

Intercultural Communication

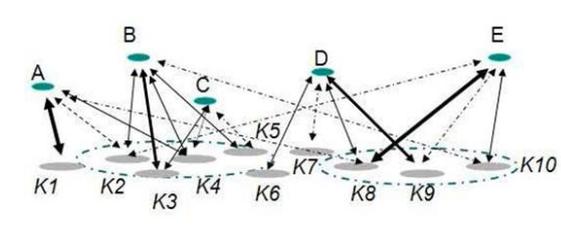
What is a culture?

Culture Paradigms:

Non-essentialist view:

Adrian Holliday: 'Culture' is a movable concept used by different people at different times to suit purposes of identity, politics and science.

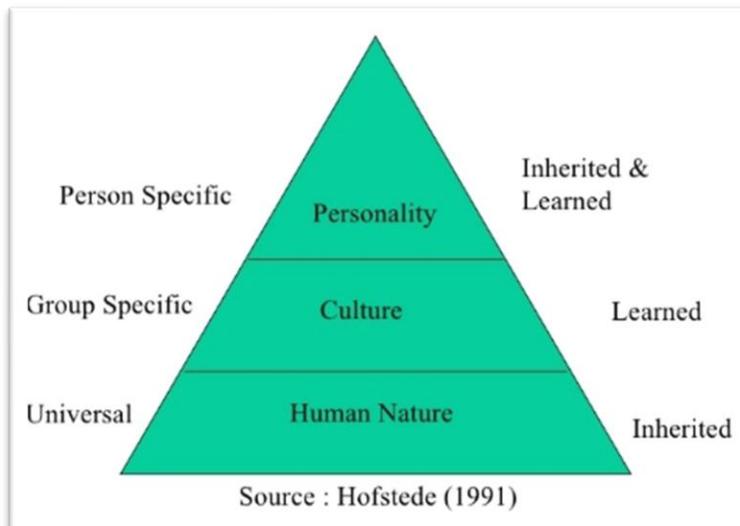
Jürgen Bolten: The identity of persons is defined by their affiliation with several groups, for example, family, ethnicity, religion, vocational world, and also virtual communities. "Cultures cannot be clearly bordered; their edges appear, rather, as a confluence of diverse transcultural networks. Cultures are inherently uneven, or fuzzy". Culture is not considered a "container" but is rather a complex network of relations. Each individual can be "multi-collective", belonging to a number of "cultures" (K1-K9) while on the other hand each culture is "poli-collective", including a number of Persons (A-E).



The essentialist view

Geert Hofstede

Culture is a concrete social phenomenon which represents the essential character of a particular large group, e.g. a nation.



Six dimensions:

<https://geerthofstede.com/culture-geert-hofstede-gert-jan-hofstede/6d-model-of-national-culture/>