

Faculty Resources: Chapter Two

Objectives: Help the student:

1. Understand how culture affects communication due to different world views.
2. Understand how culture affects communication due to different values.
3. Understand how culture affects communication due to different norms.
4. Understand two major theses on the relationship between culture and communication (monolithic force and reflexive force).

Ideas for Supplemental Readings:

These chapters in the *International Encyclopedia of Intercultural Communication*, ed. Y. Y. Kim (Hoboken, NJ: John Wiley & Sons, Wiley Blackwell-ICA International Encyclopedias of Communication Series, 2017)

B. 'J' Hall, "Cultural Communication Norms," <https://doi.org/10.1002/9781118783665.ieicc0116>

C. Dodd, "Worldviews in Intercultural Communication,"

<https://onlinelibrary.wiley.com/doi/10.1002/9781118783665.ieicc0077>

Hall, E. & Hall, M. (1990). *Understanding Cultural Differences* (Part One). Yarmouth, ME: Intercultural Press.

Schwartz, S. H. (1992). Universals in the content and structure of values: theoretical advances and empirical tests in 20 countries. *Adv. Exp. Soc. Psychol.* 25, 1–65. doi: 10.1016/S0065-2601(08)60281-6

Also, several movies show differences between **ascription** and **achievement**. Select trailers from movies to show the students in class. Here are two:

Aladdin: <http://www.imdb.com/video/screenplay/vi2421621785/>

Thor: http://www.youtube.com/watch?v=JOddp-nINvQ&feature=player_detailpage

Another movie has a great demonstration of **hierarchy** and **egalitarianism**: "The Help." Here is a clip that you can use as a starting point for discussion.

The Help: https://www.youtube.com/watch?v=WbuKgzeUIU&feature=player_detailpage

Arrival is another movie that demonstrates multiple examples of how culture and communication influence each other. Several challenges to worldviews, values, and norms are explored in the movie. Here's a link to a preview that can begin your discussion. You might also have students watch the entire movie and identify various worldviews, values, and norms with which they do or do not identify. <https://www.youtube.com/watch?v=aTNJtEXYsyw>

Discussion Questions for Classroom Interaction

1. What worldviews do you recognize that you hold? Are there any that you did not realize shaped your culture and communication before learning about them? Do you know someone

who reacts to things differently than you do? Is it possible that person's worldview falls in a different part of the continuum than yours?

2. Can you identify values that are similar to your world views? Give an example of an instance when you recognized one of your values was violated. What happened and what did you do? Would you do anything differently now that you realize others may have different values that are equally valid?
3. What are three norms that you recognized in your day just so far today? How close people sit or stand to each other? Ways of greeting? Clothing? What are others you recognize? Any aberrations that you have noticed lately? How do you view those differences now that you are learning about intercultural communication?
4. When and to what extent are we aware of our Worldviews? Values? Norms? Which do you think has more influence on our choices and actions?
5. Do you recognize how Worldviews, Values, and Norms are connected to communication? What are some ways that you recognize their influence on your own communication with others? Do you feel more open-minded about differences you encounter in others now that you realize each of us operates with unique ways of viewing the world based on these cultural communication influences?

Activities

1. Have the students write down two worldviews they most identify with in their own lives. Break the class into small groups and have them discuss the various worldviews. Remind the students in advance that there is NOT a right or wrong, simply unconscious patterns that reflect our cultures. Ask them to identify potential contexts that alter those worldviews.
2. Show movie/tv clips (or a full movie/tv segment) that depict a variety of worldviews. Prompt the students to discuss what they recognize as worldviews in the film that they identified as their own. Again, remind them there is not a right or wrong worldview.
3. Students use their phones to take a lot of visual images, both photos and videos. Ask the students to break into small groups and share images they have that depict one or two of their values. Then have each small group discuss the values they learned about through visual examples within their groups.
4. Ask students to reflect on what they learned in this chapter. Both from the text and from each other about Worldviews, Values, and Norms. Ask them to reflect on which makes more sense to them: Monolithic or Reflexive influences? Have they gained new appreciation for others' and the way that cultures and communication are intertwined?

Sample Quiz/Test Questions for Chapter 2

1. Explain the differences between Worldviews, Values, and Norms. Use examples.
2. Norms are an integral part of the social fabric. Identify two of your Norms and describe when you noticed that those norms are not the same for everyone.

3. What is the difference between Monolithic and Reflexive Forces when discussing various perspectives on the connection between culture and communication? With which do you most identify.
4. How do you respond when you encounter someone with communication that reflects different Worldviews, Values, or Norms than your own? Has your response changed since learning more about these cultural communication influences?
5. What two characteristics identify a Norm as “important?” Give examples of those two characteristics.
6. What are the three levels of Values and how do those levels contribute to cultural influence on communication?
7. Are there people in your life who have a seemingly different use of time than your own? Use the terms Monochronic and Polychronic to describe your interactions, and be sure to explain what each term means.
8. Are there specific contexts in which you prefer a large amount of personal space? Other contexts where you require less personal space? Use the terms associated with Proximity to discuss those differences, and identify any situations where you notice violations of Proximity norms.
9. If I am _____ oriented, I pay attention to time and schedules.
10. People who see Language as _____ tend to count on language to be direct and precise.
11. If I tend to hold a Worldview of _____ I see no need to have a person standing at a fruit stand to collect money. People will do the "right" thing and leave the correct amount of money on the “honor system.”
12. Which is not one of the questions answered by a worldview discussed in the text?
 - A) How should society be organized?
 - B) What should I eat tonight?
 - C) What is our relationship with nature?
 - D) Who am I?
13. The ideas that people are born into their appropriate station in life and that they should not try to change this is referred to as:
 - A) High Context
 - B) Hierarchical
 - C) Monochronic
 - D) Ascription
14. What is the relationship between culture and communication?
 - A) Causal
 - B) Monolithic
 - C) Reflexive
 - D) Informal
15. Collectivism refers to a worldview that:
 - A) Focuses on one's relationships.
 - B) Values personal empowerment.
 - C) Values gathering as many goods as possible.

- D) Focuses on debt to nature.
16. If I have an egalitarian view of the world, I believe:
- A) Nature must always be protected.
 - B) That no human is fundamentally better than another.
 - C) It is important to always have a clear leader.
 - D) Humans are basically good and that will never change.
17. The text defines norms as:
- A) The way the world typically is.
 - B) A belief about what is important in the world.
 - C) Consistent across all contexts.
 - D) Social rules for what people should and should not do.
18. True or False: Norms are the most abstract of the three: worldviews, values, and norms.
19. True or False: Worldviews are mostly **conscious** choices about how we communicate with others.
20. True or False: Norms and Values are most noticed when they are violated.

Answer Key

- 9. monochronically
- 10. an information tool
- 11. "good"
- 12. B
- 13. D
- 14. C
- 15. A
- 16. B
- 17. D
- 18. False
- 19. False
- 20. True