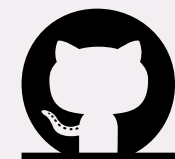


Applied Linguistics

LG 451/456 — Semester 2, 2021 (Jan-May 2022)

CLASS 10: INTERCULTURAL COMMUNICATION

Sakol Suethanapornkul



Outline: Week 10

- Intercultural communication
 - Setting the scene: Language and culture
- Reading facilitation
- Installment II: Research question(s) & method
- Looking ahead: Week 11

Intercultural communication

Setting the scene

Migration, travel, business, and international education...



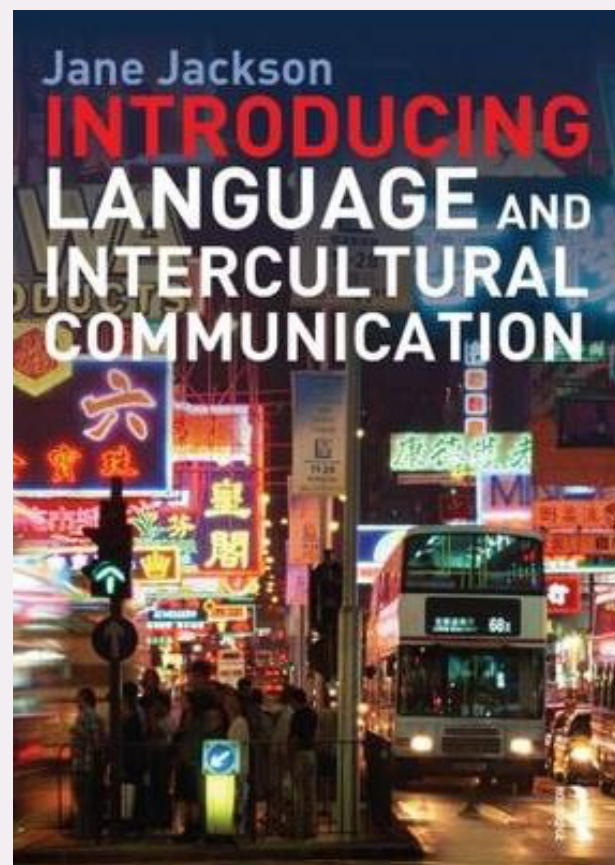
...advances in technology 📱 💻

Setting the scene

Intercultural communication is a discipline that studies communication across different cultures and social groups, or how culture affects communication



WIKIPEDIA
The Free Encyclopedia



Intercultural communication generally refers to interpersonal communication between individuals or groups who are affiliated with different cultural groups and/or have been socialized in different cultural (and, in most cases, linguistic) environments.

Jackson (2014)

Setting the scene

Cross-cultural communication

- comparison of communication behaviors and patterns in 2+ cultures
- Example: politeness norms or conflict negotiation strategies in Japanese vs. Irish management meetings

Intercultural communication

- investigation of interaction between people from linguistic and cultural backgrounds
- Example: South Korean university student in Seoul interacting in English with an exchange student from Sweden

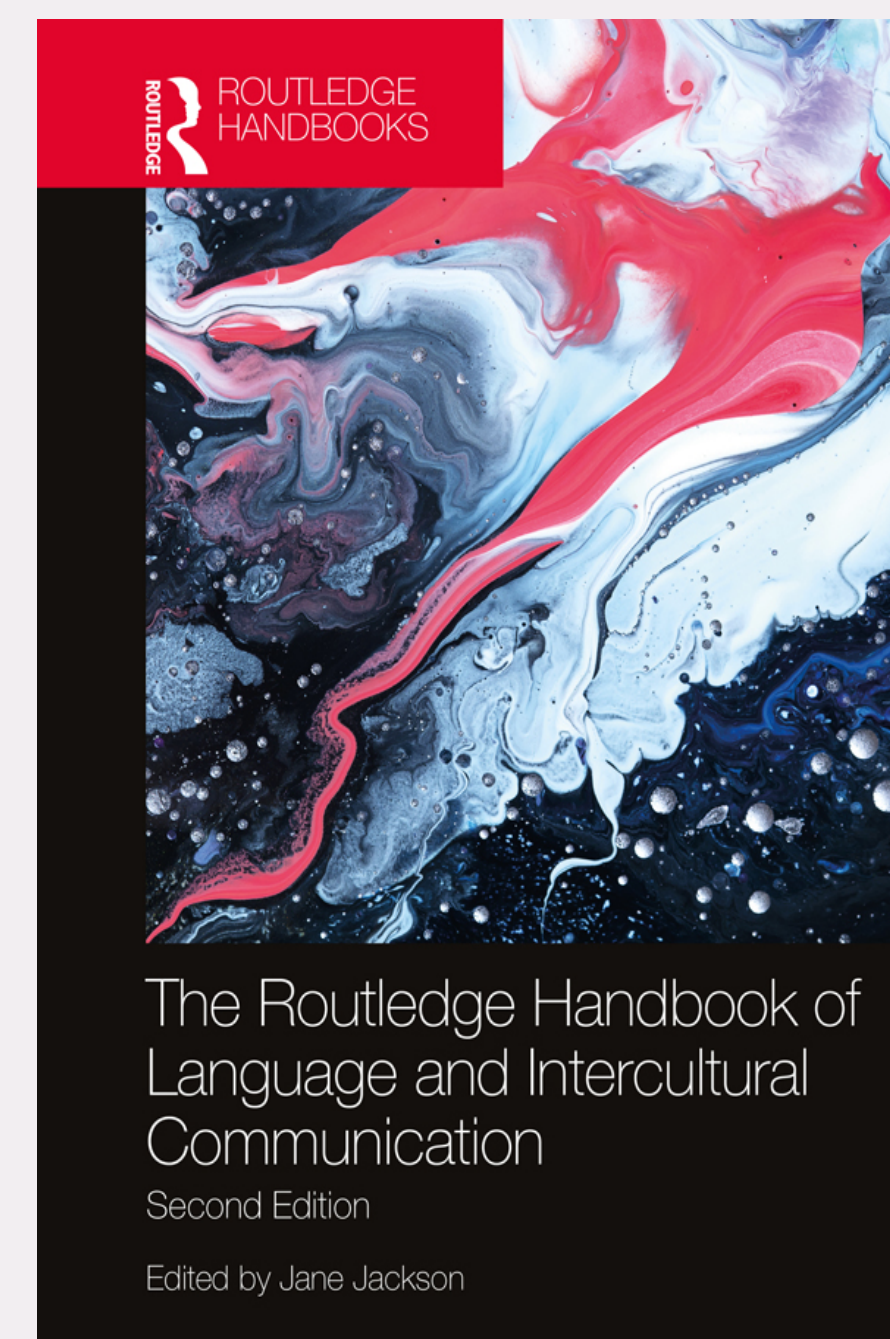
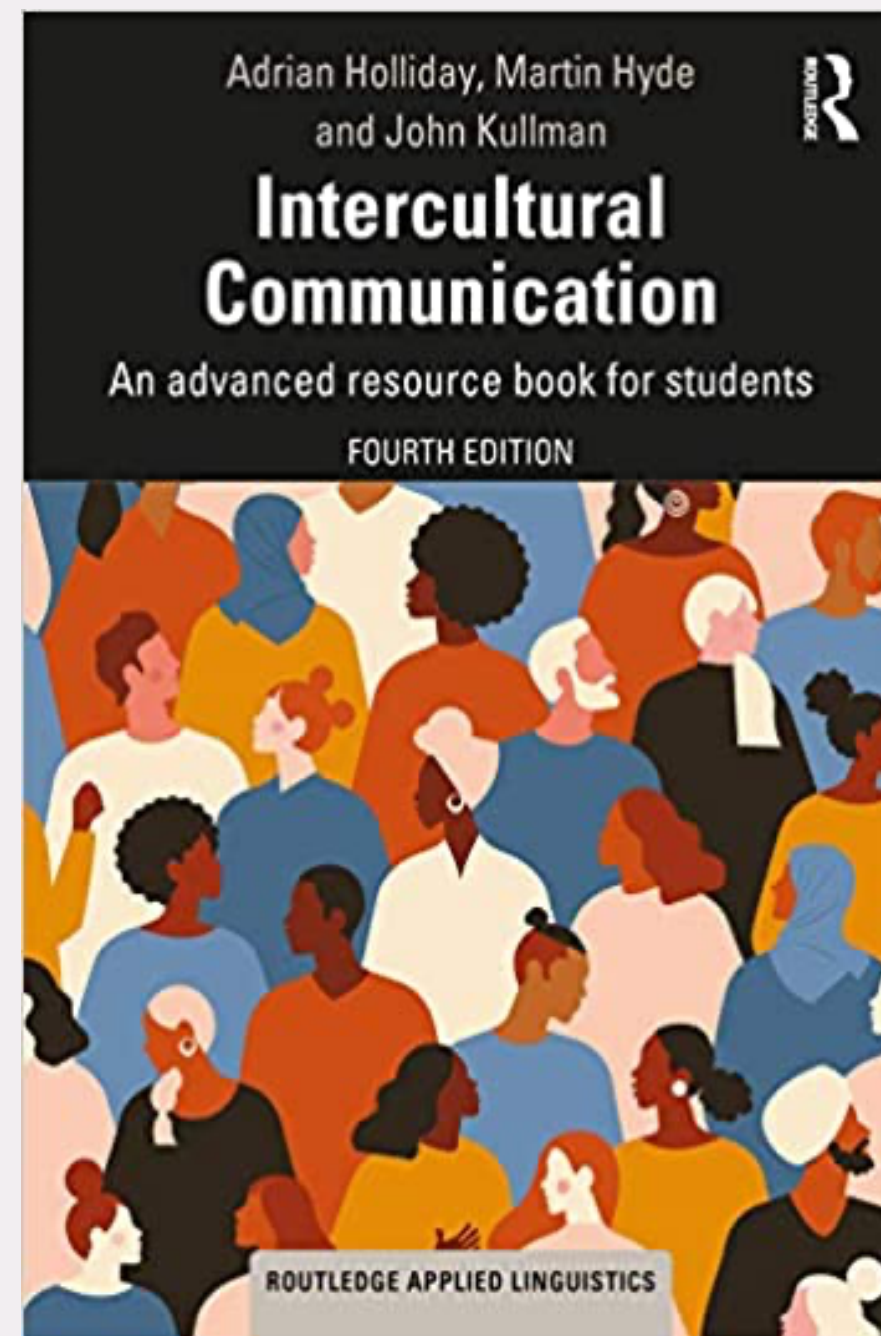
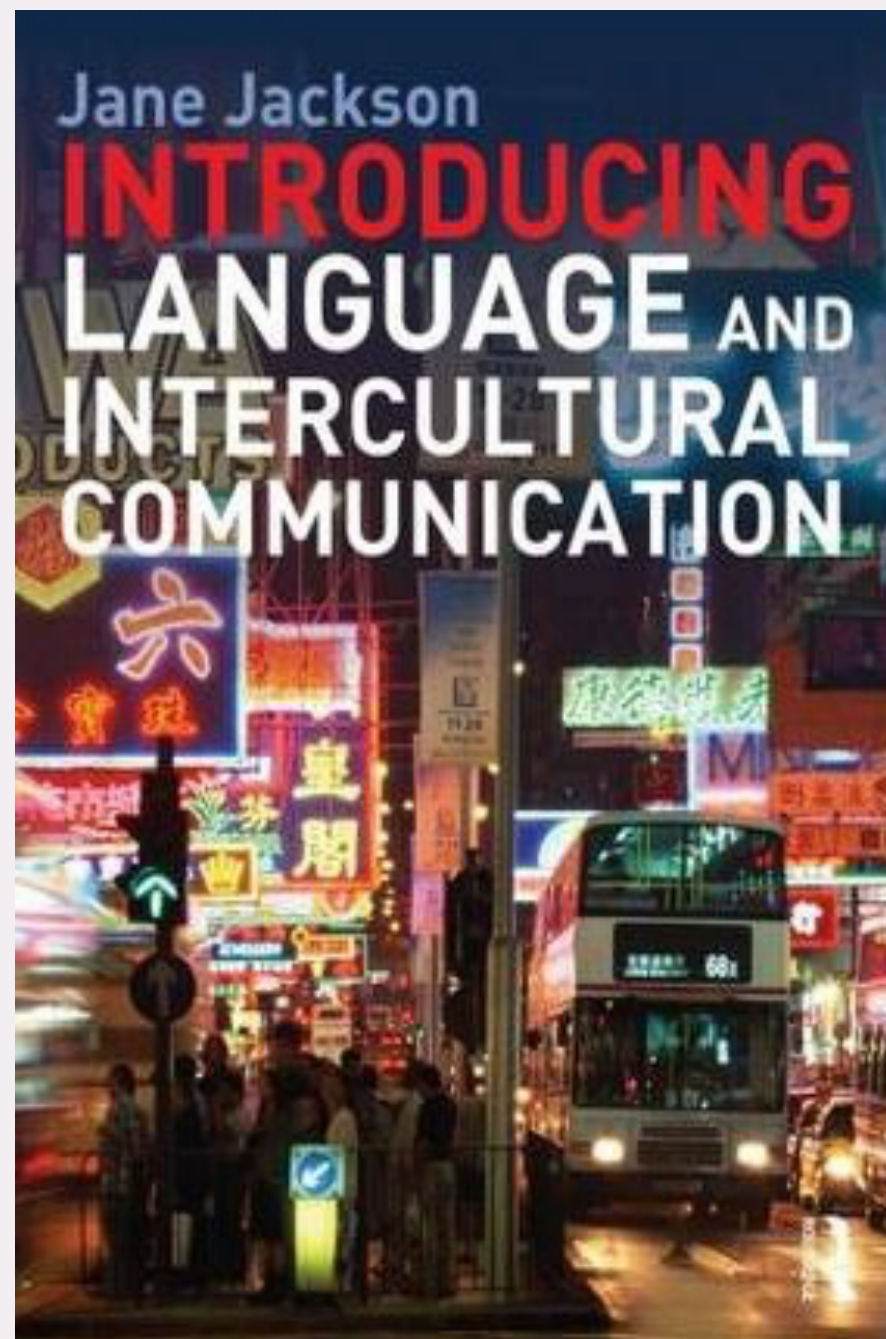
Setting the scene

- Reasons to study language and intercultural communication
 - Globalization
 - Internationalization
 - Transportation and technological advances
 - Changing demographics
 - Conflict and peace

Intercultural communication in AL

- Intercultural communication competence in language class
 - Culture is not just food, festival, and some facts
- Business and management education (e.g., MBA programs)
- Health care
- Professional and workplace communication
- And many more...

Intercultural communication in AL: Resources



...and many many more!

Reading facilitation

Project: 2nd installment

Recap: Installment II

- Updated version of Installment I
- Specific research questions that you can guide your data collection
- With a focus on research method, installment II should answer Qs:
 - What kind of data will you collect?
 - How often will you collect this set of data?
 - Who are you going to collect the data from?
 - How do you plan to analyze the data?
 - In what way do the data answer your research questions?

Installment II: Group work time

- We will break into groups and spend some time on the Installment II

Next week...

- **Topic**: Research method #2
 - What is qualitative research?
 - How do I go about planning and designing such research?
- **Reading**:
 - No reading! Just come to class prepared to participate!