



Nakhon Pathom Rajabhat University

## Unit 2

# Culture, Social Identity and You

1554400

Intercultural Communication in the Business World

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## Learning outcome

The students will be able to.....

**N P R U**

Identify and compare some examples illustrating the 'social reality of Thai society with other societies.

# Cultural intelligence

**N P R U**

1

The ability to appreciate and value cultural differences.

2

The ability to accept cultural differences

3

The ability to perceive and recognize cultural differences



**01**

# Language and Personality

# Personality

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Culture and personality are interrelated.



Social and the individual contributes the formation of personality.



# Social Identity

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Nationalism



Ethnocentrism



Patriotism



# Language


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a tool of communication

a represent of the 'real world  
of that society

a system for organizing  
information





**02**

**Stereotype**





## **Where Do Stereotypes Come From?**

**Stereotypes can easily form in our minds. As part of socialization in our cultures from personal experiences, media, peers and our family, we learn rules and expectations regarding who is given status and who isn't, who is capable and who isn't or even what is attractive and what isn't.**

# Stereotype: A definition

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Stereotypes help us know what to expect from others

We may learn stereotypes from our families and peers

Stereotypes can develop negative experience

You should balance and concern with unfamiliar experiences

# Perception

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Language, determines our thought and perception of reality

Perceptions determine communication choices

It increases the ability to respect a range of diverse views.

Green, Fairchild, Knudsen, & Lease-Gubrud  
(2018) Edward Sapir (1921)

important cultural components

# Intercultural communication in interpreting

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Convey messages and speaker's tone of voice without changing the meaning of the message

Clarify the meaning of expressions and gestures that have a specific meaning within the cultural context of the speaker

Difficulties with language and interpretation can cause problems in negotiation



# How to reduce the impact of negative stereotypes

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Get to know others who appear different from you

Stop yourself before making snap judgments about others

Educate yourself about different cultures and groups





**03**

## **The Cultural Iceberg**

# Big 'C': Invisible culture

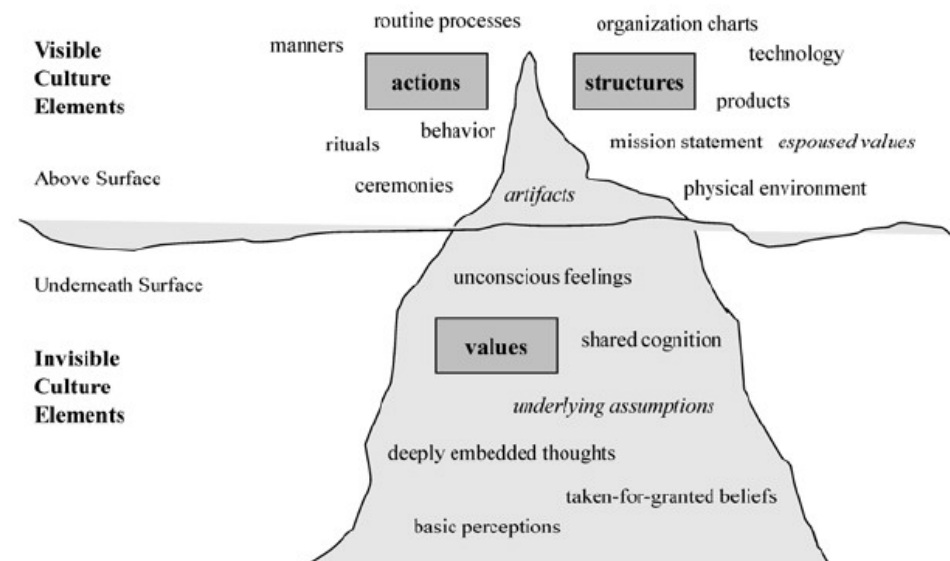
N P R U

## Big C" culture

refers to that culture which is most visible.

## Examples of big 'c' culture

- Holidays
- Art
- Popular culture
- Literature
- Food
- Architecture



# Small 'c': Invisible culture

N P R U

## Invisible type of culture

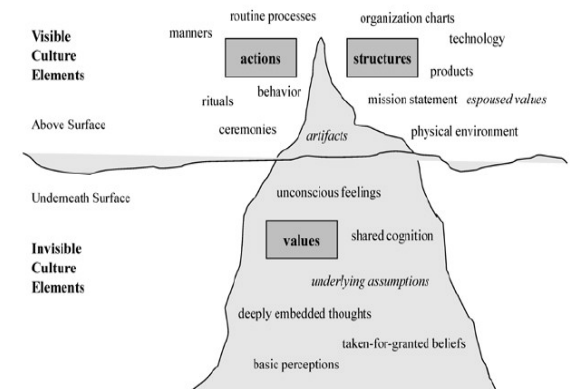
associated with a region, group of people, language. Some examples of small 'c' culture include

## Examples of small 'c' culture

communication styles  
verbal and non-verbal language

## Examples of small 'c' culture

cultural norms  
myths and legends.  
symbols







**03**

## **Unit Summary**



**04**

**Exercise**

## Exercise



### Discussion Topics/Questions

1. What might be a working definition of culture?
2. Dominant culture VS Sub-culture
3. How does language represent the 'social reality' or the 'real world'?
4. Do you agree that culture, language, and personality are tightly woven and cannot be separated from one another?
5. Compare some examples illustrating the 'social reality' of Thai society with other societies.

NPRU



Thank you