



## INTERCULTURAL COMMUNICATION

### Defining Intercultural Communication

Intercultural communication takes place when individuals influenced by different cultural communities negotiate shared meanings in interaction. What counts as intercultural communication depends in part on what one considers a culture, and the definition of culture itself is quite contentious. Some scholars use the term "intercultural communication" to refer only to communication among individuals from different nationalities. Other scholars, in contrast, expand the notion of intercultural communication to encompass other forms, such as religious, and other (non-regional) communication, as well as communication among individuals of different racial/ethnic orientations.<sup>1</sup>

In this sense, all interactions can be viewed along some continuum of "interculturality." Interactions are most highly intercultural when individuals' group identities are most salient in determining the values, perceptions, language, nonverbal behaviors, and relational styles upon which those individuals draw. To the degree that interactions are taking place on grounds of divergent values, perceptions, styles, and experiences, the interaction can be characterized as more intercultural than international. When individuals from different cultural backgrounds become more intimate, their interactions typically move along the continuum from more intercultural to more international. Though intercultural elements may abound in a role that cannot or cannot communicate, sensitivity to intercultural factors is key to success.

### Conceptualizing and Group Identity

Socialist theories of group identity recognize two types of group identity:<sup>2</sup>

1. **Assigned identity** is the set of demographics and role descriptions that others in an interaction assume to best describe the actor. Assigned identity is often a function of one's physical appearance, ethnic characteristics of one's name, or other distinctive characteristics.
2. **Aspired identity** is comprised of the group affiliations that one feels most strongly. For example, if an individual is assigned to a role culture, then the values and principles of that institution/culture will figure importantly in their success in that role. A related concept is **reference group**. A reference group is a social entity from which one draws one's primary identity. It is a group in which one feels competent and at ease.

Assigned and aspired identity are important for understanding intercultural communication. Imagine a person from another culture actually communicates with you based on your assigned identity, that is, how

<sup>1</sup> See Ting-Toomey, P. (2005). *Intercultural communication: toward an integrative theory*. Mahwah, NJ: Lawrence Erlbaum.

<sup>2</sup> See Turner, J. H. (1975). *Structure and process in social movements: A comparative analysis of four cases*. *American Journal of Sociology*, 89, 104-25.

<sup>3</sup> Turner, J. H. & Haslam, S. A. (2001). *Psychological socialization in groups*. *Small Group Research*, 32, 10-30.

<sup>4</sup> See Turner, J. H., & Haslam, S. A. (2001). *Psychological socialization in groups*. *Small Group Research*, 32, 10-30.

<sup>5</sup> See Turner, J. H., & Haslam, S. A. (2001). *Psychological socialization in groups*. *Small Group Research*, 32, 10-30.

<sup>6</sup> See Turner, J. H. (1975). *Structure and process in social movements: A comparative analysis of four cases*. *American Journal of Sociology*, 89, 104-25.



# Intercultural Communication World Bank

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