



CHAPTER TWO



Characteristics of Competent - communication that is described as both effective and appropriate.

- 1. Adaptability – when and where, with whom and under what circumstance to communicate in a particular way**
- 2. Ability to perform skillfully**
- 3. Empathy/Perspective Talking**
- 4. Involvement**
- 5. Cognitive Complexity – the ability to construct a variety of different frameworks for viewing a single issue**
- 6. Large Repertoire of Skills**
- 7. Flexibility**
- 8. Self-Monitoring**



**Culture is to a
great extent a
matter of
perception
and
definition.**



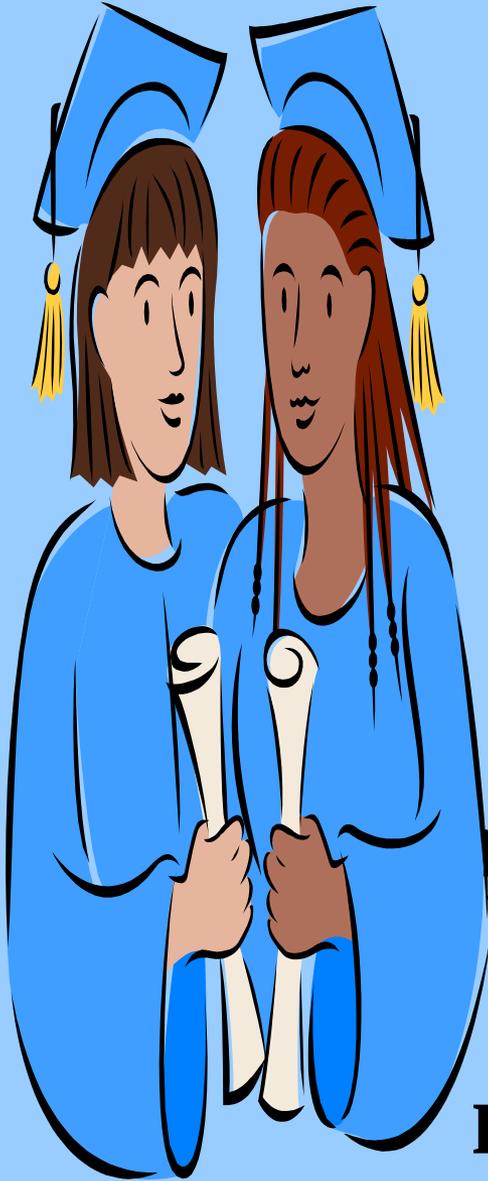
Social scientists use the term co-culture to describe the perception of membership in a group that is part of an encompassing culture.



Co-cultures in North American society include: age, race/ethnicity, sexual orientation, nationality, physical disability, religion, activity (grouping)



Intercultural communication is the process that occurs when members of two or more cultures or co-cultures exchange messages in a manner that is influenced by their different cultural perceptions and symbol systems, both verbal and nonverbal. This process does not always occur when people from different cultures interact.

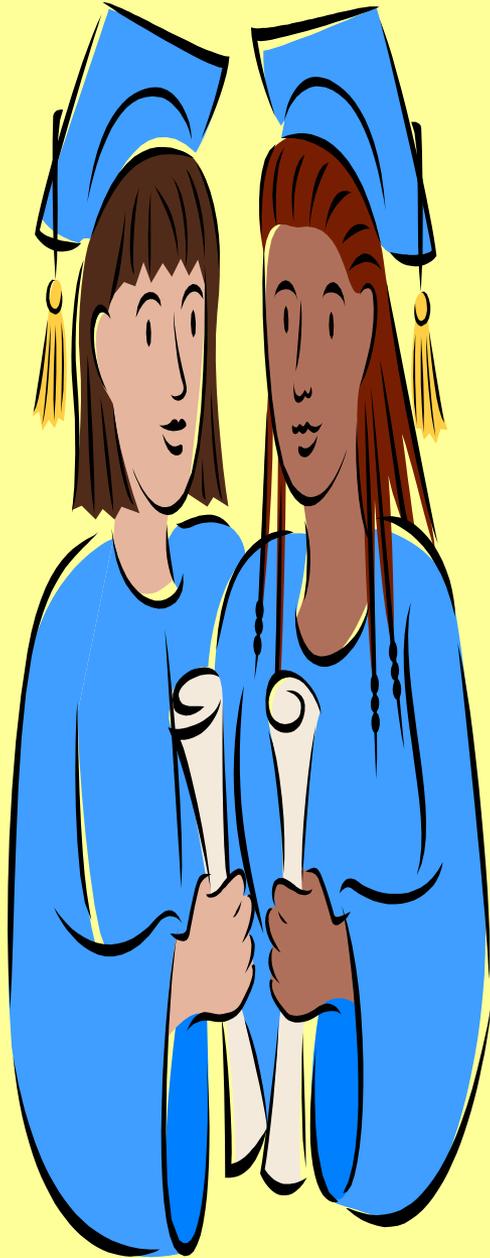


A low-context culture uses language primarily to express thoughts, feelings, and ideas as directly and logically as possible.

A high-context culture relies heavily on subtle, often nonverbal cues to maintain social harmony.



Members of an individualistic culture view their primary responsibility as helping themselves, whereas communicators in collectivistic cultures feel loyalties and obligations to an in-group: one's extended family, community, and/or organization.



The term achievement culture describes societies that place a high value on material success and a focus on the task at hand, while nurturing is a descriptive term for cultures that regard the support of relationships as an especially important goal.



Ethnocentrism is an attitude that one's own culture is superior to others, and this leads to attitudes of prejudice and stereotyping.



The codes that are used by members of a culture are often the most recognizable factors that shape communication between people from different backgrounds.



Verbal codes include language spoken and the worldview created by those spoken words, and considerations of communication style.



**Intercultural
communicative
competence involves 4
dimensions: motivation
and attitude, tolerance
for ambiguity, open-
mindedness, and
knowledge and skill.**