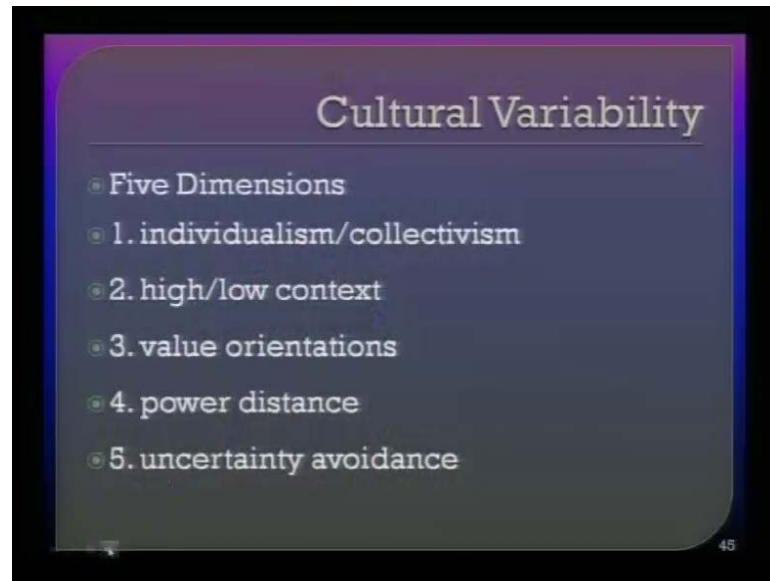


**Communication Skills**  
**Prof. T. Ravichandran**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology, Kanpur**

**Lecture - 36**

Welcome, to NPTELs course on communication skills. We are now on module number 11 lecture number 3 on cross cultural communication this is also called as inter cultural communication. At the beginning of the 1<sup>st</sup> lecture I just started with a kind of introduction to this Cross Cultural or Inter Cultural communication I also talked about the Necessity of Cross Cultural communication followed by the Benefits of Cross Cultural communication and then in the next nature lecture I started talking about, the Conflicts in Cross Cultural communication which usually would arise because of the cultural variables or ignorance to the cultural variables. And then, we started talking about the cultural variables and under cons cultural variables I started with one variable in the previous lecture in this lecture we will continue with the remaining variables of a culture and then we will slightly focus on minimizing the conflicts which usually arise out of the ignorance to culturally variables.

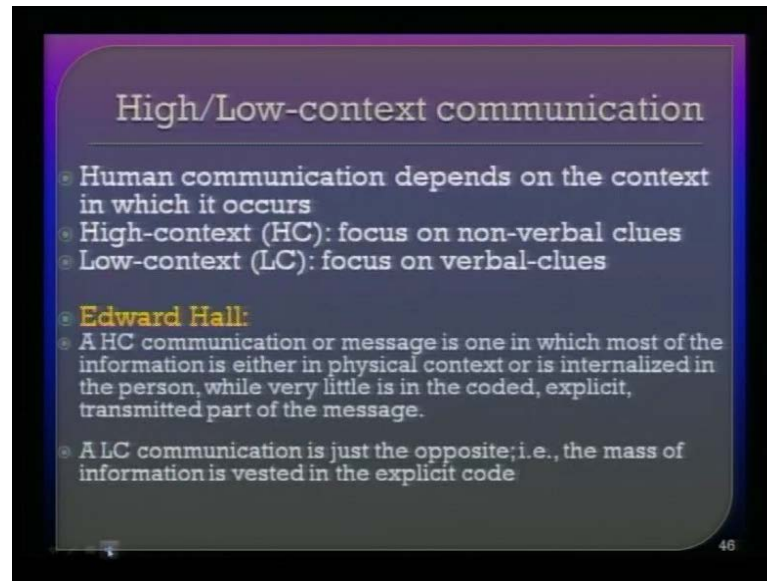
(Refer Slide Time: 01:24)



Now, in the previous lecture I was introducing this cultural variability which are under Five Dimensions and then I talked about individualism and collectivism being the determining variable in terms of a culture that is promoting individuals individuals in thinking individuals in terms of cyclic understanding and at the same time there is another set of values prevailing in another culture which celebrates collectivism which things that the collective interest or supreme then the individual and so on.

So, we looked at various countries accordingly and then what are the advantages and disadvantages and I also caution to you by saying that there is neither a culture that is holly individual nor a culture that is holly collective we can always say that this is High on the individualistic side and this is High on the collectivistic side and then there are also cultures like the Norway in culture where both of the values are kept hand in hand.

(Refer Slide Time: 03:35)

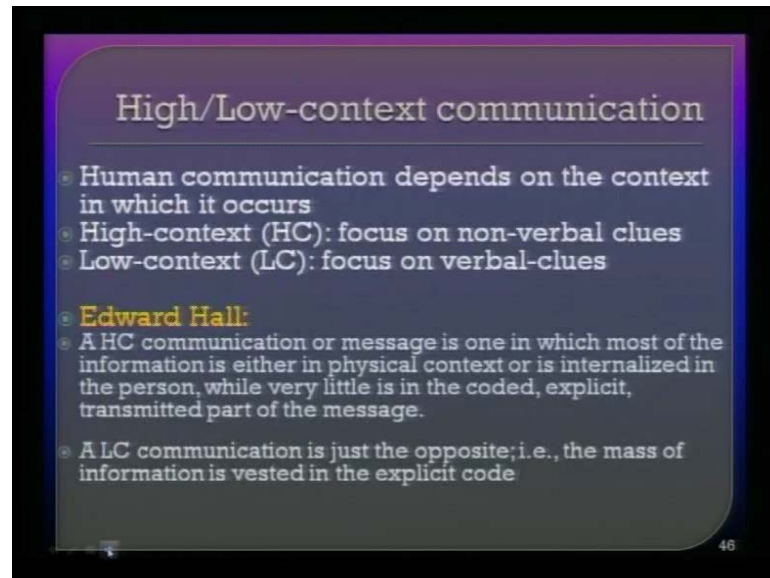


And then, we also find even in one Country where one aspect of this culture is dominating we also find some micro groups micro cultural aspects which actually contradict so, which means there is a collectivity culture that within that there are organizations there are micro cultural frame works which actually nurture individualism. We need to understand this at a professional level so that we try to minimize the conflict that would come out of two persons two groups who are in a situation where they are in a communicative situation where while communicating there bringing their individual or collectives perspectives across.

Now, that was the way I concluded the previous lecture now, to continue with a talked in this we will continue to talk about the 2nd dimension High, Low- context followed by value orientations and then power distance and uncertainty avoidance. Now, about the second variation dimension to 2nd variation is High, Low-context communication what do we mean by High context in communication and Low-context in communication? Now, human communication depends on the context in which it occurs and when we say High - context generally the focus is on nonverbal clues. Which means when the context is very High define lot of nonverbal messages embedded unit and much less is vocalized set verbally set explicitly set openly so, lot of meanings are implicit in a High-context culture. So, one has to look for the subtext one has to read between the lines one has to look for body language one has to look at the environment carefully before determining the meaning in a High-context culture.

Now, the opposite is true in terms of Low-context culture what is this Low context culture as it is suggesting the focus is on verbal clues nonverbal clues available here are very less or sometimes there just suppressed and you find verbal clues predominating there overtly seen people who come from this context believe in verbal exchange of ideas believe in articulating and ( ) everything including their feelings.

(Refer Slide Time: 06:00)



So, there is nothing that cannot be brought in the form of word everything can be sentenced everything can be brought in the form of paragraph and the ideas can be communicated whereas, if you look at the people from High-context they would even be very comfortable with silent's there will be very happy that there able to exchange ideas with minimum number of words or without words people from the Low-context will be very uncomfortable sometimes when people remain silent because they are not able to make out what is there in the mind because, the people from the Low-context or used to verbal exchange of anything that is transferring in the mind or in the heart.

So, when somebody from High-contexts comes and keeps quite it is very discomfoting a person from the Low-context level this is the basic difference let us look, at how Edward Hall defines these two dimensions. According to Edward Hall a High context to communication or message is one in which most of the information is either in physical context most of the information is either in physical context it is tangibly available to you

in physical context or is internalized in the person while very little is in the coded explicit transmitted part of the message.

Which means much of the coding is internal and very little very less is explicitly transmitted as a message whereas, a Low context communication is just the opposite that is the mass of information is vested in the explicit code everything is incorporated in the form of words in the form of verbal communication. So, that is Low context communication and the basic difference you can understand between these two is as I said at the beginning the High context focuses more on nonverbal and the Low-context thrives on verbal aspect of communication.

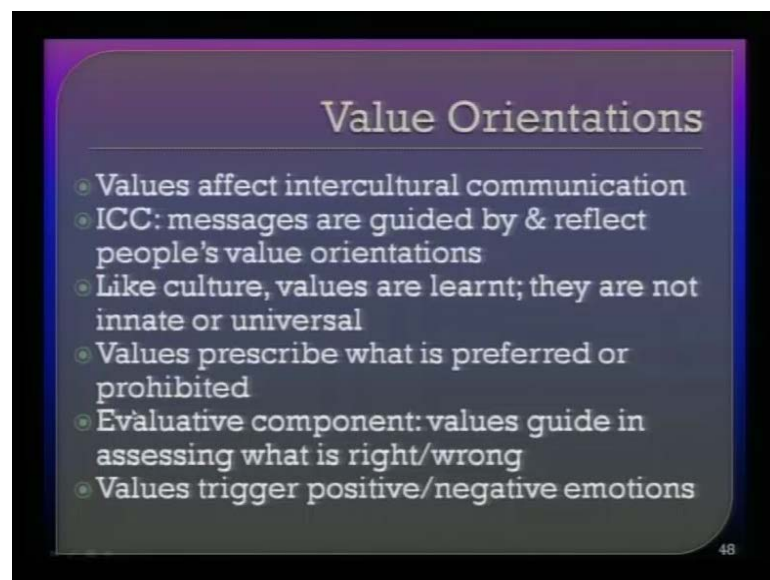
(Refer Slide Time: 08:03)



How do we look at countries in terms of High, Low-context communication? So, barring exceptions there are some exceptions but, if you remove those exceptions High-context cultures or generally collectivistic, so cultures represented by China, Japan, North or South Korea they all have High context communication High context dimension of cultural variation this means the nonverbal component is very High here. Now the Low cultures focus on verbal context and then they may become comfortable with verbal communication but, uncomfortable with silence examples Switzerland, Germany, Scandinavia, US, UK, France. So these are the places where verbal communication is given supremacy and nonverbal if it is used predominantly can unsettle the people from this culture.

So, Low-context culture suspects quite people now in a professional context we can understand how a person from a High-context will interact with a person from a Low-context sometimes it said that some of the business are transactions persons from High-context such as the US, UK and the persons from Low-context China, Japan or the vice versa now, what happens when the persons come and interact together the one who believes in nonverbal communication keeps quite the other who believes in the verbal keeps talking, and it is not happy with the other person keeping quiet and sometimes the other person from the Low-context even suspects the person who is remaining quite who is coming from the High-context who believes in nonverbal communication.

(Refer Slide Time: 10:22)



Apart from this apart from High-context Low-context the value orientations that people have which come from the culture which also sort of create the variation what do we mean by this the, Values generally affect intercultural communications?

Now, in terms of inter cultural communication messages are guided by and reflect peoples value orientations the messages are actually guided by on the one hand and on the other hand they also reflect peoples value orientations so like, a culture values are learnt they are not innate or universal.

This means people are not born with inner values values are given to them values are given to them through the narratives through the documents through social interaction the narratives come to them even in the form of storage stole by the grandmothers

anecdotes stole from neighborhood documentaries which are printed available in libraries now, in the children even the adult when they keep reading this when they receive inputs from this kind of materials they imbibe the values.

So, they are not bond with a values but, they then imbibe they nurture they develop the values which are prevailing in the culture. Now, this is the reason why person from one culture will have one set of values and person from another culture may have a different or opposite set of values. So, values prescribed what is preferred or prohibited. So one culture tells this is what is preferred and in our value and another culture says no this is prohibited and again vice versa there are certain things which are universally preferred universally prohibited in most of the cultures but, then cultures varied and accordingly the vary the preferences and prohibitions evaluative component as for as values are given values guided access in what is right or wrong.

So, this is another interesting and significant aspect of values that is it is used or the values are used as evaluative components this means person with High values is lightly to do what is right according to that culture.

(Refer Slide Time: 13:51)



Person with Low values is the one who will do the wrong things other ones are done by the person and would be treated as a criminal or unlawful citizen because, the person is not nurture in the values which are in the culture. Values trigger positive as well as in negative emotions. So, some people feel that the values are worth following attack some

people feel frustrated disappointed with a values and then can also generate negative emotions.

Now, we can look at values according to some Dominant Themes are the value orientation itself can be associated with some of the institutions such as family and then we can just see how, one oriented towards it. So, let us look at the Dominant Themes of value orientation in terms of Self, Family, society, human nature, nature and super natural.

Now, first when you look at The Self if the context is from Low-context the values which are natured in terms of self or individualism, youth, equality of sexes so, which means there is no discrimination between male and female all are treated equal and doing performance a person is valued according to what he does what he has been doing not what he has been talking about, not various come from emphasis given on doing.

Now, in terms of self in High-context culture the values are interdependence as against independence old age seniority has much more value male superiority most of the societies or male dominate societies and being just the position just the status itself can give some power in terms of family with regard to Low-context culture the values which are dominant or individualistic democratic which means even in the family a democratic setup is prevailing, and people believing democracy which means it is not the father or the mother could takes independent decision or even if, the son happens to be the only earning member of the family is not the son who takes the decision together democratically. They discuss they vote for it they suggest they criticize and then they decide decision is not unilateral it is a open no secrets nothing is confidential and High mobility this means there is no factor binding the person belonging to the family.

To move out of the family either in terms of seeking a job or even in terms of marital relationships so, there is no binding that the person should go as per the wish of the family marry according to the race, according to the to the religion, according to the culture and all that. Now, here High mobility is considered good because the person is allowed to make choice of 1s own will and freedom.

Now, in case of High culture the family values and the Dominant Themes are linear so this means that is authoritarian there is a father super father or the great grandfather then the grandfather then the father and the mother, son, eldest sister, elder sister, and so on.



So, it goes with that kind of authority and it is described this means you have to follow some rules no explanations are possible it is not discreetly does not explain why you should do certain things does not tell why you should touch the feet of the elders when the person comes it simply says that if you want to respect the elder do that does not explain some of the religious practices it says that if you want to show respect to god do this.

Low mobility it does not generally nurture the individual leaving the family either in search of job or in terms of seeking marital relationships and leaving the family network and finding somebody out of the family so even that is not allowed so the mobility level is Low here in terms of society as such in Low-context culture.

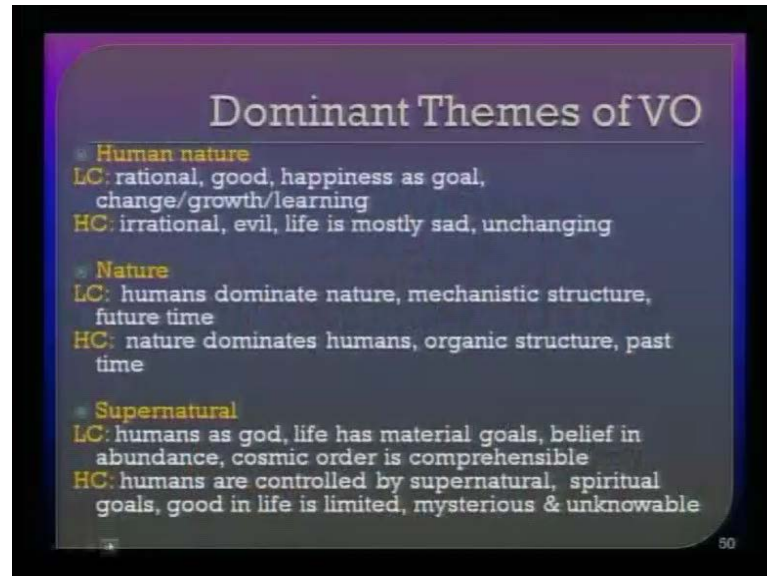
(Refer Slide Time: 19:02)



The Dominant Themes and the value orientations associated with those Dominant Themes or independent. The society itself is independent brief membership few intermediaries this means between the authorities higher officers and the subordinates the intermediaries between senior members and the junior 1s the people who operate in between or actually few which means communication gap is very less and they do not have to go through various nodal officers whereas, nodal points to send their communication message it is informal and it is mostly private. In terms of High culture the society itself is obligated that is you have to become a member you cannot escape the

norms of society because you are living in society and your part of that society and it is a life long obligation

(Refer Slide Time: 20:41)



it is a lifelong membership as long as there you are responsible for the society you are not seen as an individual So, intermediaries or essential because lot of communication gap is lightly to happen it is very formal and it is communal, so anything you do as an individual to violet the social values social norms can generate communal rites because, the whole community feels that you are doing something against them against the social values.

Now, in terms of human nature human nature as such if you look at the Low context culture they treats human being as rational that is you will be able to reason out themes and you will be able to sort of problems by using your reason and generally human nature is good does not subscribe to the theory that people are bad people are evil by the nature it believes at people are good by nature at believes that the god is with in every human being so, the person is by nature good it may be the circumstance that is making the individual behave in a bad manner but, by nature the society believes the culture gives a value that if we are able to train the person properly you will be able to bring the good in that person.

It generally sees happiness as goal change is encouraged change is treated as growth change is considered as part of the learning process and one develops towards reaching happiness towards reaching a higher degree and level of happiness.

So, that is what is happening in terms of the Low context culture with regard to human nature with regard to High context culture human nature itself is treated irrational man is treated as an emotional animal as short tempered as impulsive as spontaneous as a person who is controlled and change by passions and emotions reason is there but, reason cannot do anything to help this person out and why is that a person feeling like this at a particular point of time emotionally?

Now, they say that it is beyond the persons control and then why is it that a person is behaving in a very bad manner the society believes that the person is inherently evil it is not god but, it is devil that recites within him evil is within him and life is mostly sad and unchanging.

Happiness is not seen as the goal it seen as a kind of intermediary it seen as a kind of interlope it comes occasionally but, life is a very long tragedy and something that is fixed something that is unchangeable something that cannot be changed even if the person is able to used is reasoning capabilities. So that is about human nature. Then, about nature as such in Low context culture humans dominate nature which means nature itself is seen as a kind of when a violent servant to the man who is the master?

so, man can make nature succumb to his whims and franchise nature earls to his whims and franchise so he is able to dominate nature if you wants to cut trees he cuts makes dam so nature does not have any owes with regard to this kind of development because, man is considered the dominant person here and its mechanistic in structure and always oriented towards future time Dollars thinks of what happens in the future. So, your let say cutting down trees now but, you construct the dam and with a dam you also go for some power projects and with that power you can serve lot of people around that village you can also give lot of employment or opportunities we can also go for foreign exchange the nation develops the people develops so, it thinks of future not of what is happening temporary at the present movement in terms of High-context culture nature dominates humans.

Now, human beings are treated as a very infinitely small very tiny particle of nature your one iota one small micro organism that is very negligible so, nature is seen to be omnipotent super powerful and all in compressive. So, a dominates humans and its organic in structure what is a different between being mechanistic structure and organic in structure when it is mechanic in structure you can as if in a repair and replace mechanism you can remove various parts then replace it in an organic structure everything is integrated every growth is related to every other growth everything is related.

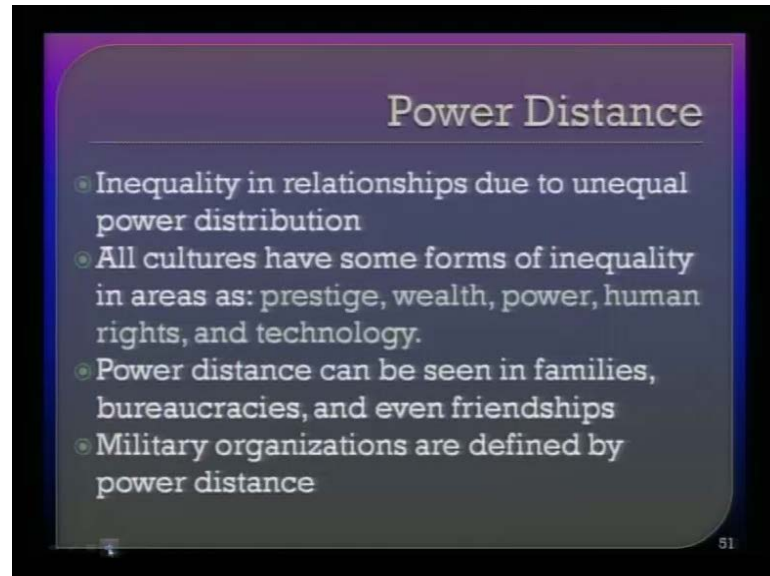
So, you cannot cut of one thing and say that no there is no hurt at that part and we can just ignore this and go to the other one every small part in the link is important. So, organic structure growth is integral pastime at believes in valuing something that is traditional something that has been happening for time immuring something that has been done for the past few ages and something that should be maintain for the future it does not the think of making radical changes. Now finally, the super natural aspect of this and then how the dominant things are related to this in terms of Low-context and High-context culture in terms of Low-context culture with regard to super natural humans are treated as god that is the human being has all the potentialities of a god to control govern and organize his life as well as to pattern the environment.

Now, in case of Low context life has material goals it is worth achieving also and there is belief in abundance where is a belief that the planet earth, as so much to give this abundance great wealth and one has to aspire one has to straggle to get this wealth and it is thereby everybody there is no need to compute with others there is no need to bilateral there is no need to be completion with others with a anxiety that you get less this group believes in the law of abundance, that there is so much so you complete with yourself and your get your lot cosmic order is comprehensible this means there is a cause and there is an effect you do something and then you get the effect as you so, you reap.

So, be careful about your planning be careful about your implementation of your planning your show to get the results. So thus nothing invisible nothing mysterious nothing strange that comes to you and conference you and take you unawares the cosmic order is comprehensible it quite understandable. Now, in terms of High context culture humans are controlled by super natural. So humans are seen as papered and the hands of supernatural elements something god something more than a god something like a super

god something that is supernatural is controlling and governing the events of very simple ordinary modelers human beings.

(Refer Slide Time: 30:13)



It is spiritual goals are the ones which are followed as against the material goals which are followed when the Low-context. So, spiritual goals again would mean that you transcend the material goals the material ones are necessary to survivor at lower level but, this spiritual one's or the one's which are required for one to integrate with a higher self so, it may be the god or super god and it may be the level from man to superman super human level. So one has to reach this spiritual goals achieve the goals to integrate with this higher self-good. Good in life is limited in this case and it is often mysterious and unknowable you never know when good things will happen you are not sure of it often you are controlled by fate it is not in your hand.

Now, another interesting variable that happens irrespective of fact whether it is High-context or Low-context culture is the power distance this means the distance are the absence of distance that is proximity that is maintained in individual or group relations in terms of power equations such as the bars and the worker the higher authority and the subordinate the teacher and the student the senior and the junior the husband and the wife the mother in law and the daughter in law the leaders and the followers and so on.

Now, inequality in relationships will be due to unequal power distribution if the power is equally distributed automatically equality will come inequality will arise when the power

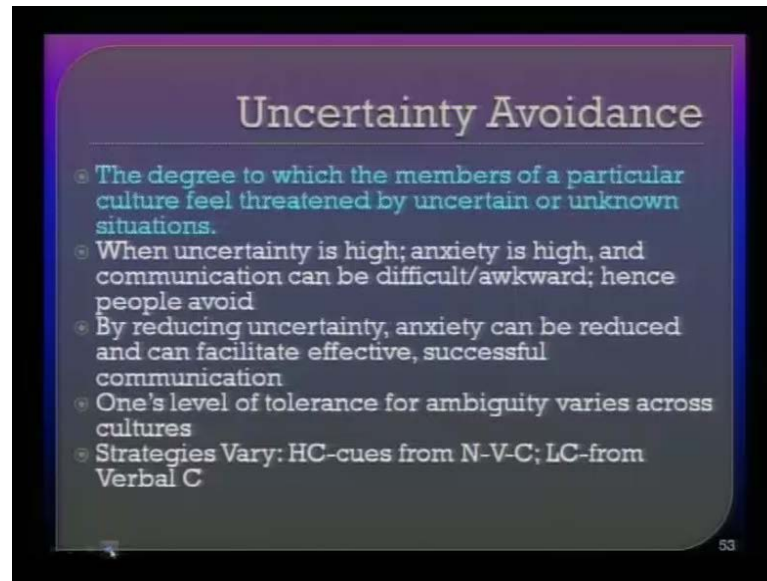
distribution is not equal also all cultures have some forms of inequality it will be very utopian very ideal to dream of the culture that is equal. So, as a George Orwell puts it even in the very ideally utopian situation where all are supposed to be equal it will soon end up in a situation where all are equal but, some are more equal than others. So, inequality even in the best of equality where it is maintained will generate will thrive somehow, or other so, inequality will be there in areas as prestige, wealth, power, human rights and technology.

So, the position of technology the right to use some technology, so today it is believed that people who use internet and the ones who cannot use internet people who use computers and ones who cannot use computers so you can differentiate in terms of technology.

So, the ones who use and then the ones who can afford to high end computers High definition TV's and so on, and the ones who cannot afford to. So it makes a kind of difference inequality statement. So, power distance can be seen in families to it will be prevailing and bureaucracies and even friendships. So even in friendships there is often one friend dominating and the other friend being submissive and then there are also very good and healthy friendships where both of the friends are equal there is no domination in relationships but, power is possible inequalities possible even in friendships.

If you look at military organizations they are generally defined by power distance complete hierarchy complete bureaucracy absolute control is instead upon the one, who is the top most authority and then, equality reduces in terms of ladder becomes lower and the one who is lowest in the position has least power and treated the most unequal among others. Now, the next probably the final variation that can determine the level of cultural conflicts is uncertainty.

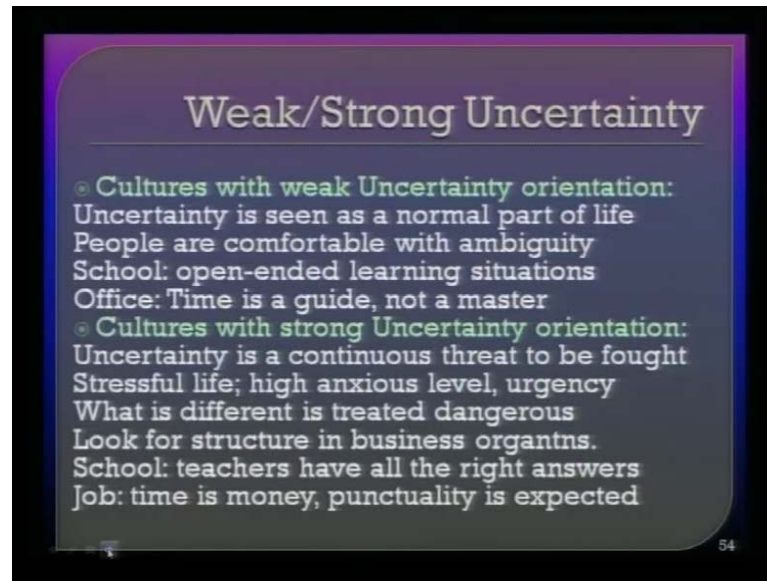
(Refer Slide Time: 33:57)



Avoidance what does it mean? we all want to be certain of certain situations we want to be very sure of some people whom we interact with and when we are not sure we want to avoid this means, if you are used to one particular culture we want to avoid people from another particular culture especially when we feel that that culture is quite strange towards we avoid so this is what we meant by uncertainty avoidance. The degree to which the members of particular culture feel threatened by uncertain or unknown situations so that the degree to which the members of a particular culture feel threatened by uncertain or unknown situations is what we called as uncertainty avoidance.

So, when uncertainty is High that means when I feel threatened by somebody coming from another culture which is totally strange to me when my uncertainty is very High anxiety is High and communication can be difficult awkward hence people avoid so, that is the time we fret, that is the time we commit not of lot of nonverbal errors that is the time we do something with a finger so do something unusual with a buttons play with a hand move here and there shake make lot of distractive body movement just to show that we are get nervous uncertain we want to avoid the situation our body language itself is become an rigid controlled fidgets not flexible not open we do anything to avoid the other person interacting with us. Now, that should be reduced now how it should be reduced will be discussing soon.

(Refer Slide Time: 36:28)



But generally by reducing uncertainty anxiety can be reduced I said in the previous one that we look at the environmental variable in the next slide but, I think that before we look at the environmental variable we also need to know the weak strong uncertainty principle that is prevailing among various cultures. So, when the cultures which have weak orientation the individuals behave in a particular manner in a typical manner and when they have strong uncertainty orientation again the individuals have certain other concerns. Now, let us look at how the people will behave so cultures with weak uncertainty orientation uncertainty itself is seen as a normal part it seen as a norm it is not something that is deviating from it is a normal part of life and people are comfortable with ambiguity so people are not threaten by situation which will have more than one meaning situation which is ambiguous that things are not very clear things are unknown people are not threatened by that.

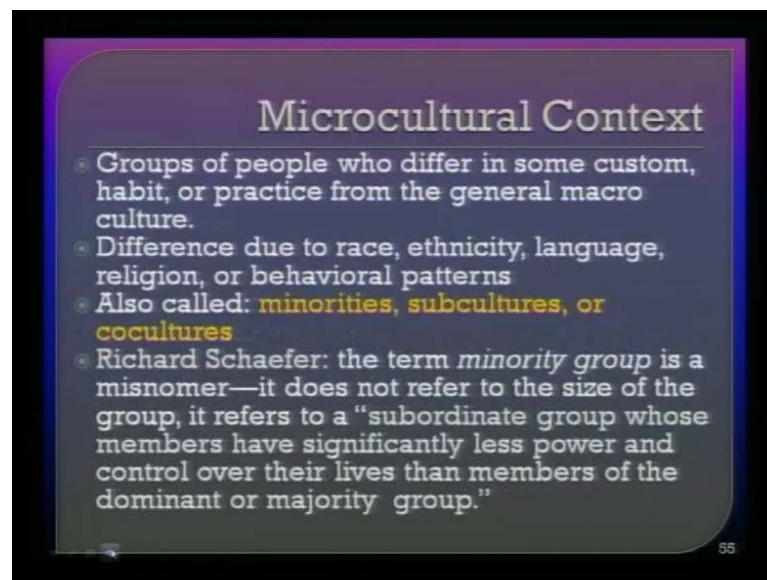
So, in terms of school the learning situation itself is open ended and the students are given open ended learning situations in terms of office that is organizational setup time is a guide but, not a master so, it is preferable that you follow a schedule but, you will not the crushed by that.

Now, in cultures with strong uncertainty orientation where uncertainty level is seen as very strong uncertainty itself is seen as a continues threat seeing to be threatening seen as a continues threat to be fought and then one has to fight frequently so, because of that



what happens the life itself becomes stressful and High anxious level is generated and always audience people who live there the citizens who live there in the society have a certain level of urgency this field has this has to be done otherwise something else will come they do know what else will come.

(Refer Slide Time: 39:10)



So, they look for structure in business organizations and in terms of school teachers have all the right answers so it becomes some sort of teachers sentenced situations rather than learners in terms of situations in the previous setup and the job itself time is seen as money time cannot be wasted it is equated with a money and punctuality is expected so, time schedule can even crush there people who are working and another aspect of this cultural variation is to be redundant Microcultural Context. Microcultural Context remember at the beginning, we look at a kind of layout in which culture is seen as the universally guiding governing principle but, under which we also saw certain Microcultural Context which made deviate the cultural norms.

Now, what do we mean by Microcultural Context? So, this is determined by groups of people, who defer in some custom this means the custom has something that is given by the culture as a norm but, then there are groups of people who differ in some custom habits or practice from the general Microcultural.

Now, the difference can be due to race so for instance if you look, at the United States of America and if you consider the Americans as the decadence from Europe the sub group

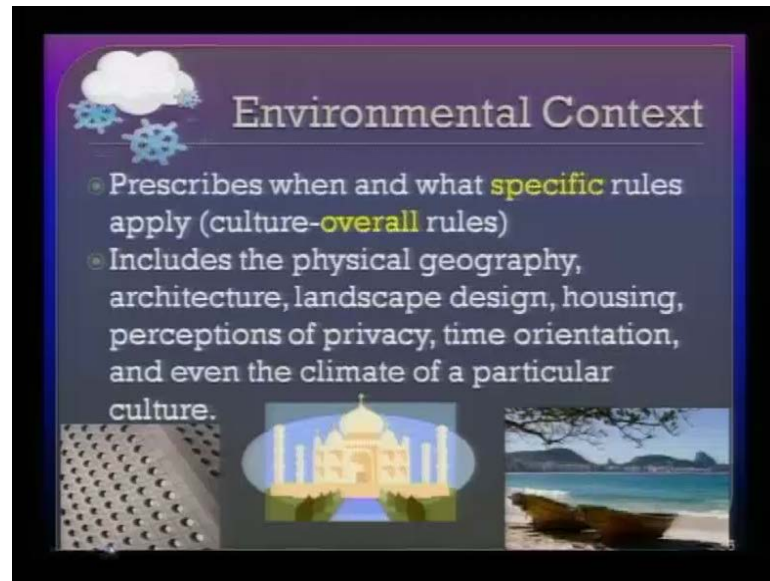
will be the afro Americans who are there in terms of race. So, then the color difference comes so white and black, so white and brown South Asians white and yellow. So, the color difference comes in terms of race in terms of ethnicity the ethnic practice in terms of language spoken in terms of religion or behavioral patterns.

Now, there also called minorities subcultures or co cultures minorities in terms of religion for instance it is a small religious group that tend to become minorities sometimes sub cultures may be for the reason because sub as the meaning of inferior lower and these people sometimes formed even if they belongs is to same race of the majority of the citizens of the culture sometimes they have deviant habits such as addition towards drugs for instance so, drug addicts form one part of the culture but, the cultural values say drug addicts are bad drug addicts are not normal drug addicts are not suited for organizational setups and so on.

So, then the drug addicts form part of sub cultures or co cultures sometimes when one group of people who are not the majority but, who try to resist what is there in main culture or also coming under the categories of counter cultures they have strong values strong viewpoints strong perspectives which are just countering which are just the main cultures or main cultural norms.

Now, Richard Schaefer which had shaped defines minority he says the term minority group is a misnomer it does not refer to the size of the group its refer to a subordinate group whose members have significantly less power and control over their lives than members of the dominant, or majority group this means minority is not determined decided by number but, rather than by power rather than by the social structure in which their operated.

(Refer Slide Time: 43:08)



Now, coming back to Environmental Context which is said at the beginning that we will did in to so environmental context is quite interesting especially in terms of Cross Cultural communication because, it prescribes when and what specific rules apply. So, while culture itself is giving some overall rules, while culture itself is giving some general pattern of understanding things is the environment that decides and determines how you can apply specific rules at certain points of time remember in communication itself. I said that the environmental variable is very important especially when we talked about nonverbal communication, I said that if a girl who sits on the corner of the auditorium suddenly comes and sits next to the boy who is at the center need not mean that the girl is interested in the boy because, in nonverbal communication we say that proximity suggest interest. But, I said that we need to look into the environmental variable such as she has a cold terrible cold and the air conditioner is giving lot of cool air and she sits on the corner such as she want to sit near the podium sits very closed to the speaker and the only seat available was next to the boy and so on.

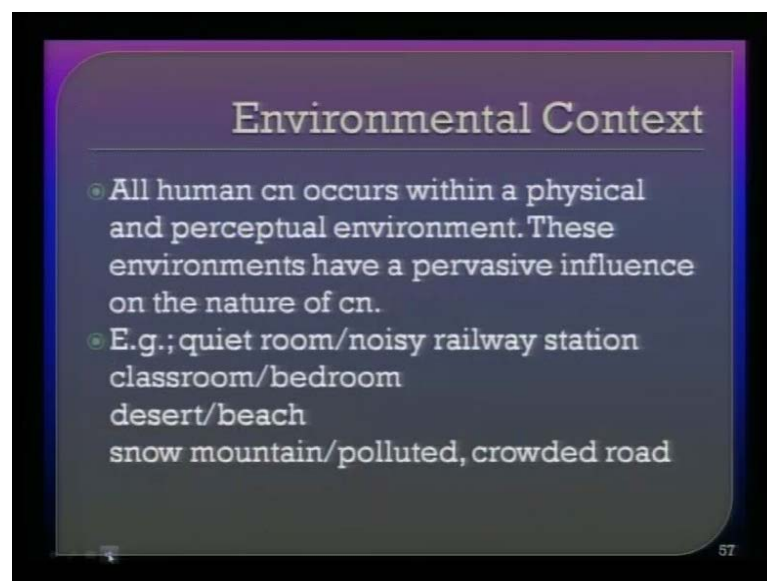
So, as the environmental variable at a very macro level in which it also gives its own specific rules which may correlate with a superimposed rules by the culture or mostly resist and then give a different meaning or norm. Now what does it include it includes the physical geography that means the entire nation itself can say something when you go to United States when you go to the Disney land the Disney land itself is prescribing a kind of geography physical geography and when you are inside it when you are outside it

how you behave? How you communicate? architecture the way skyscrapers are determining one nation and then let say there is another country where hardly you find historic buildings landscape design how a garden is cultivated what is mentors garden of national importance and how many gardens are there in a Country and so, on in terms of landscape design even designing where the bus station will be where the railway station will be where will you keep airports and where will peoples live the town planning itself will all come under this landscape design.

Housing that to will keep in people but, to keep people and then how many houses you will give them in which place etcetera perceptions of privacy can you improve somebody late at night is it okay to call somebody at 12 o'clock mid night and so on.

So, perceptions of privacy time orientation as which we again discuss before in nonverbal communication such as the monochromic perceptive and the polychromic perspective time is seen in monistic principle time as a kind of flexible component the polychromic principle and even the climate of a particular culture. So, just quickly even if you look at landscapes architecture, for instance so if you look at huge tall constructions and then monumental duties and then places which suggest noted for calmness beach etcetera so, it makes a difference.

(Refer Slide Time: 47:25)



Now, again in the Environmental Context, All human communication occurs within a physical and perceptual environment. Whenever, we are communicating we are actually

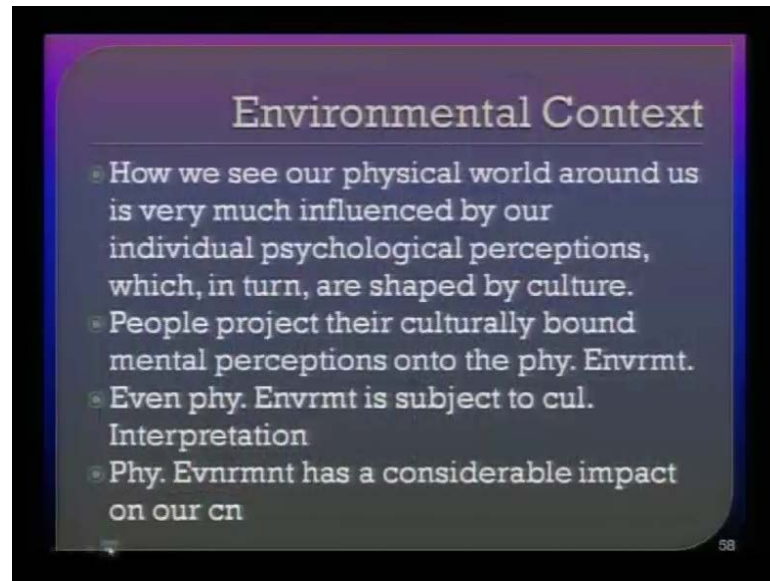
in a physical as well as in a perceptual environment is very much there whether you are inside the room or outside the room whether you are walking with somebody near the beach or whether you are sitting on bench and talking to somebody in a garden whether you are inside the bedroom outside the drawing room and so on. So, it depends on the physical as well as the perceptual environment and these environmentalist have a pervasive influence on the nature of communication so, these environments the environmental variables they have actually perceive influence on the nature of communication so for example, quite room a rooms that very quite such as a very good library with silences absolutely maintain hospital scenario where it is silent but, just a very big office place where just it silent.

And a noisy railway station how is the communication when you talk to somebody in a quiet room and when you are talking to somebody in high pitch in a noisy railway station which place would you prefer to talk or express your intimate emotions? obviously in the quite room you cannot shout your inner most feelings in a noisy railway station unless the situation compels it may be a deviation but, as a norm generally people would like to sit in a calm quite environment, when they want to open up class room and bed room so, in a class room immediately you see a kind of formal situation a power equation is going on in bedroom lot of formalities are broken informal situation equality is maintained and then desert and beach.

So you can see the difference how a person cycled will be there in desert let say its sweating, the environment is very unfriendly it is humid and one is very thirsty and one is near the beach and then let say it is a very cool breeze and its very cool environment against the hot environment in the previous one it automatically changes this cyclic perception of the person the environment improves into the mind and determines the communication message again snow mountain such as if you go to Himalayas whereas, polluted crowded root.

Now, when you are in the snow mountain, no pollution and then you breath freely and then you take soulful of the air and then in the crowed it polluted place you put a hand kerchief on your nose you hide your nose you try to reduce the pollution in take and the communication where is actually.

(Refer Slide Time: 51:01)



So, here in the snow mountain scenario you are again likely to open up or again likely to think very philosophical thoughts right poetry express yourself more openly and freely to go with an Environmental Context again how we see our physical world around as is very much influenced by our individual psychological perceptions which in turn are shaped by culture. Look at this how we see our physical world around as is very much influenced by our individual psychological perceptions which in turn are shaped by culture. So, People project their culturally bound mental perceptions onto the physical Environment so they have certain perceptions which is coming from their environment and they projected on the other this can also lead to some kind of cultural conflicts. So, even physical Environment is subject to cultural interpretation physical Environment has a considerable impact on our communication.

(Refer Slide Time: 52:41)



So, for instance look at a culture that is tolerant of smokers in crowded and look at a culture that says that you cannot smoke in public and you have a smoker's zone. So go there in smoke but, you have no right to pollute the public environment you can be given privacy and you form your own group and you are allowed to do that there. So, the perception so in some cultural situation environment they do not feel they do not mind being passive smokers with so crowded and people are allowed to smoke and so on.

Now, before I conclude I would like to talk about, more on certain other aspects of environment. How environment itself will be determined in deciding communication, and if you look at for instance the malls place, and how do you interact with people in malls place and how do you interact with people in closed coffee shops let us see, so it makes a lot of difference.

Now, I will just make think about this take about however, communication varies when the environment changes and let us focus on this more, and next lecture and then towards the end of it I will try to give you more tips on overcoming some of the conflicts which will come because of these variables. So, just think over these aspects particularly the environmental aspects revise the lectures which I have given so far and in the next one hopefully the final one will be concluding this topic.