
CAC 2

Intercultural Communications Background to the field

OBJECTIVES

- Historical background of classical paradigm
 - Influence on 'content' of XCC
 - Provide a context for later 'reactions' and 're-thinking'
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OUTLINE

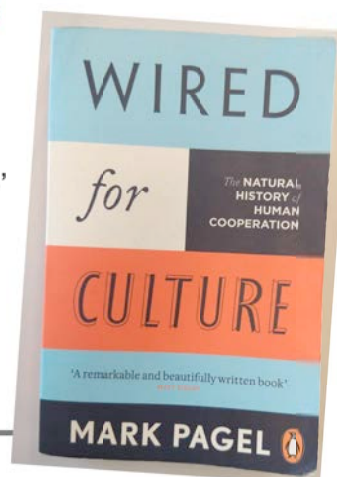
- E.T.Hall and the FSI
 - Hall and Trager's program and 'paradigm'
 - *The Silent Language*
 - IC and US-Japan relations
 - Feedback
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Is 'culture' useful to us?

- Culture as a 'special domain of reality'?
 - "It turns out you cannot find the unifying causal principles (because there aren't any). So you marvel at the many-splendored variety and diversity of culture." (Boyer in Brockman 2015)
 - Reproduction of 'mental states'?!?
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Evolutionary tool?

- Mark Pagel
- 'Cultural Survival Vehicle'



Why study XCC?

- Technology
 - Demographics
 - Economics
 - Peace
 - Self-awareness
 - Ethics
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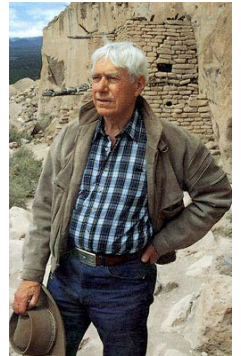


Overview

- Classical approach to cross/intercultural Communication developed in 1950s USA.
- Alternative 'cultural studies' approach from 1970s Europe (mainly UK)
- Recent approaches more sensitive to nuanced understandings of 'culture'. Critical of classical paradigm.

Edward T. Hall and the FSI

- Grew up in New Mexico, US
- Worked with Navajo, Hopi labourers
- Joined *Foreign Service Institute* as Prof. of Anthropology, 1951



Foreign Service Institute

- Opened in 1947 as a university-like institution
- Now part of US State Dept.
- Still offers language training for US diplomats and officials.



<https://www.state.gov/m/fsif/>

Foreign Service Institute: Why?

- Post WW2, US emerges as a 'world power'
- US diplomats are under-prepared for this
- Particular responsibilities towards **Japan**.



Hall's FSI program

- Cultural anthropology
- Linguistics
- Ethology
- Freudian psychoanalysis



Franz Boas

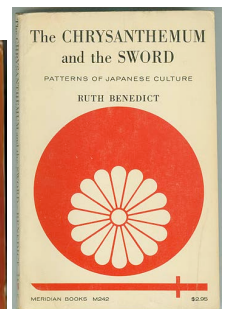
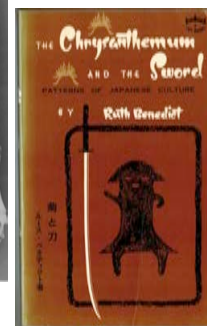


Edward Sapir
Benjamin Lee Whorf



Sigmund Freud

Ruth Benedict



The Silent Language

- Published 1959
- 1961-1969 sold 0.5m copies
- New take on non-verbal communication
- Transl. into Jpnz 1966



The Silent Language

- Concentrated on non-verbal comm.
- **Proxemics:** people's use of (personal) space
- **Chronemics:** uses of time
- **Kinesics:** body movements and gestures
- **Paralanguage:** tone of voice, inflection, volume

The Hidden Dimension

Proxemics

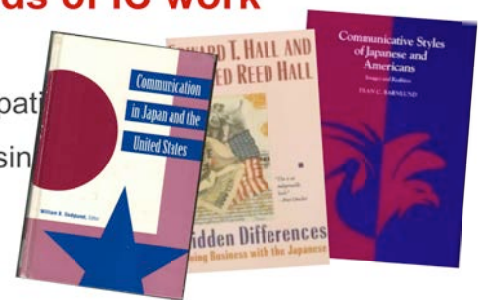
How human beings use space.

Cultural variations in personal distance, room layout etc.



Early strands of IC work

- Military (occupation)
- Corporate/business
- Missionary
- Business/trade writing important during Japan's Bubble Economy years of 1980s



Japan-US relations

“Today there are more studies of Japanese/American communication than of intercultural communication between any two other cultures.”

Ito Yōichi

Theories on Intercultural Communication Styles from a Japanese Perspective: A sociological approach, 1992

Aaargh.... (Boye de Mente)

- *Etiquette Guide to Japan: Know the Rules that Make the Difference!*
- *SPEAK JAPANESE TODAY - A Little Language Goes a Long Way!*
- *Instant Japanese: How to express 1,000 different ideas with just 100 key words and phrases!*
- *Business Guide to Japan: A Quick Guide to Opening Doors and Closing Deals*
- *The Japanese Have a Word for It: The Complete Guide to Japanese Thought and Culture*
- *Kata: The Key to Understanding and Dealing with the Japanese!*
- *Japanese Etiquette & Ethics in Business*



Summary

- Post-WW2 US status as 'world power'
 - 'Outside world' not obviously inferior
 - Soviet **military** challenge
 - **Economic** growth of Japan / Germany
 - Successful challenges to colonial power
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Summary

- FSI paradigm to prepare individuals to act as representatives of the nation abroad.
 - Diplomats
 - Businessmen
 - Stress on **individual communication** and **psychological insight** into 'others'.
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Next Week

- Read extracts from:

“Culture and Anarchy”

Matthew ARNOLD

