Intercultural communication
The challenges of the future

University of Applied Sciences in Tarnow, Poland

Anna Stefanowicz-Kocol, PhD

FULL
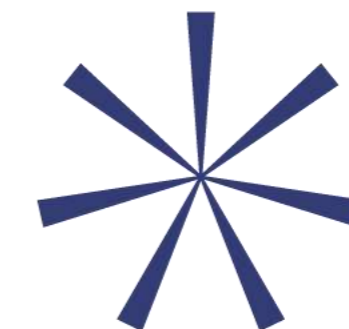POSSIBILITIES
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Intercultural communication: The challenges of the future

Agenda

1. Introduction to Intercultural Communication

2. Current challenges in Intercultural Communication

3. Future challenges

4. Adapting to the Future – Developing Intercultural Competence

5. Strengthening Communication Skills

6. Q&A

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What is intercultural communication?

The ability to effectively and appropriately interact with persons from diverse cultural backgrounds.

Variables:

- cultural knowledge, including an understanding of cultural norms, values, beliefs, and communication styles (Hofstede, 2001),

- affective components, such as empathy, openness, and respect for cultural differences, adaptability to diverse contexts (Lustig & Koester 2013)

- application of effective communication strategies, ability to manage potential conflicts constructively. (Spitzberg & Changnon, 2009))

Intercultural communication: The challenges of the future – Introduction

Which of the variables listed above seem to be missing in the conext shown in the video?
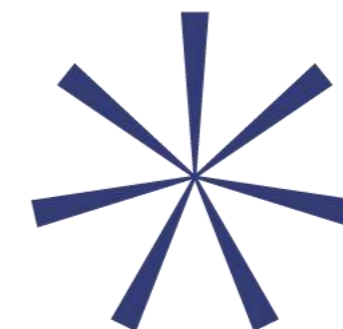
Intercultural communication: Current challenges

- Work in groups.

What current challenges to intercultural communication can you identify?

Name possible problems and give examples where possible.

Choose a speaker who will summarise the discussion.

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Intercultural communication: Current challenges

- ## Language barriers

  - **Vocabulary gap =>** misunderstandings, missed opportunities for collaboration, depreciation of the input (Smith, 2018).

  - **Accents and pronunciation =>** lack of interaction, demotivation, depreciation of the input (Johnson, 2019)

- ## Stereotypes and biases

  - **Cultural stereotypes in the workplace = >** difficulties in collaboration, disturbed teamwork, tension, mistrust (Brown, 2020)

  - **Cultural misinterpretations = >** disturbed communication, interpersonal conflicts and strained relationships (Lee, 2017)

- ## Misunderstandings

  - **Non-verbal vommunication =>** confusion and misunderstanding (Garcia, 2016)

  - **Cultural differences in humor:** unintended offense or confusion, breakdown in communication (Wang, 2021)

Intercultural communication: The challenges of the future – **Future** challenges

- Work in groups.

What future challenges to intercultural communication can you identify?

Name possible problems and give examples where possible.

Choose a speaker who will summarise the discussion.

Intercultural communication: The challenges of the future – Future challenges

- **Language barriers, stereotypes and biases, misunderstandings – still valid**

- **Digital divide and lack of inclusivity:** disparities in access and digital literacy (Castells, 2001).

- **AI-mediated communication**: accuracy of AI translations, cultural nuances in AI-generated content, the potential for miscommunication when relying on AI intermediaries (Cappella, 2021).

- **Cultural sensitivity in AI development**: Biases in AI algorithms can perpetuate stereotypes and cultural insensitivity (Diakopoulos, 2020).

- **Digital etiquette and online cultural norms**: Cultural expectations vs.efficiency of virtual meetings, the rules of engagement differ in different cultures (Johansson, 2021).

- **Cross-cultural team dynamics**: managing the dynamics of culturally diverse teams in virtual settings is a persistent challenge (Maznevski et al., 2013).

- **The challenge of exposure**

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Intercultural communication: The challenges of the future – addressing future challenges and aadapting to the future

- Work in groups.

How can the future challenges to intercultural communication be addressed?

Name possible ways of addressing and give examples where possible.

Choose a speaker who will summarise the discussion.

Intercultural communication: The challenges of the future – Adapting to the future challenges

- **Language barriers =>** Implement AI-powered translation tools to bridge language gaps during interactions (Du, Wang, & Fan, 2021).

- **Stereotypes and biases =>** Promote diversity and inclusion training (Cox, 1994), enhance AI tools to identify and mitigate biases in algorithms and content (Hardt et al., 2016).

- **Misunderstandings –** Employ communication strategies: encourage active listening, seeking clarification, and asking open-ended questions during interactions. Promote cultural exchange programs to increase exposure to diverse perspectives (Ting-Toomey, 2017).

Intercultural communication: The challenges of the future – Adapting to the future challenges
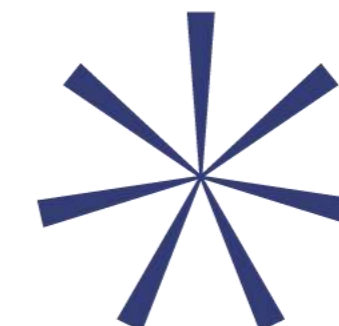
- **Digital divide and lack inclusivity =>** Develop digital literacy programs to empower individuals with the skills to navigate the online world (Hargittai, 2010).

- **AI-mediated communication =>** carry out research on cultural awareness and diversity of AI (Tang, Lu, & Jiang, 2020). Develop options to customize AI preferences based on cultural nuances (Brey, 2017).

- **Cultural sensitivity in AI development**: Ensure diverse and inclusive AI development teams (Gebru et al., 2020). Conduct rigorous testing and auditing of AI systems for cultural biases (Diakopoulos, 2020). Establish industry standards and regulations to hold AI developers accountable for addressing cultural sensitivity (Bietz et al., 2018).

Intercultural communication: The challenges of the future – Adapting to the future challenges

- **Digital etiquette and cultural norms**: Develop guidelines and best practices for digital etiquette in cross-cultural communication (Derks, Fischer, & Bos, 2008). Encourage self-awareness and adaptability when engaging with individuals from different cultures (Kelleher & Miller, 2006).

- **Cross-cultural team dynamics**: Utilize virtual team-building activities to foster trust and collaboration (Jarvenpaa & Leidner, 2009).

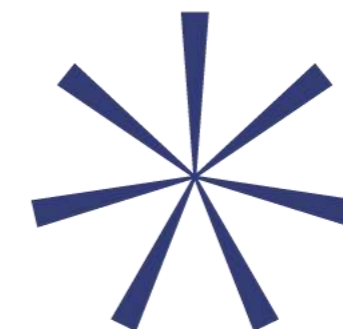- **The challenge of exposure**

Intercultural communication: The challenges of the future – Strengthening communication skills

- Active listening, empathy and understanding

- Public speaking, group communication, networking, presentation skills

- Clear and concise verbal and nonverbal communication and feedback

- Conflict resolution skills

- Cultural competence

- Media and technology literacy

- Time management

Intercultural communication: The challenges of the future

- ## Questions?

- Anna.kocol@gmail.com

Thank you :)

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