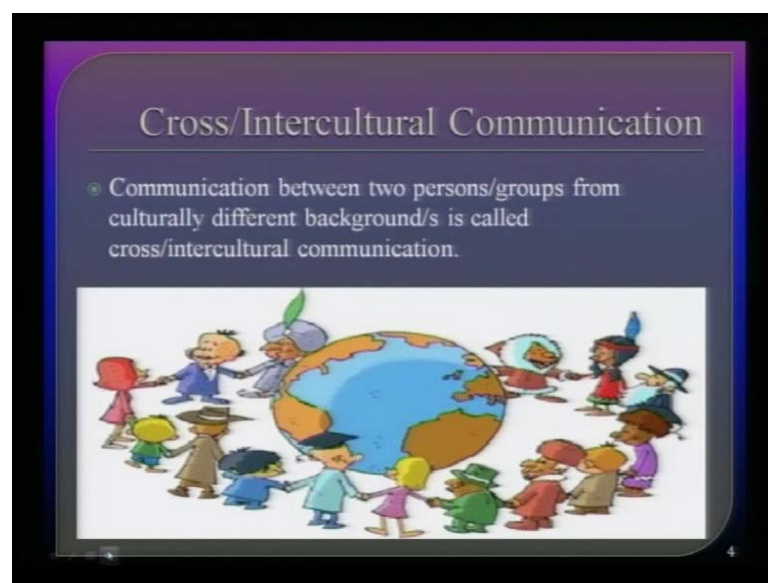
Now, the main thing that, I want you to keep in mind is that, communication is defined by the interdependence of cultural context communication is defined by the interdependence of cultural context which means, as one of the communication theories mentioned it. You cannot have communication without culture or rather, he said communication is culture or culture is communication.

There are people who say that, the moment you utter a single word, they know all your cultural background with the regional variations, dialectical variations. Even by looking at your hair, even by looking at your dress, they know your religious practices, they know the geographical background, fine. Now, once it is something like gold, that we are

carrying with us, consciously or unconsciously, we should also understand that, communication is interdependent on this factor, culture.

We call about cross cultural communication and we mean almost the same, when we also say intercultural communication and communication can be in various forms, rest even when a person is decorating herself with one particular kind of beads so that is indicating a culture. There are certain other things in certain other culture, dance itself is shown in different form, in different cultures.

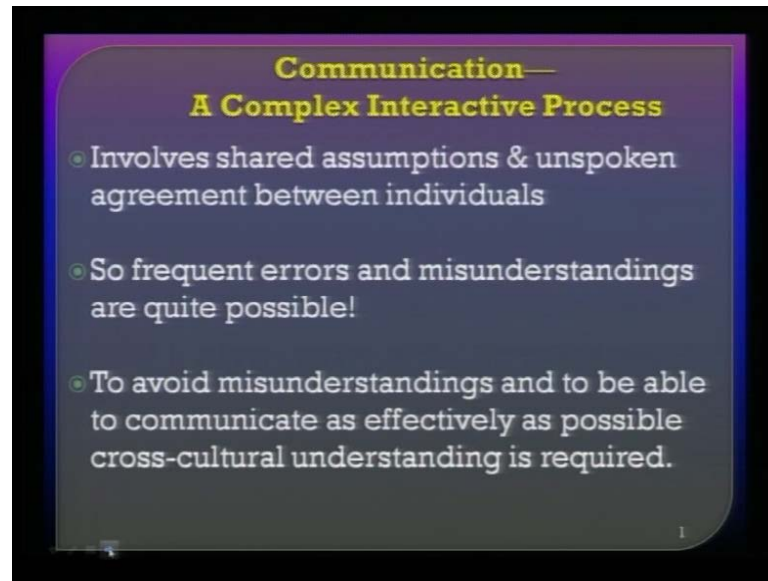
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How do we simply define cross and or intercultural communication, when we talk about cross or intercultural communication, what do we mean by that, it is just communication between two persons or two groups. So, communication between two persons or two groups, from culturally different background or backgrounds. So, two persons or two groups interacting with each other but then they are from different cultural backgrounds.

Now, this communication situation, we call it as intercultural communication or cross cultural communication. People from different cultural background inter mingling and the communication process, that is taking during this time is called as intercultural communication or cross cultural communication.

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Now, as I said, to understand this, we need to first understand the overall pattern of communication itself now, if you remember my earlier introductory lectures, you been told that communication itself is a complex process, it is not that easy to figure it out. Now, why does communication become a complex process because it involves shared assumptions and unspoken agreement between individuals.

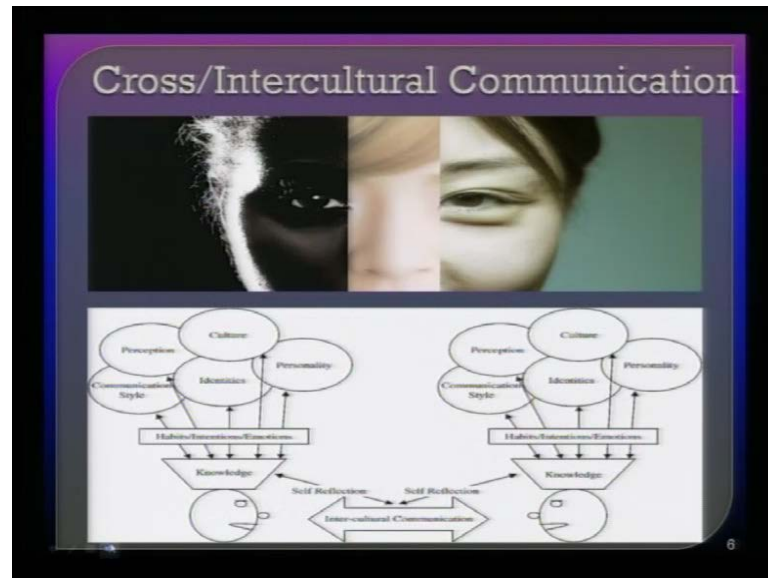
It involves certain commonality and it is taking for certain things for granted, lot of shared assumptions. When I say something, I presume that, you have some background knowledge, some linguistic background, regional background to understand, what I am trying to tell you. And then we are meeting at a platform and then we have lot of assumptions.

Now, when these assumptions are there and there being assumptions, it is a always possible that, there will be frequent errors and misunderstanding, and it is likely to happen between individuals and groups, because all the time communication is thriving on presumption, assumptions and shared understanding of certain situations. What should you do to avoid misunderstandings and to be able to communicate, as effectively as possible, is what one intense in cross cultural communication.

And here, understanding is required, if only you understand the cultural pattern of the other person, which is determining the behavior of that person, which is involved in the thought pattern, that is expressed in the form of words, in the form of symbols or non

verbal pattern. Now, if only you understand that background then will be able to understand that, you will be able to interact with other person very actively and complete the communication process in a very successful manner.

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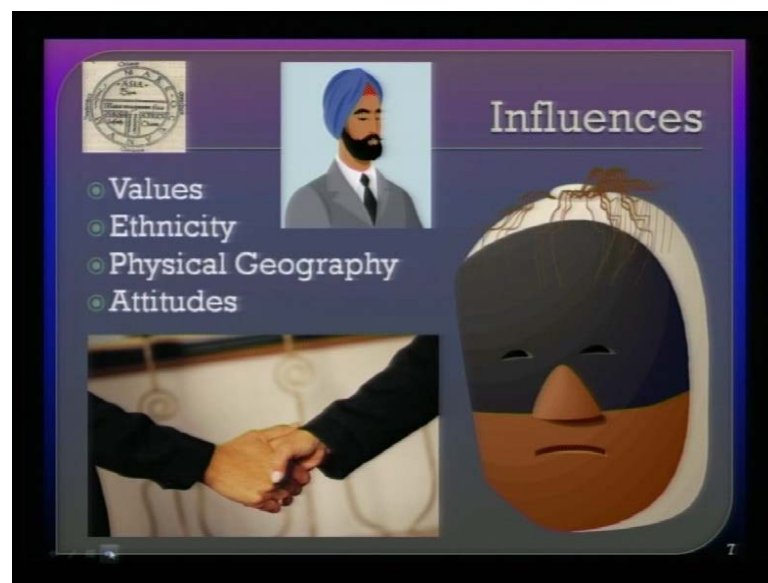
Now, look at this, cross cultural communication, when two persons are interacting with the knowledge, that the persons have on the one hand and on the other hand, when we talk about knowledge, the knowledge that is used for communication. That is, use for communicating ideas, exchanging information, that knowledge itself is thriving out of certain habits, out of some intentions the person wants to communicate the knowledge.

And then there are certain emotions also associated with that in both cases but how about these habits, how about this intentions, emotions are formed then there is a background setup. If you look at it so it is also determined by ones perceptions, ones communication style, ones identities, ones overall personality, which is all centered on ones culture.

Now, that is the same with the other person, with whom person is interacting now, at one level when we say it is just knowledge and it is relative to self reflection, one person is reflecting what comes in one's mind and then expressing ones views. And the other person is receiving but within this knowledge, within this self reflection where, intercultural communication is taking place.

There are other aspects, which are centered on culture but which is determining certain other things like ones perception, ones communication style, one's own identity personality, which again is giving one, ones habits intentions and emotions. Now, you can understand the mixture, the package that is there, in terms of communication and when two individuals are coming, they are trying to inter mingle with each other in terms of exchanging this package.

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So, if there is a good one so then there is understanding, if there are some errors in the exchange then there are conflicts. Now, what is it, that is influencing in terms of culture itself, overall if you look at it values, for instance are actually determined by culture then ethnicity, which is again related to regional, again related to even religious geographical locality.

So, physical geography also determines that and then overall attitudes so they all right to influence ones way of thinking, ones way of performing in a communicative situation.

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Having said this, what could be the barriers to interpersonal transactions and before we go to understand those barriers, let us understand the fact that, understanding itself, which is important for overcoming barriers in interpersonal communication, is something that is shaped by communication climate. Context and setting, I will be explaining this once with example soon, background, experiences, knowledge, mood, values, beliefs, culture.

Communication climate, two individuals coming together with a intension of exchanging a climate that is, produced in educational environment. For instance, the teacher coming to the class and students coming to the class, both interact and both have the commonality of exchanging receiving information, based on a particular topic or subject. Context and setting, again the context and setting is a set here, background and experiences, knowledge, mood, values, beliefs, culture of all the things, culture is the one, that is going to determine all these other aspects.

So, that is why, Edward Hall said, culture is communication and communication is culture, he just synonymously treated culture and communication with each other, culture is communication and communication is culture.

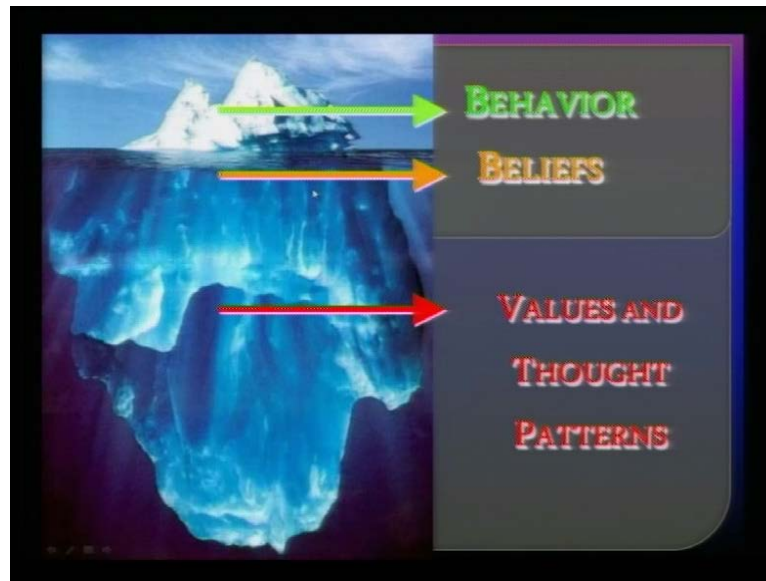
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This is very easily and very famously explain by this iceberg analogy now, culture is equated to an iceberg. Now, if you look at an iceberg, the ice mountain, the ice pot the one that is shown on the top, is the part of culture, that is reveal to other human beings. But, the other hidden part is the one, that we are quite concerned about because that part is the one, that can always lead to conflicts.

So, you can understand that, that hidden part is six seventh, and which is hidden under the water, in terms of iceberg. And in terms of human being, it hidden in a cycle, hidden in a system, it is hidden in it is mind, it is hidden in it is heart, in it is emotional pattern, it is hidden everywhere and it is not reveal so easily.

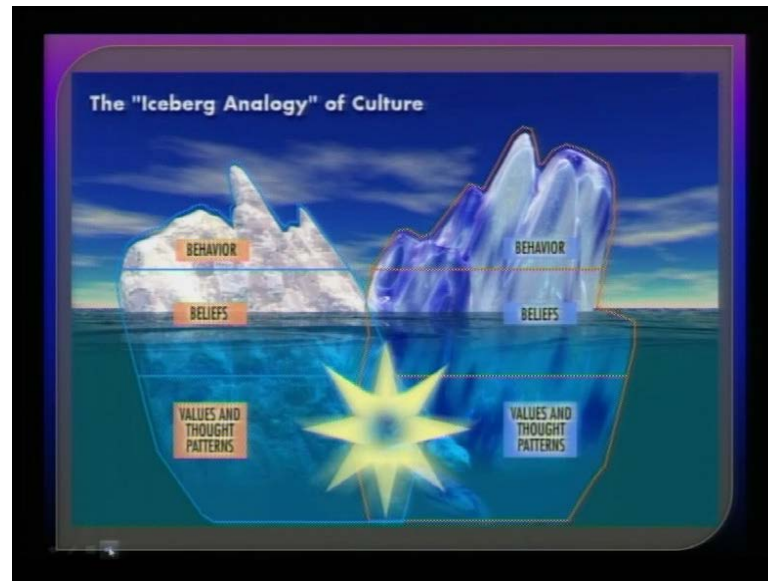
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So, what happens, when two individuals come across, when one individual is going to another cultural climate environment, the individual shows only the behavior at the outset. But, this behavior is actually controlled and govern by certain believes, again cultural believes, which are actually given by the values and thought patterns, which are embedded again by culture.

Now, at the innermost part or the values and thought patterns, and slightly at the next level are the believes. Now, it could although believes are somewhere at the close of revealing but it is not reviled out so that easily. You can see only the behavior, sometimes peoples are puzzled, why somebody is behaving in a particular manner, in a strange manner. The person is behaving in a strange manner because of his own inner believes and his own values and thought patterns.

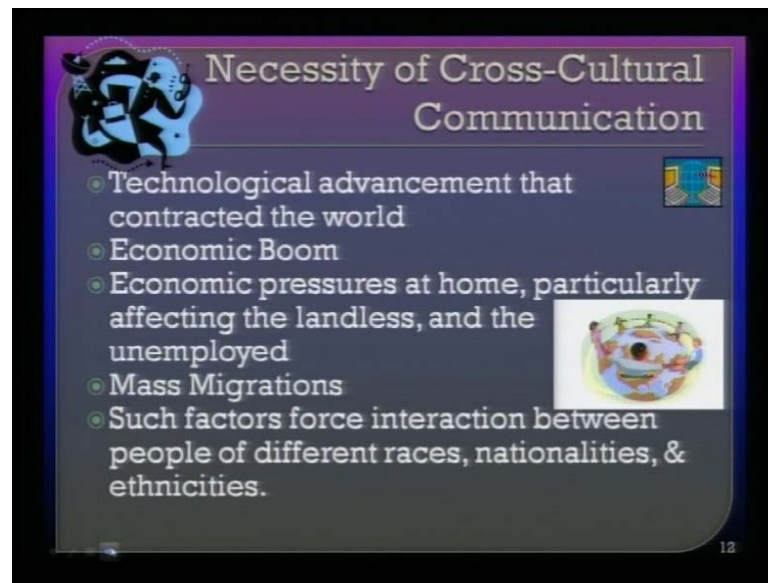
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Now, just to give a overall view of this iceberg analogy of culture especially, when two people are coming across from two different cultures, what the exhibit is, behavior on the one hand and behavior on the other hand. But, the believes, which are controlling and governing the behavior or hidden, and at the deep of it, we have the values and thought patterns, and conflict actually arrives at the innermost deeper level.

And then it is carried to the believes, which will reflect in the form of changing in attitude or behavior, and which is exhibited to the other person, using verbal or non verbal form of communication.

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Necessity of Cross-Cultural Communication

- Technological advancement that contracted the world
- Economic Boom
- Economic pressures at home, particularly affecting the landless, and the unemployed
- Mass Migrations
- Such factors force interaction between people of different races, nationalities, & ethnicities.

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So, having said this much about communication and culture, let us try to understand the necessity of cross cultural communication, why should you know this as part of communication skills. Now, today you will understand that, basically because of the technological advancement, the world has been contracted so Marshal Machlohen long before said, that the world has become a global village.

So, we are able to get everything at any part of the world, sitting anywhere we are able to communicate with any person, at any other part of the world. Now, this has happened along with, what we call as the economic boom so there are more opportunities, more jobs and one is not only required to do a job in one's own geographical location, one's own cultural background.

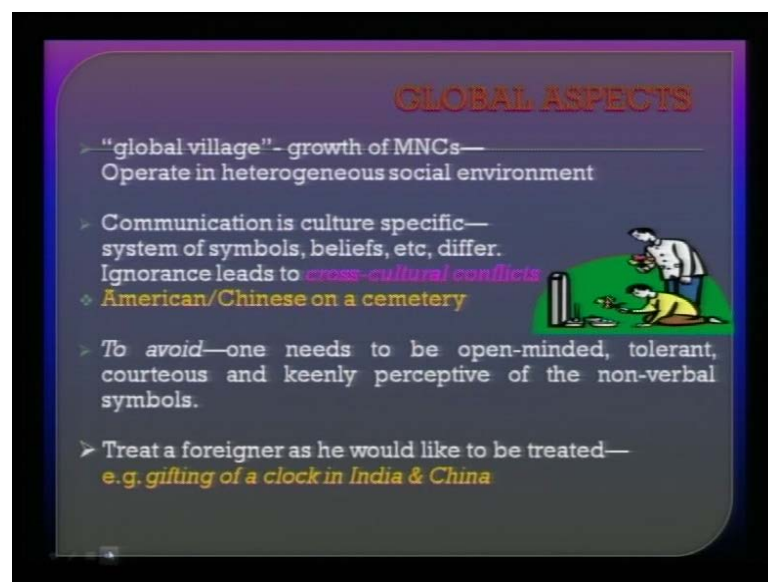
But, one can move around, one can go to the global scenario, global pool now, because of this economic boom, also people are moving but there are also economic pressures at home particularly, affecting the landless and the unemployed. People become landless sometimes, even because of natural calamity such as, tsunami for instance, so it came and then it completely devastated their living environment, some earth quake, for instance.

So, all the natural calamities can also make people migrate and seek better homes, better places for settlings, safer havens. Now, these results in mass migrations, people also go migrate to place where, they can get a better job opportunity instead of, staying the same

place where, they are exploited or where, there is no opportunity at all. Now, such factors force interaction between people of different races, nationalities and ethnicities.

So, today when you look at a multinational company, you have people from all over the world and that actually, force the people to interact. Sometimes, there is common language, sometime there is no common language, but still using non-verbal communication sometimes. Using the minimum linguistic behavior, they try to communicate, but when they are communicating, actually they are also carrying their own nationality, their own ethnicity, their own culture. So, it is very important, that one should know something about this cross cultural communication.

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GLOBAL ASPECTS

- "global village"- growth of MNCs—
Operate in heterogeneous social environment
- Communication is culture specific—
system of symbols, beliefs, etc, differ.
Ignorance leads to *cross-cultural conflicts*
- ❖ *American/Chinese on a cemetery*
- To *avoid*—one needs to be open-minded, tolerant, courteous and keenly perceptive of the non-verbal symbols.
- Treat a foreigner as he would like to be treated—
e.g. gifting of a clock in India & China

And I said that, it is very pertinent in the context of globalization, as I said all MNCs are growing just because of this fact, that the world has become a global village. And today anybody who is interested in enhancing ones carrier prospect, should be able to operate in heterogeneous social environment. What is heterogeneous social environment and what is homogeneous social environment, in a homogeneous social environment, you feel very comfortable.

Because, the other persons speak your language, they eat your food, they go to your temple, they worship your god, they have the same way of respecting elders, they showed the same kind of non-verbal behavior, same jokes are understood by all the

people and so on. Now, in a heterogeneous social environment, people are coming from different place, different origins, different cultural background.

So, different religious setup, different food habits, different hair style, different color, there is difference everywhere even, the way a person is speaking, there is difference. Somebody is speaking very fast, somebody speaking too slow, somebody's pronunciation is very clear, somebody's pronunciation is of awful, somebody's religious practice is looking like one should hold it at high esteem and somebody else is religious practice is looking funny to everybody and people feel like laughing at it.

Now, if you are a professional, you know very well that, you cannot laugh at any of this situations and you have to show that empathy and alacrity of mind, to understand the situation and the individual, who is there with you as the colleague in this kind of heterogeneous environment. So, MNC's often create this environment and you should be prepare for it now, coming back to communication and culture, you understand that communication is culture specific.

It is actually a system of symbols, believes and these system of symbols and believes differ from different cultures. Ignorance of one set of symbols, one set of cultural practice can actually lead to cross cultural conflicts, conflicts which come because of, interaction with a other person in terms of, the other persons cultural environment. Now, just to give a very simple lighthearted analogy, which illustrates this aspect of cross cultural conflict, which actually arise because of, an ignorance, that is coming from the individual, who has no knowledge of the other cultural.

Now, this is about an American and Chinese on a symmetry and it is so happened that, both of them happened to come to the same symmetry and then it is somehow, they had buried their grandparents, just next to each others grave. And then they adjust standing there and then on the one side, the Chinese is there and the other side, American is there, and both have come on a particular occasion, to pay homage to the person, who is buried their grandparent.

Now, the American has kept some flowers, very delicious sweet smelling flowers and at the same time, they are very pleasing to the eyes, very nice to look at them and he has just gently put the flowers and then he stands solemnly and silently before the grave. On the other side, the Chinese is there but this person is put all the kinds of tasty food items,

again delicious and very good aroma coming from the food item, different kind of food whether it is noodles or whether it is kind of chicken and all that, it is all kept there, very hot, spicy and very tempting to eat.

But then the American finds this system quite funny and then he just looks at the Chinese and then he could not control his laughter and then the Chinese actually looks at the American and finds this bit strange. And then he asks what is happening and then the American says, I am just wondering, when your grandfather would come out of the grave and then eat all the food stuffs that you have kept for him.

To this, the Chinese retorted immediately by the same, by the time your grandfather would have smelt all the roses and other flowers that you have kept, my grandfather would have eaten all the food. You could see the point, that I am trying to make, from one perspective, it looks that the other cultural pattern is funny but then if you take the other cultural persons perspective, it could equally appear to be funny, whatever it may be, what are kind of practice the other person is following.

So, remember the communication barrier itself, we all developed are own stand point, we all developed our own biases, we all start of creating the so called stereotypical behavior. And we put stereotypes on some person and then we look at the region, we look at the language, we look at the color and then we decided these people are funny, ridiculous. But, we fail to understand the fact that, from the other persons perspective, it could also appear equally funny.

The moral without saying, who is who, what is what, it is just trying to tell that, in order to avoid conflict today, we should be able to empathize with each other's religious pattern, each others cultural pattern. And then if you are able to respect it, automatically our cultural pattern will be respected, our cultural practice will even be emulated by others.

So, this will again lead to harmony in communication so this is just to illustrate that, ignorance of one culture can lead to cross cultural conflict. Now, what should one do overall to avoid this kind of thing, one needs to be open minded, one needs to be receptive, tolerant, courteous and keenly perceptive of the non verbal symbols. Now, one should be able to treat especially, a foreigner, as he would like to be treated, again taking the situation of India and China.

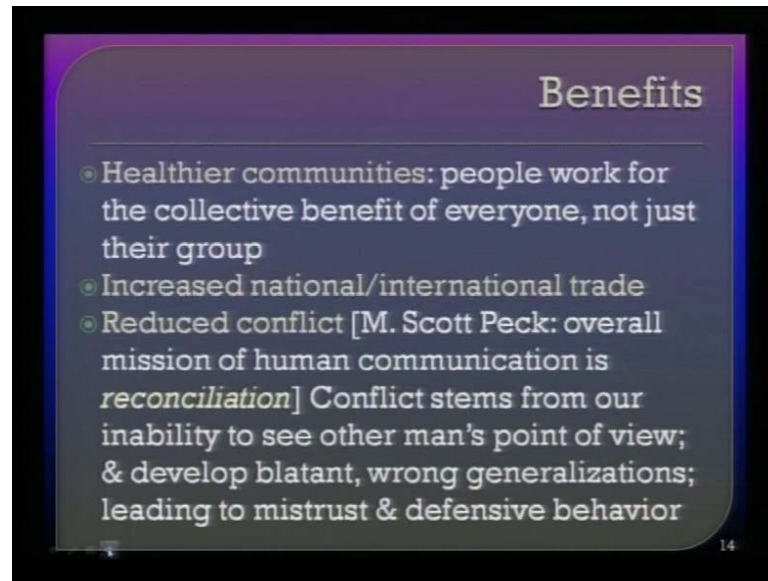
Although all are in the southern part of Asia, thinking that, just when I gave the example of America and china, we generally think that, there may be lot of difference between the European, American and then the Asian culture. Now, within Asia, if you look at India and china, in India especially, when a person is retiring or especially, when a person is going for a house warming ceremony, it is so natural and it is so spontaneous, and it is easily thought of, that one should gift that person or the owner of the house, with a clock.

If it is house warming ceremony, they go for wall clock, if the person is retiring, they go for a wrist watch and depending on the money, the wrist watch could have a golden chain and all that. But, the practice of the giving a clock or watch is something that is very common, very spontaneous and very culturally accepted. And people even think that, every time you look at the clock, you have fond of memories of the relationships that went behind giving that clock.

Now, if the same thing is done in a place like a china, it is not treated with that kind of warmth, there is a feeling that, this clock can bring bad omen or gifting a watch or gifting a clock itself is thought to be giving a bad omen. Something negative, something bad, something like, even a death in the family could happened, when the clock is given. Now, you can understand, if an Indian happens to go and meet his Chinese boss or happens to gift something to his Chinese employer or employees or colleague.

And if he happens to gift a wrist watch or a clock, you can understand the psychology, the receptivity, in which the Chinese will be receiving it. Either he will be refusing to receive it or if he receives, he will be very unhappy, he will have lot of psychological pressure in taking it. To avoid it, one should know, even this kind of small things, as what gifts can be given so that itself is a kind of symbolic non-verbal communication, which can enhance it, if one is aware of it well in advance.

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Now, to continue with the benefits of cross cultural communication, what are the benefits now overall, if there is cross cultural communication, it can lead to healthier communities. When people learn to accept the differences and respect the differences as a different set of values, which are unique, and which are neither superior nor inferior to their own cultural pattern, there is a kind of healthy relationship, which is developing and overall the communities become healthier.

So, people work for the collective benefit of everyone, not just their group this means, they are not focused only on their group based on ethnicity, on the group based on the religion or based on their language. But, also they think of a overall global frame work, in which they should also help other people to grow and they start respecting the others cultural differences either in terms of, food practice or in religion, dress, behavior, etcetera.

Now, apart from this, if you look at from the perspective of trade and business, it increases national international trade that is because communication is now facilitated. Communication is easy, communication has become very profitable in terms of exchanging goods from one place to another and this could happen, because both people are respecting certain things, which are coming from the other culture then overall, it can lead to reduction of conflicts.

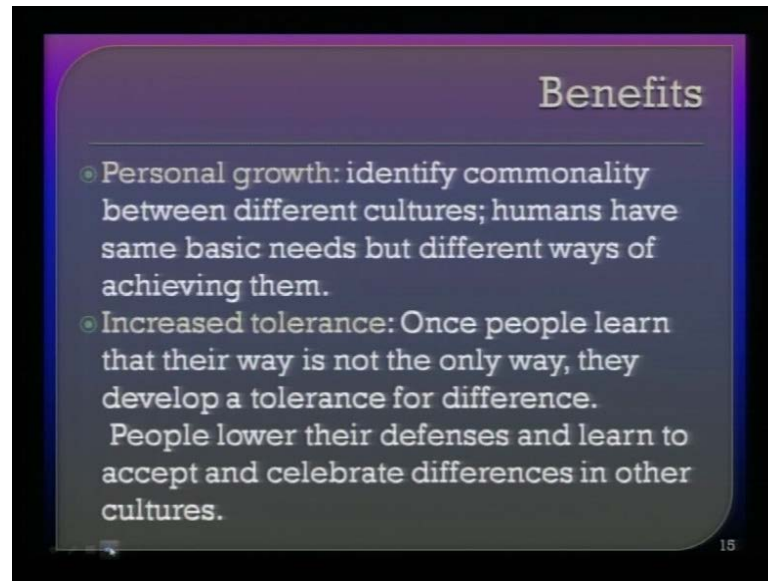
Now, in this context, M Scott Peck while talking about communication he says, the overall machine of human communication itself, he says his reconciliation, he says all ideal machine of communication is reconciliation. What does it mean by this, what you mean by this is, whenever we are communicating, he says that, our intention is not only just to exchanging ideas but also to exchange ideas in such a manner that, it builds up relationships.

And they do not just build up relationships but they try to built up harmonious relationships, healthy environment. So, when you communicate, you are not just letting yourself out but also your receiving somebody in and when you do that, and when you do it with lot of respect for cross cultural communication, it is leading to reduction of conflicts. And when the conflicts are reduced what is enhanced, what is fasted, it is harmony, is this reconciliation, which according to Scott Peck is the ultimate machine, the aim of human communication.

Then, if you look at it from another perspective, why do we have conflicts in communication, conflict generally stems from our inability, to see other mans point of view. Our ignorance, our inadequacy to take the other mans perspective is, what is actually leading to conflict in relationship, conflict in communication. Now, we are not able to see either the other mans point of view and what we do is, rather we develop very blatant, wrong generalizations often cause because of, residues.

This leads to mistrust, this also leads to defensive behavior, we become aggressive, we do not let a other person come in, we meant in our own territorial rights in terms of personal space, we do not let the other persons coming and just let the environment for conflicts to thrive.

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One more benefit of cross cultural communication is that, it can lead to personal growth, forget communal growth, it can lead to personal growth, how. One is able to identify commonality between different cultures, although on the one hand we say that, cultures are different, certain things are still common for example, respecting elders. So, the form may be different but then the way one is thinking of respecting, will be the same throughout the cultural patterns, that is available in the country in the global situation.

But, at the same time, the way one expresses whether it is by touching the feet or shaking the hand or by giving a hug or by bowing or bending, etcetera that may differ. But, the intention, the cultural thinking that, if somebody is an elder, you should show some kind of respect so that is a commonality. So, what happens is, in terms of personal growth, one is able to identify commonality between different cultures and humans have same basic needs but different ways of achieving them.

Some basic needs everybody, every human being who is on this earth wants to communicate, you know that the worst punishment that can be given to a human being is to put him or her in a solitary confinement and just cutoff the communication with the rest of the world. So, the best thing that, everybody aspects for, is the desire to communicate and then if you reach a high level of communication, you also cherish this

desire to communicate with people from other countries, gaining recognitions internationally.

If you are a researcher or if you are a scolder, it is not enough that your invention, your ideas, your thinking is accepted by your own community, you should be accepted by scholars throughout the world, you should have global recognitions. Then it can also lead to increased tolerance so once people learn that their way is not the only way, that their culture is not the only best one, what happens is, they developed a tolerance of difference.

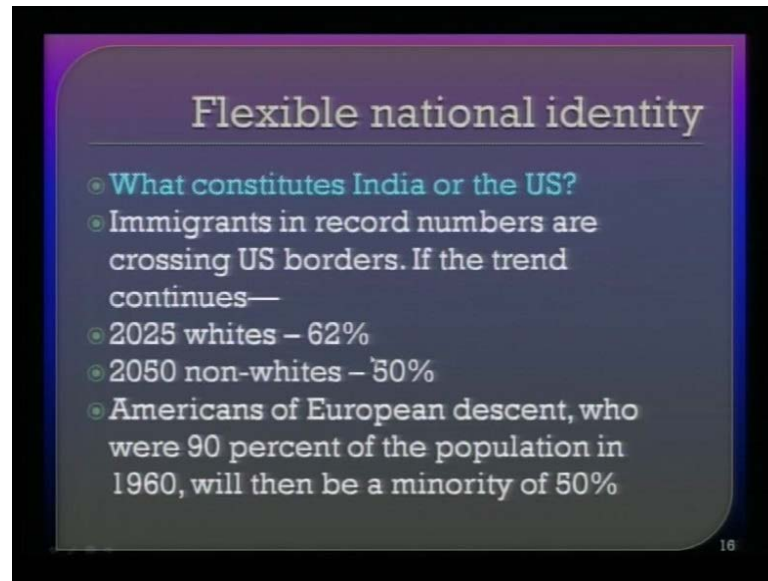
So, people lower their defenses and learn to accept and celebrate differences in other cultures that means, people become open and they accept other culture, and when they try to enhance the human communication situation, they even celebrate other culture. A significant benefit of cross cultural communication is that, it fasters flexible national identity flexible national identity.

What do I mean by this, generally, when we think of the nation that we belong to, we have a very rigid way of thinking about it, about clocks, about language, about food, habits, etcetera. But then this also means about the citizens, about the people who living there but in terms of cross cultural communication, what is bound to happen is a flexible view approach towards constituting this national identity itself.

Now, if somebody is asking the question, what makes India, India, is it the geographical boundary, is it the cultural practice, is it the language that the people are speaking, is it the food that people are eating. Now, the answer will be yes or no because today you are eating a foods that is eaten in so many parts of the world, people thinks which people eat in Italy, thinks which people eat in European and American countries are eaten in India also.

So, how do you claim that, it has natural identity on the one hand, and the same thing goes with America also. Now, some interesting fact from the authors, whom I have refer to so they talk about the record that, they have studied in terms of immigrants with regard to US. So, some interesting fact, the immigrants in record, numbers are crossing US borders.

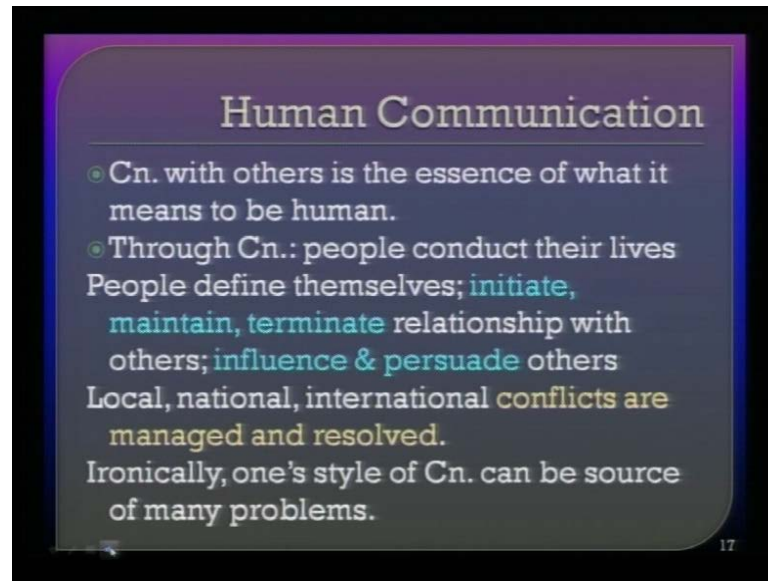
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And if the trend continues, according to the study, 2025, the whites, the white citizens of America will be 62 percent. The general perceptions will be that, they should be about 80 90 percent but then 2025, if the trend continues, it will be 62 percent. Now, in another 25 years later, 2050, the non-whites will constitute 50 percent of America this means, the Americans of European descent, the ones who came from Europe and settle there in America.

So, those American of European descent, who where 90 percent of the population in 1960 will then be a minority of 50 percent, that is in 2050. Now, which America, we are talking about on the one hand, the other hand, this is not a negative thing, it is a positive thing, because it will definitely promote a flexible national identity. It will lead to tolerance, it will lead to personal individual as well as growth of the nation itself, so this is a positive fright.

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Now, having talked about the benefits, we need to understand the nature of human communication itself, before we get into cross cultural conflicts and the ways, on which we can remove overcome the cross cultural conflicts. What is human communication and how do we determined that now, communication with others is the essence of, what it means to be human now, we generally differentiate animals from human by saying that, the way we communicate.

So, if you go to our earlier lectures, it was also told to you that, even animals communicate, even birds communicate, they have their own way of communication, non-verbal behavior, sound pattern. Movement itself like in case of, honey bees when they want to communicate, they make a dance movement of clockwise and anticlockwise that is, indicating something like the letter 8, the digit 8.

Now, having said that, what essentially typifies human communication is our ability to communicate, not just for the basic interactive purpose, basic information purpose but also just for fun, just for expressing our emotions, just for nurturing relationships. It is possible only for a human being, to communicate ones thoughts, ideas in complex poetic pattern, one writes poems, one writes short stories, one does not write but then describes everything in the form of a painting.

So, the ideas, thoughts, emotions are expressed in a very unique way, in terms of human communication and through communication, people conduct their lives. Now, what are

the things people do, people define themselves by communication, the way one dresses, the way one speaks, the way one attests a sentence, the way one even thinks and expresses the idea, the people actually define themselves.

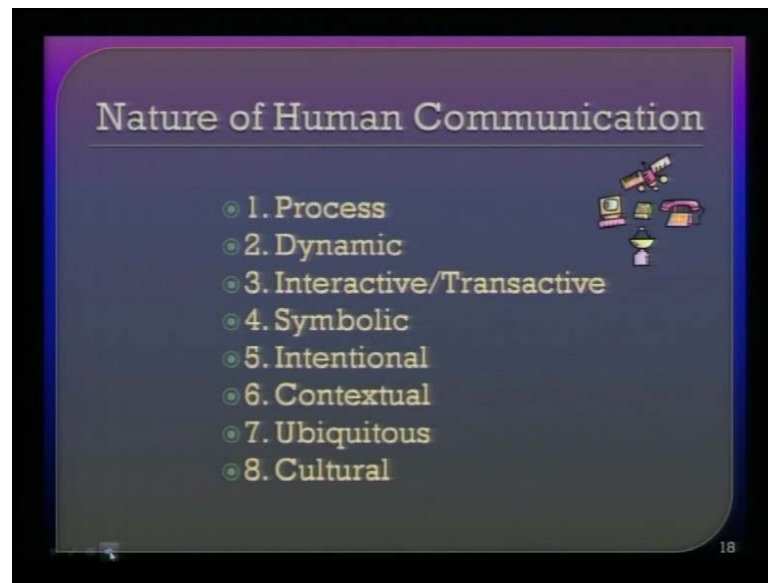
In terms of communication, they initiate, they maintain, they terminate relationship with others, using communication they initiate relationship, it is using communication they maintain relationship. If you do not talk to somebody for a long time, sometimes it becomes out of sight and out of mind, so the person loses interest in the other relationship.

So, one has to maintain relationship by frequent and interactive communication process but the relationship can also be terminated by using communication. Although it may induce bad feelings, one communicates that, one is not interested in the other person through letter, through email, through SMS or just face to face interaction, the person says it very clearly.

Communication is also used to influence and persuade others, either in personal or professional situation, one tries to influence the other, one tries to persuade the other person. Now, at a local, national and international level, conflicts are managed and resolved by using communication, there are people who are good at bilateral communication.

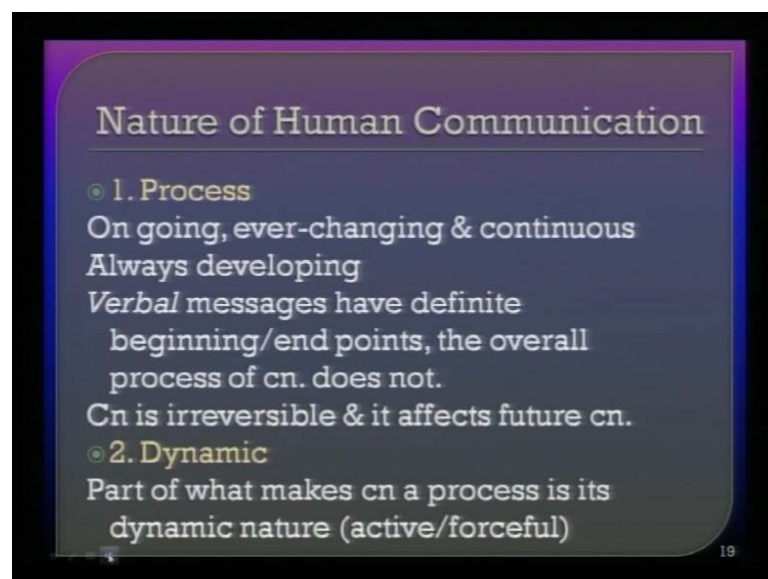
There are experts in communication, who are asked to negotiate between national conflicts or conflicting situation where, these people go and negotiate, and then they try to create a kind of a friendly situation between two nations, which would otherwise go even on a war. Ironically, one's style of communication can be source of many problems, because the style itself is constituted by one's own cultural pattern, which is again emulating certain values and beliefs. So, that can again be a source of many problems.

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Now, if you identify the nature of human communication, we can identify that in 8 aspects or even 8 stages, in which we used communication. Process, communication is human communication is seen as a process, it is seen as a dynamic force there is a kind of interactive and transactive behavior. Human communication is symbolic, it is intentional in nature, it is contextual in nature, it is ubiquitous, it is common found everywhere in nature and then it is cultural in nature, which were very concerned about.

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Let us look at all these nature very quickly, first of all it is process oriented, what do we mean by that, communication is ongoing so remember, I said that, even when you stop communicating verbally, you start communicating non-verbally. So, communication is ongoing, it is a process, it is ever changing, it is continuous and it is always developing, a very good speaker will change, modulate his ideas according to the moods, which are reflected by the audiences non-verbal and verbal patterns.

So, it is ongoing, changing and always developing, verbal messages have definite beginning and end points. The overall process of communication does not, communication is irreversible and it affects future communication, which means when you utter something or when you do something in order to communicate something, the process itself is irreversible.

Especially, in a fit of anger, somebody has utter a word now, does no way you can take it back, you can say sorry, you can say you are very apologetic about the whole situation, you can make amendments by doing anything, by pleasing the other person, by giving lot of rewards and all that. But, the whole thing is irreversible in the sense that, what is uttered cannot be taken back so it is a dynamic process, it is happening, it is altering, it is changing.

Now, the perception that the other person, who was at the receiving end had about this person, who utter that abusive word or offensive word, the perception the person had about this one before and after this changes. And again, the communication process also changes accordingly, the other person at the receiving end decides to stop communication, decides to continue but with the caution that this person can use this kind of language any time in future communication and so on.

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Nature of Human Communication

- 1. **Process**
On going, ever-changing & continuous
Always developing
Verbal messages have definite beginning/end points, the overall process of cn. does not.
Cn is irreversible & it affects future cn.
- 2. **Dynamic**
Part of what makes cn a process is its dynamic nature (active/forceful)

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Now, having said this, that it is a process, also mentioned that this dynamic, how do we mean by communication, human communication when dynamic it is that part of, what makes communication a process is also something that, it is making it dynamic that is, it is making it active, it is making it forceful.

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Nature of Human Communication

- 3. **Interactive/Transactive**
because it occurs between people;
it requires active participation of two people
- 4. **Symbolic**
A symbol is an arbitrarily selected & learned stimulus that represents something else.
Can be verbal/Nonverbal.
- 5. **Intentional**
Conscious engagement in interaction with some purpose

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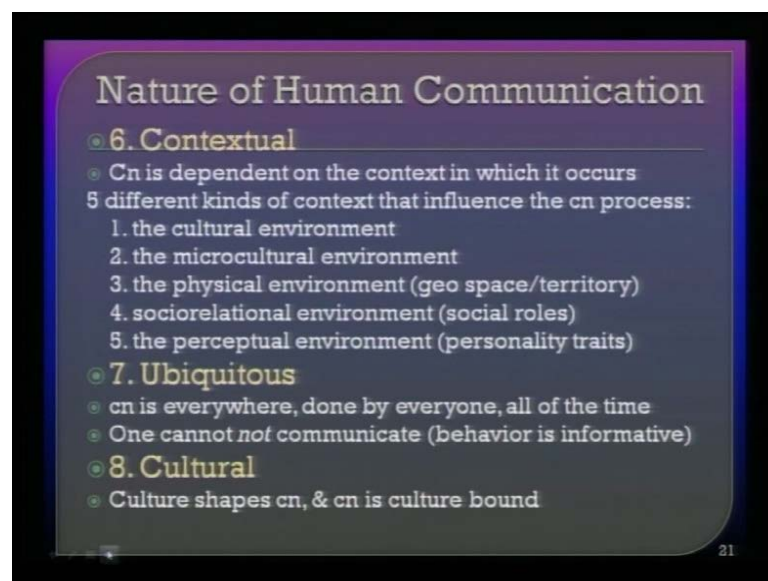
It is also interactive, it is also transactive, because it is occurring between people, minimum 2 people, maximum groups. So, there is a kind of interaction, transaction that is happening in human communication and it requires active participation of two people.

So, even when the other person is actively not communicating verbally, at least the active non-verbal skills are required in proper communication. Communication is symbolic, human communication is symbolic, a symbol is an arbitrarily selected and learned stimulus, that represents something else.

So, this means, you try to say something but actually you mean something else or you represent one thing by indicating something, so the symbol can be verbal non verbal. So, you can use (()) symbols, you can use lighter symbols, you can use some of your gestures as symbols and so on. Human communication is intentional because there is conscious engagement in interaction with some purpose.

All the time the person may be interacting, is doing it with an intention thinking that, he should be part of the communication process, and then there is some purpose to be achieved while during and at the end, there is a proper purpose and that is kept in the mind at the time of interaction itself that is why, it is intentional.

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It is also contextual now, this is very important for cross cultural communication, it is contextual, what do we mean by this, communication is dependent on the context, in which it occurs. So, that could be 5 different kinds of context that influence the communication process, what are the 5 different types, the first one is the cultural environment, second the micro cultural environment.

So, you can also say, there is this macro cultural environment but then there is this micro cultural, one simple way of looking at it is, the national and the ethnic difference, one may be an Indian but one is a parsi, the national and ethnic difference. The physical environment so this refers to the geo space, the tertiary that the person is trying to occupy.

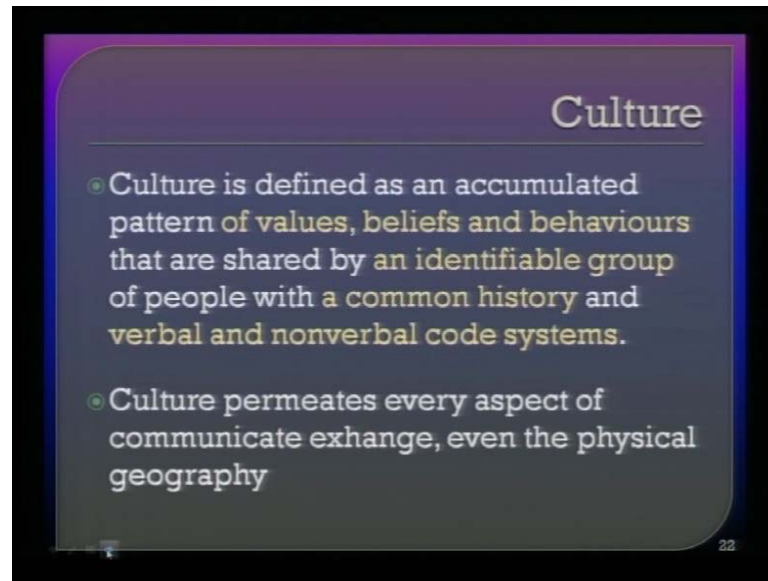
The socio relational environment so this refers to the social goals ones role as a father in the house hold activity, but ones role as a teacher in the educational setup, ones role as a kind of employee among a large setup of employees and so on. So, the socio relational environment and then the perceptual environment that is, related to the personality traits.

Then, in the same context, what a person perceives may be totally different from what somebody else perceives, what somebody sees as a kind of negative thing, another person can see that as an opportunity to be seized and so on. Now, the nature of human communication is also ubiquitous, what do we mean by this, communication is everywhere, it seen everywhere, it is done by everyone and it is done all the time. So, there is no way, you can stop this and it is commonly found everywhere, one cannot not communicate because behavior itself is informative.

Even when one it is sleeping, even when one is snoring, even when one is closed his eyes, even when one has decided to stop his mouth and not say anything even then the communication is taking place. This has been explain, in terms of non-verbal behavior and then it terms of the nature of human communication, the last but not the least aspect is that, it is cultural.

So, culture shapes communication and communication is culture bond, we will spend more time on this.

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But, just briefly talking about culture, before we spend more on this one, culture itself is defined as an accumulated pattern of values accumulated pattern of values. Because, if you ask me to define what is your culture? I will try to tell you in terms of my values, for me it is good in my place so that is not good in your place. So, this is the value I have, I know that this is bad in my place for example, drinking drinking wine, I know that it is bad in my setup.

But, I know that, it is something normal in your setup, you are coming from a background where, you just drink along with your food as a normal thing. But, I am from a background where, I have formed a value that, drinking is just done once a while but not when you take food every time. So, this is the value that I have developed and if you add all this values, you know what is my culture.

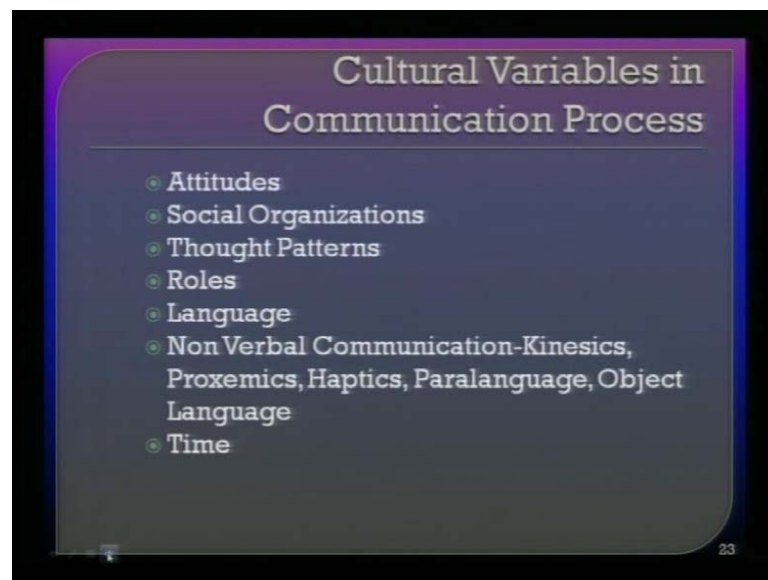
So, it is a pattern of values, believes and behaviors that are shared by an identifiable group of people, with a common history and verbal and non verbal code systems. Let us read this once again, culture is defined as an accumulated pattern of values, I was giving an example, but not just values but also believes and behaviors. They are all gathered over a period of time and then they are condensed in the form of culture but there also shared by an identifiable group.

So, that group is living together in a particular locality, in a particular region, in a particular nation and then with a common history, either they all migrated because of, an

earth quake and then they settled there or they came and won the other people and then they settled there. So, they have a common history, whether it is victory or defeat, they have a common history and verbal and non verbal code systems, so they do not have conflicts in terms of communicating with each other, in terms of verbal and nonverbal code systems.

So, this nature of culture, once you understand you should also understand that, culture permeates every aspect of communication exchange. Even the physical geography, everywhere culture is permeating even the physical geography that means, the area one is surrounded by, even their culture is permeating.

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Now, let us very quickly look at some cultural variables before I conclude this lecture and I will talk more about this in the next one. What are the cultural variables, which are involved in communication process? Attitudes, social organizations, thought patterns, roles, language, non-verbal communication, which we talked about in terms of kinesics, proxemics, haptics, paralanguage, object language and time, that is chronemics.

We are talked about all these things, I am just quickly summarizing what are the variables and then in the next lecture, I will talk how these variables are actually leading to conflicts and how we can overcome the conflicts. And we will also look at some of the theoretic prepositions, which are involved in cross cultural communication. So, until then

I will say bye, just think about these variables and you also think about, how they can lead to conflicts, so we will just meet in the next lecture.

Thank you so much.