

COMMUNICATION,
INTERCULTURAL COMMUNICATION,
COMMUNICATION
AS POLITICAL DISCOURSE

What is your definition of communication?

COMMUNICATION

The way to share our feelings, our thoughts, **not only through spoken language but also through body language..**

Any intentional or unintentional attempt or action aimed /meant at sharing information

Such information may be culturally bound

(MEANING WHAT??)

COMMUNICATION

The transfer of information from sender to receiver....
with the information being understood by the
receiver.

The proper and correct understanding of the
information on the part of the receiver is a very
important aspect of communication.

Can we NOT communicate?



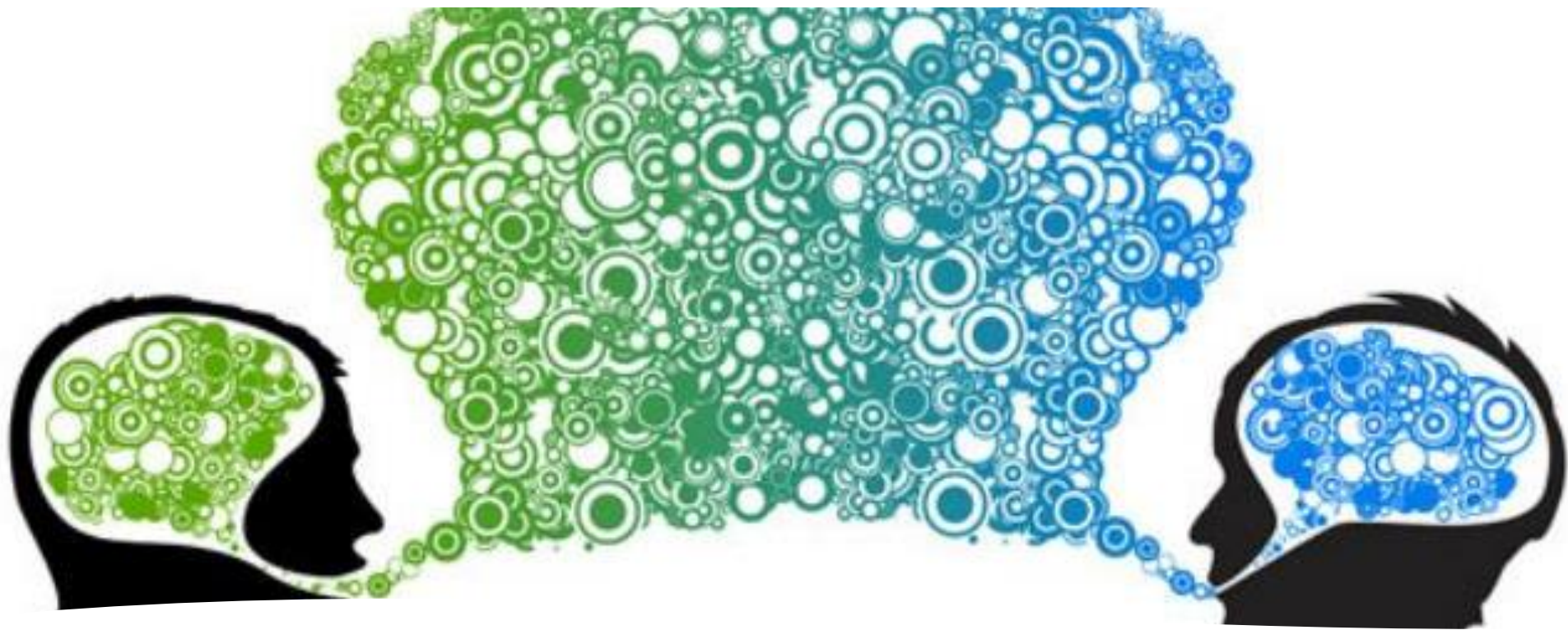
Types of Communication

VERBAL, NON VERBAL
WRITTEN, VISUAL

Types of Communication

Verbal communication means any communication involving spoken words or sounds

Non verbal communication involves any type of communication that does not use oratory media to communicate



Advantages of oral/verbal communication:

- Interaction
- Feedback
- Time-saving

Disadvantages of oral/verbal communication:

- Lack of time
- Misunderstanding
- Lack of validity

Non verbal communication

includes shaking hands, patting the back, hugging, pushing, or other kinds of touch. Other forms of non verbal communication are **facial expressions**, **gestures**, and **eye contact**. When someone is talking, they notice changes in **facial expressions** and respond accordingly.

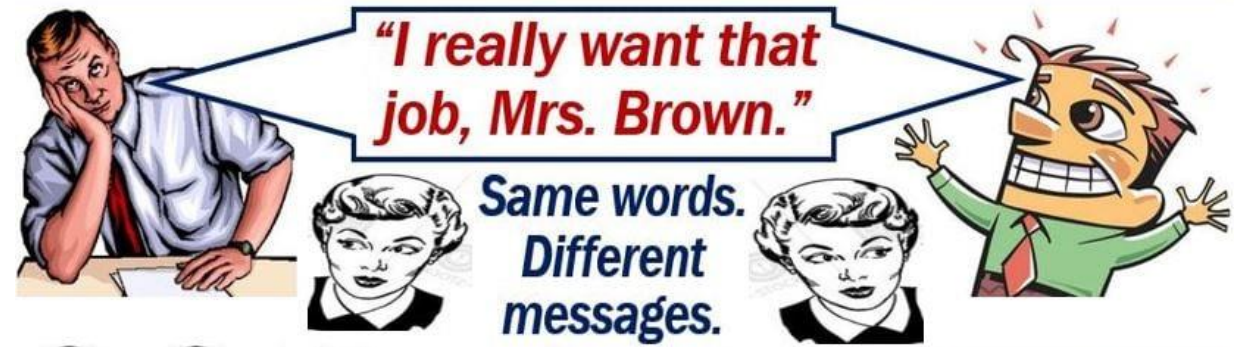


PARALANGUAGE: The non-lexical component of communication by speech, for example intonation, pitch and speed of speaking, hesitation noises, gesture, and facial expression.

Kinesics is the study of how we use body movement and facial expressions. We interpret a great deal of meaning through body movement, facial expressions, and eye contact. Many people believe they can easily interpret the meanings of body movements and facial expressions in others.

Kinesic Communication

Communicating non-verbally by body movement



WRITTEN COMMUNICATION

Written communication involves any type of message that makes use of the **written** word.

FORMAL AND INFORMAL W.C.

- ✓ Emails; Text messages.
- ✓ Blog posts.
- ✓ Letters (business/private).
- ✓ Reports.
- ✓ Proposals.
- ✓ Contracts.
- ✓ Job descriptions.

Disadvantages of written communication:

- It is time-consuming
- 2. It is expensive
- 3. It cannot maintain strict secrecy
- 4. It has no scope for immediate clarification if not understood properly.
- 5. Little flexibility se of emergency.

Advantages of written communication:

WHAT ABOUT DIGITAL COMMUNICATION?

ONLINE MATERIAL PRODUCED BY
THE PUBLIC.

DISTINCT FROM CONTENT
PRODUCED BY PROFESSIONAL
WRITERS, JURNALISTS, OR
GENERATED BY INDUSTRIAL AND
SOCIAL MEDIA

SOCIAL MEDIA PLATFORMS

COMMUNICATION (BLOGS, TWITTER, CHATTING, TIK-TOK)

COMMUNITIES (FACEBOOK, LINKDIN)

REVIEWS AND OPINIONS (AMAZON, ECC.)

MULTIMEDIA (YOU TUBE, VIMEO, VINE)

DO YOU USE IT?
PRIVATE OR PROFESSIONAL?

WHEN AND IF YOU DO,
DO YOU READ THE SOCIAL MEDIA
PRIVACY RULES AND POLICIES??

DO YOU PAY ATTENTION TO YOUR
INTERLOCUTOR?

- Visual communication is the conveyance of ideas and information in forms that can be seen. Visual communication in part or whole relies on eyesight.

- **Visual communication** is a broad spectrum that includes signs, typography, drawing, graphic design, illustration, industrial design, animation, color, video, and electronic resources.



Welcome
to the
world
of visual
communication

Intercultural communication

What is your definition of I.C.?

Intercultural communication refers to.....
COMMUNICATION BETWEEN PEOPLE FROM
DIFFERENT CULTURES AND DIFFERENT CONTEXT

Why and how do cultures differ?

Why and how do cultures differ?

LANGUAGE, HISTORICAL BACKGROUND, POLITICAL SYSTEM, EDUCATION, RELIGION, ETHNICITY
Habits, traditions, respecting punctuality (time management), proxemics, gender differences, body language, FOOD, AGE, SOCIAL STATUS, NEIGHBOURHOODS....

High-context and Low-context cultures

Anthropologist Edward T. Hall first discussed **high-context cultures** in his 1976 book titled *Beyond Culture*.

High-context and Low-context cultures

High-context cultures are those in which the rules of communication are primarily transmitted through the use of contextual elements (i.e., body language, a person's status, and tone of voice) and are not explicitly stated. This is in direct contrast to **low-context cultures**, in which information is communicated primarily through language and rules are explicitly spelled out.

It is important to note that **no culture is completely high-context or low-context**, since all societies contain at least some parts that are both high and low. For example, while the United States is a low-context culture, family gatherings (which are common in American culture) tend to be high-context.

High context

(Typically Asian or Latin countries, WOMEN are more high context???)

- ✓ Implicit information
- ✓ Importance of rank, status, hierarchy
- ✓ Common history and background
- ✓ Nuanced communication
- ✓ Emotions are being transmitted
- ✓ Difficult to enter

Low Context

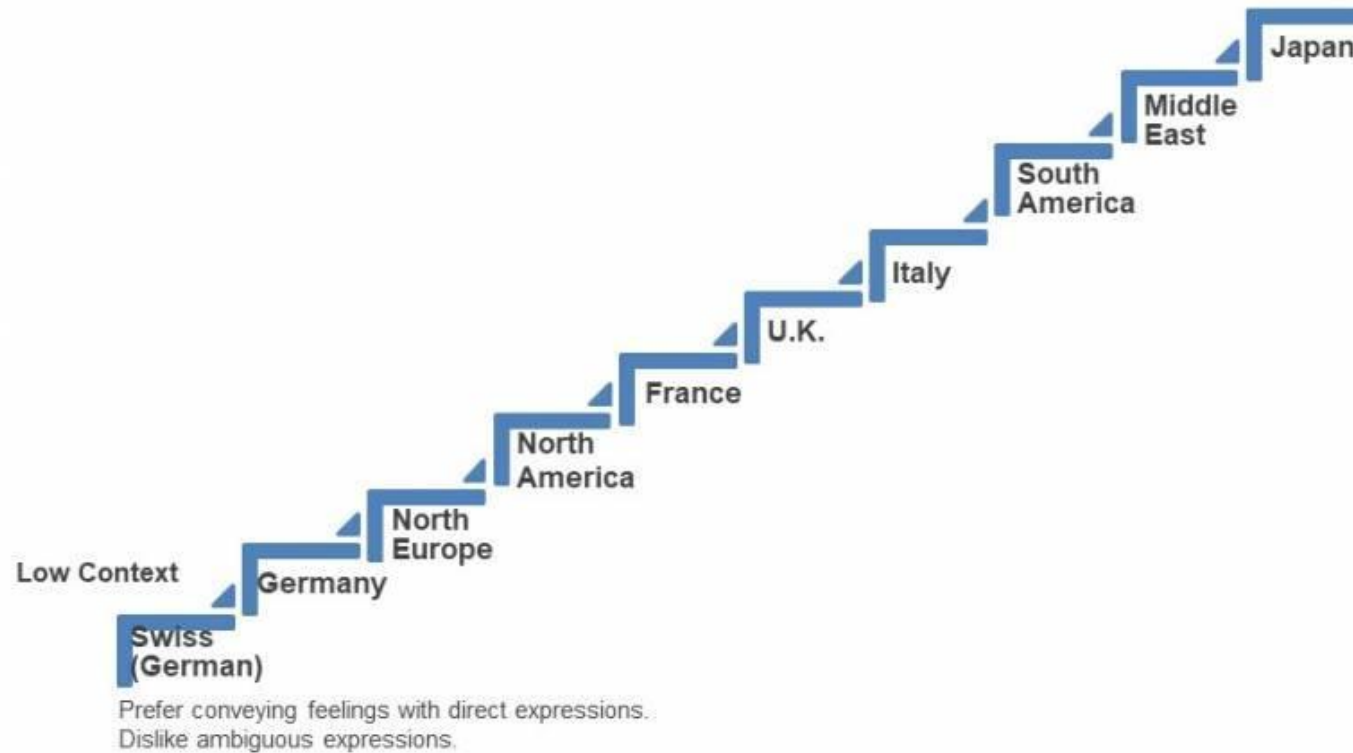
(Germanic and Scandinavian countries, MEN are more low context???)

- ✓ Explicit information
- ✓ Direct communication
- ✓ All of the necessary information is integrated in the exchange
- ✓ Exchanges are more direct
- ✓ Easy to enter

Japan's high context culture

Global culture classifications from Edward Hall's "Beyond Culture"

High Context
Prefer implicit messages in context. Dislike direct expression.



Communication as political discourse (Partington and Taylor (xii-xvii))

Language is a crucial part of communication, as we have seen.

Powerful institutions and individuals use language to construct their power but also to maintain it.

The relationships between LANGUAGE and POWER is thus very close, and can be examined from different perspectives:

For example, from the study of THE POLITICS OF LANGUAGE

Fluency in a particular language can be an important factor in gaining access to influential position in society, to being successfully heard, understood....

Fluency in a powerful language CAN BE EVEN MORE IMPORTANT

Communication as political discourse (Partington and Taylor (xii-xvii))

Fluency in a powerful language CAN BE EVEN MORE IMPORTANT

POWER LANGUAGES are....

LANGUAGES WHICH FOR VARIOUS REASONS (MILITARY, ECONOMIC, CULTURAL) BECAME PROMINENT.

THROUGHOUT HISTORY WHICH LANGUAGES ACQUIRED A POWERFUL STATUS??

Communication as political discourse (Partington and Taylor (xii-xvii)

Greek, Latin, Hebrew (also in the Middle East where Arabic substituted all of them after the Arab military conquest of the region).

The power of Chinese Mandarin in China.

The role and status of Italian in Italy

AND ENGLISH???

Communication as political discourse (Partington and Taylor (xii-xvii))

One standard, many sub-standards deriving from the same dialect

Spread of English as a second-language

Fluency in English (or other powerful languages) as a second-language: **WHAT ADVANTAGES?**

AND THE CONSEQUENCES?

i.e....

Multilingualism, suppression of other languages

Communication as political discourse (Partington and Taylor (xii-xvii))

AND THE CONSEQUENCES?

In society there are **empowered** and disempowered groups.

Different access to different social services and opportunities

LANGUAGE RESOURCES: tools that give users the opportunity of being heard.

Immigrants to the UK and US and poor English language skills (it can also apply to other countries and other languages):

THE SOURCE AND THE RESULTS OF SOCIAL ISOLATION OF SOCIAL GROUPS (WOMEN..), OF POOR WORKING CONDITIONS AND STANDARD OF LIVING...

Language AS Power - Partington and Taylor (xii-xvii)

Language as a principal means of acquiring and exercising power in modern societies, with a focus on the English-speaking world

The principal use of language in politics is for **PERSUASION** in debates in two POLITICAL arenas:

AMONG POLITICIANS...BUT ALSO PUBLICLY: IN THE MEDIA, BOTH MAINSTREAM AND SOCIAL MEDIA

«Any political action is prepared, controlled and influenced by language» (Schaffner 1997)

Language AS Power - Partington and Taylor (xii-xvii)

Politics in democracies:

The power of persuasion of the masses through mass media

Persuasion achieved by the SKILLFUL USE OF LANGUAGE.

Political language can be inspirational and galvanising **AT BEST** (i.e. Declaration of Independence, Gettysburg address, MLK's speeches, Churchill's speech, ecc.).

AT WORST:

«Political language.... Is (often) designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind» (George Orwell 1946)