

**Public Speaking**  
**Prof. Binod Mishra**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology - Roorkee**

**Lecture: 11**  
**Cultural Awareness in Public Speaking**

Good morning friends and welcome back to online lectures on Public Speaking. My dear friends, public speaking which is actually a combination of two terms, appears quite easy to listen, but when we go into the details of it, we find that it has certain complexities. It has got a lot of components, as in the previous lectures we have already discussed several components like the importance of public speaking, then the use of technology, the role of ethics, the role of many other factors like personality listening and many more. I think while all these factors add to the success of public speaking. Most of the public speakers are also to realize that apart from all these things. Since we are living in a global world where people of all cultures meet and where we have to address people not only of different cultures different backgrounds and different faiths.

Hence, a sort of cultural awareness is also necessary in public speaking and that is why this lecture is titled cultural awareness in public speaking. Now you might be thinking should a public speaker be sensitive to culture I mean should he also be familiar with most of the cultures of the world. Because we say that we are living in a multicultural world and your answer will always be in the affirmative.




But before we see how we can develop this cultural sensitivity, it is quite pertinent to know what actually is culture. Though most of you come from different cultures and you might be proud of certain things of your culture. So, you might be knowing a few things about your culture but when we come to have a comparative look at it, you will find that no two cultures are alike. If we have to define culture, there can be several definitions of culture.

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## What is Culture?

- ❖ Culture is a code we learn and share, and learning and sharing require communication. Communication requires coding and symbols that must be learned and shared.  
-(Alfred G.Smith, Preface to *Communication and Culture*)
- ❖ Symbols, rituals, values and heroes (Geert Hofstede)
- ❖ To understand a culture one needs to understand things as language and gestures, personal appearance, social relationships, religion, philosophy and values, family customs, education and communication systems.

In China,  
children adore  
Mu Lan, a  
woman of 6<sup>th</sup>  
century for her  
filial devotion.

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But then one definition that appears to me to be quite relevant is that of Alfred G Smith, who in his book entitled *Communication and Culture* while writing in the preface he writes about culture: “Culture is a code we learn and share I mean culture is a code we learn and share and learning and sharing of course require communication.” As I said in the beginning no two cultures are alike what you find relevant in your culture may appear irrelevant in other cultures.



And how can one know it? One can know only through communication. Hence communication requires coding and symbols that must be learned and shared. You might have travelled to several places you might have found several symbols being used even in your own country, even in your own country where their people are living, of different cultures, people belong to different cultures all of them have got certain things that they are proud of.

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## What is Culture?

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In this regard what a Dutch scholar named Gert Hofstede says that “culture actually is the combination or is the collection of several symbols, rituals values, and heroes. All of us still in India you might find that we have many myths many religions we have our heroes also one culture will have a cultural idol in most of the Indian homes you will find that Ramayana is worshipped like anything.

And the heroes of *Ramayana* and *The Mahabharata* they appear as cultural ambassadors. Whenever something is to be cited whenever something is to be exemplified they actually give the example of lord Rama many of us also follow different traditions and different faiths there also is the question of culture my dear friends and hence in order to understand one's culture, one needs to understand things.

And in this regard not only the myths, not only the codes, but also you will find different cultures have different ways of clothing, different relationships. Also there are certain cultural limitations different philosophies to be followed if you believe in Indian philosophy you will find that even in our own country we have several philosophies and several religions where we have to follow certain rituals, that is why we say India is a country where different festivals are organized, celebrated.

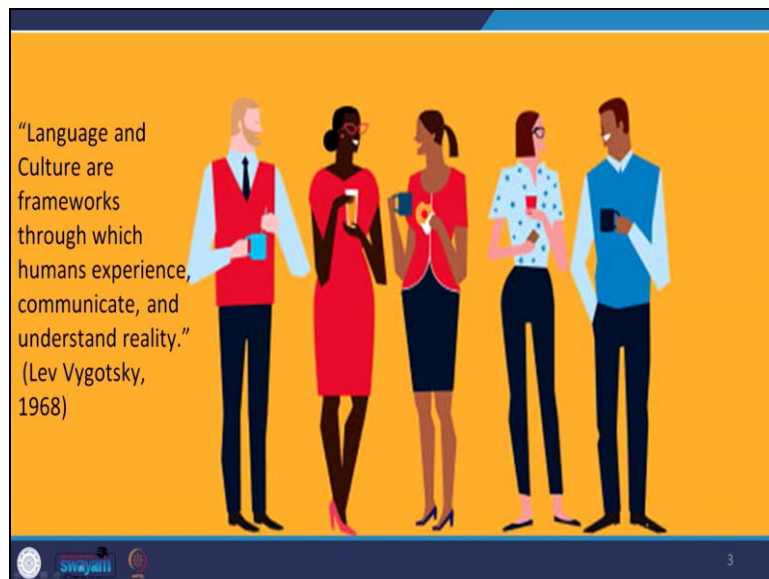
And this is only because of continuing one's own culture. My dear friends, have you not realized that when one of your own relatives visits a different country and he comes back after a year or two what do you find you find certain changes in him the way he used to speak English while he was in India and the way. Now he speaks English you will find there is a lot

of difference how did he get that because when he started living in a different country he started following the tones, the accent patterns, the linguistic habits of that culture.

So, culture can be learnt also. I mean there are quite a good number of examples where many cultures actually represent a sort of order and you know when we say order there are many cultures where they have an established fact as to what is wrong, what is right what is moral what is immoral. In this regard let me give you an example of China where you know one lady who is named Mulan. Mulan is culturally considered to be a sort of cultural icon a sort of cultural symbol. Why? Because Mulan who was a lady she actually dressed herself as a man simply in order that she could serve on behalf of her father who was not well and this she did only to show her filial devotion. Now is it not exemplary, my dear friend? Because she believed that if it was pointed out that the father was perhaps disobeying or was not fulfilling his duty perhaps he could be seen or he could become a butt of laughter.

So what we need to understand from this is that in certain cultures we actually give a lot of emphasis on maintaining order, on maintaining righteousness.

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Let us take one quote in this regard by Lev Vygotsky who says language and culture are frameworks which humans experience and communicate and understand reality. Now if a person follows one culture today and he simply wants to be happy even when he travels to some different cultures it will be very difficult for him. And that is why he has to understand he has to learn not only the language but also the culture.

You might have found if you are a passionate lover of literature and movies you could find that when a person shifts from one culture to another what a sort of cultural shock does he come across. Those many of you who are interested in movies can watch a very beautiful movie named *Namesake* where a cultural chaos is felt by the hero and the heroine because when they go are to live in a different country they have to face the dire realities.

And they find that they are leaving their own culture behind and they are stepping into a different culture. But then, can we confine ourselves only to our own culture and if so, what could be the offshoots of it? Why do we today talk about cultural differences and is cultural difference to be considered even in public speaking? Yes, of course. Because as a public speaker you are not confined only to speaking to a particular culture, as I have been saying that we are living in a multilingual multi-cultural world where we have to come across different sorts of audience members. And in order to respond to these audience members we actually have to recognize the weaknesses and shortcomings of other culture.

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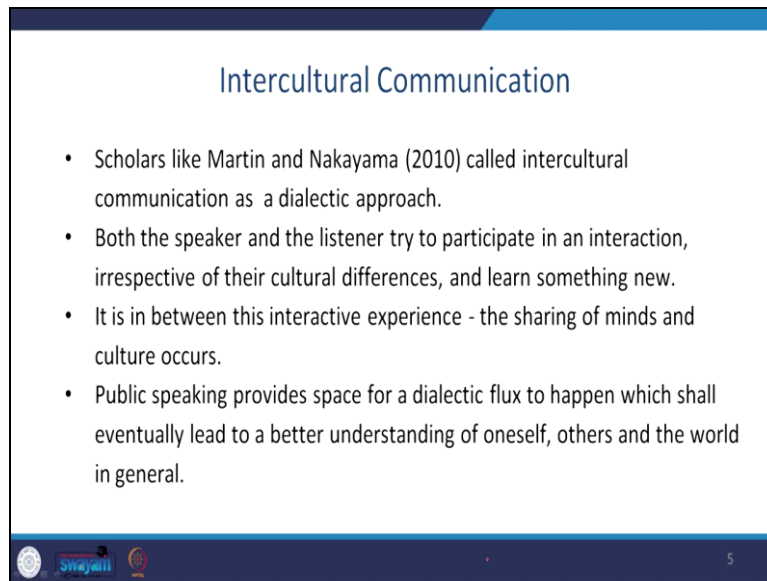


The slide is titled "Talking through Cultural Differences" in a blue font. It contains two bullet points on the left side. The first bullet point states: "Public speaking across different cultures is essentially about recognizing and respecting cultural differences." The second bullet point states: "The differences shall encompass both demographic factors such as age, gender, race, ethnicity, ability, language, economic and social status." To the right of the text is a colorful illustration of a diverse crowd of people from various backgrounds, represented by different colored silhouettes. At the bottom of the slide, there are logos for "Swayam" and "SWAYAM" on the left, and a small number "4" on the right.

So, public speaking across different cultures is essentially about recognizing once you recognize because man belongs to such a category who can adapt himself to. And a public speaker also needs a sort of adaptability if he really wants to thrive, if he really wants to succeed. Now what can be the differences? These differences encompass both demographic factors we have talked about demographic factors in previous lectures, such as age gender race ethnicity ability language economic and social status. We cannot skip over these things we cannot ignore them if you we really want to prove ourselves as a public speaker .Because when you are going to communicate across culture as a public speaker you will find that there

are certain differences. But you are not in a position to say that certain religious practices certain cultural practices are bad because you are unaware of it.

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### Intercultural Communication

- Scholars like Martin and Nakayama (2010) called intercultural communication as a dialectic approach.
- Both the speaker and the listener try to participate in an interaction, irrespective of their cultural differences, and learn something new.
- It is in between this interactive experience - the sharing of minds and culture occurs.
- Public speaking provides space for a dialectic flux to happen which shall eventually lead to a better understanding of oneself, others and the world in general.

Scholars like Martin and Nakayama called inter cultural communication as a dialectical approach. Now what is this dialectical approach? Two opposing views but since we have to survive we have to find a sort of resolution. So, when two opposite views-- they interface and in order to reduce what we have to do we actually have to neutralize and as a public speaker that is very important.

Both the speaker as well as the listener have actually to participate in a sort of interaction. Interaction. And this interaction will be irrespective of their differences because the world is quite diverse people are from different religions, different languages different cultural faiths fine. So, we have to learn something new. You keep into consideration or you just remind yourself of any movie where are you watched people of two cultures-- they interact with each other or they have to live with each other they find it very difficult.

That is why you know there is another branch in literature which we call diasporic literature. And these diasporic people they always find fault with other cultures but in course of time they have actually to get used to it they have to learn it. So, it is actually a sort of in-betweenness. A person who is going to communicate in a different culture he finds himself a - sort of in between thing.

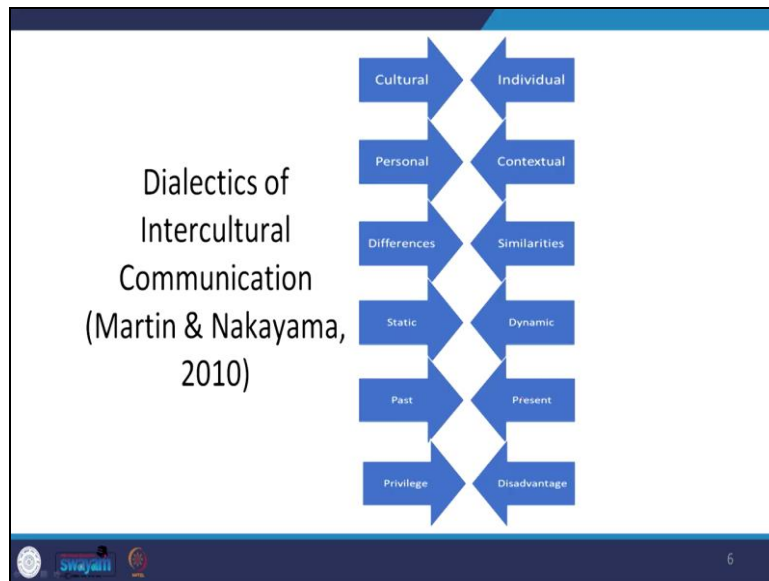
But this interactive experience through which we can share several you know knowledge several pieces of information and then the sharing of minds and culture occurs that is why as I said your own relative or your own brother who comes after a gap of five years from a different country you find sudden changes in his outlook in his behaviour in his language in his dress sense even in terms of the way he maintains time you find a lot of difference, my dear friends.

So, public speaking provides actually a sort of dialectic flux movement and this dialectic movement happens which shall lead to a better understanding. So, when two persons can understand each other's culture better then there will be a proper communication otherwise there will be a sort of communication barrier. What you want to say what you want to convey is always miscommunicated, misunderstood because you do not know what is right in a particular culture.

Even the way a person greets in one culture can vary. That is why in India you always say to fold your hands but in other cultures there is a different sort of greeting sometimes people simply nod. But then they show a sort of cordiality this is only because of their culture. In this regard let me give you a small example of how in China, one friend visited other friend on a birthday and he thought that he should present the other person with something very important.

And he thought what can be a better present than a time piece or a clock he presented that as a gift though the other person did not say anything but relations between them appeared to be hostile. Because to present someone as a clock in that country actually means to invite evil for him this is actually an example. You will come across several such examples, my dear friends.

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Now since we are talking about the dialectics of intercultural communication you can find how when you are faced with a sort of cultural crisis, what things can appear? Fine? At the cultural level, at the intellectual level at the personal level at the contextual level what you say you might be right. But then what the other person or what the audience members actually relates it in a context, there can both be similarities and there can be differences.

There are certain cultures which are static there are certain which are dynamic but in a globalized world of today all of us have to believe that there is a sort of cultural flux and we have to adapt to it many of us especially Indians we still believe in our past but the time has now come that the present cannot be ignored and you might find over the years how certain habits are changing, how certain old practices are becoming redundant why are they being so.

This is only because of a sort of cultural flux this is only because of a sort of cultural interface. Sometimes your cultural considerations can be a sort of privilege but whereas on other such conditions or in other conditions it can be quite disadvantageous. So, in this regard it is quite important to understand what actually is meant by cultural intelligence and what is this term called cultural intelligence.

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## Cultural intelligence

- The term “cultural intelligence” was coined in the year 2003 by theorists namely Christopher Early and Soon Ang.
- It is also known in other synonymous terms such as cultural quotient (CQ) and cultural competence.
- The idea of cultural intelligence to a public speaker relies upon his/her ability to communicate and convey the chosen message with intended effect to a multicultural audience.
- Audience group on the receiving will usually display heterogeneity of cultures and languages.
- Thus, a good public speaker has to be a culturally aware and competent.

The term cultural intelligence was coined in the year 2003 by theorists namely Christopher Early and Soon Ang. It is actually also known synonymously with some other terms such as cultural quotient and cultural competence. Now the time has come for all of us and especially as public speakers to develop these two- both cultural quotient as well as cultural competence. As humans we have that ability to learn some other cultures and to accommodate ourselves in some other cultures.

The idea of cultural intelligence to a public speaker depends upon his or her ability to convey the chosen message with intended effect to a multicultural audience. Now imagine, you want to convey something and you believe that the way you keep on conveying in your own language and your own culture it will bring the same response maybe it is different. Because even there are many terms which we use in a way where it is relevant may become quite irrelevant in some other cultures.

That is why we need to develop a sort of cultural sensitivity and we need to develop a sort of cultural cohesion. Audience group especially the people who are on the other side actually display the heterogeneity of cultures and language. I have been saying that we do not have people only of one culture or only of one faith. In public speaking we have to deal with people from different faiths.

That is why an effective public speaker has to be culturally aware and he has to be culturally competent, my dear friends. But then how can we achieve that because we are living in a multicultural globalized world where we always say that there are no boundaries the world is

a global village and in order to act, react ourselves globally we need to develop that cultural competence.

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**How to Achieve Cultural Competence?**

- Cultural competence is not a goal to achieve but only a process to carry on and grow.
- An experienced public speaker would require pertinent practice and continuous exercise.
- Qualities like open-mindedness and respect for other cultures shall set grounds for a speaker to be culturally competent.
- Deardorff's model (2004) of intercultural competence illustrates on how acquiring cultural intelligence and awareness is a cyclical process.

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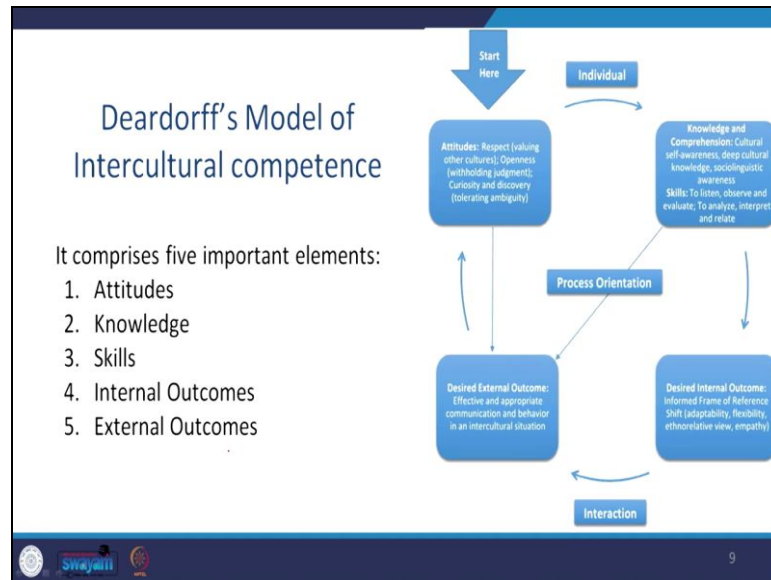
Now if you simply think that this cultural competence is a goal to achieve, no, you cannot achieve it as a target and you cannot achieve it just in one day. It is actually a process have you not understood the fact or realize the fact that there are certain things that we pick up or that we imbibe slowly and steadily, and that is also with cultures. As I have been saying that people living in a different country even though he has or she has their native things in their psyche but over a course of time they develop.

Because cultural competence is a process to carry on and grow. All of us can grow because all of us within have a sort of competence. An experienced speaker how he or she can do that only through pertinent practice. Why a person imitates the tone of a British or an American and how is, that? It is just like learning language, my dear friends. Learning the accentual patterns. So, through continuous exercise through continuous practice one can learn and for that you really need to develop a sort of sensitivity which we call cultural awareness.

What are certain things that are required in order to achieve this cultural competence and cultural intelligence one has to be open- minded know. Rigidity of thought as we have always been saying, rigidity of thought will always blur a communication process. Hence ,as a public speaker one need not be rigid rather one has to be flexible which you call open- mindedness. One also has to show respect for other cultures it is not that my culture only is the best one, nothing can be above that, no.

There can be other things also. Every culture has got something which is distinct and one has to develop that sensitivity to accept that. In this regard let us take one research scholars model the research scholars name is Deardorff, Deardorff provides a model as to how we can develop this inter cultural competence.

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And we will see it actually depends upon several factors and these factors are on the right hand side you can see how it starts what are these five important elements which can help us develop this intercultural competence. Attitudes----- it starts with attitudes, what attitude the attitude to respect other culture. And this can come to you only when you are open-minded, only when you are always not judgmental.

The problem with majority of humans is that we at times become very judgmental, my dear friends. Rather we have to develop a sort of curiosity we have to develop a sort of discovery we have to understand that in every culture there can be something new. So, from attitude we also and how can we have that better attitude. Only when we have knowledge. In many colleges and universities, they provide courses on inter cultural communication.

And through that you can come to understand how in certain cultures certain things are very distinct certain things are actually to be ignored. So, it actually requires a sort of knowledge and this knowledge will provide you a sort of self-awareness. Whenever you are interfacing in a different culture you will of course be aware. You will of course actually feel that perhaps you are interfering with because at the back of your mind you have your own culture.

And once you have the knowledge you will gather that skills and out of that, within you there will actually be a desired internal outcome. You will have another informed frame of reference you will not have only that common frame of reference which till now you have been believing as true. And this will finally lead you to an external outcome where you will become more effective, where you will become more tolerant, where will become more communicative where you will have a distinct sort of behaviour and only then you can communicate, my dear friends. Is it not a better way to develop a sort of intercultural competence and there is actually a connectivity between public speaking and multiculturalism. We will also see how in certain cultures certain things are to be disapproved of because intercultural communication simply acts as a passage as a license for cultural awareness.

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**Public Speaking and Multiculturalism**

- As how interpersonal communication sets the platform for the exchange of ideas, intercultural communication acts as a passage for cultural awareness.
- A public speaker shall understand more about himself and his verbal qualities better as s/he gets acquainted with different cultures.
- Cultures can be studied better through interactions than observation.
- ✓ "Culture and communication are intertwined" (McLean 2005)


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And a public speaker in course of time gets acquainted with different cultures through study through understanding because communication and culture they are intertwined. Now we all believe that when we actually start living in a different culture or we get exposed to different culture at times, there is a sort of cultural gap which develops.

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## Connect the Cultural Gap

- Assess the speech response through direct and indirect feedback you receive from the other end.
- Rectify the strength of communication based upon the received feedback.
- “Cultural codes” act as the key to unlock and connect the gap between the speaker and audience.
- Public Speaking rehearsals and a research outlook of the place of presentation would help at best.
- Urge to know (curiosity) and to learn (knowledge) can guide speaker to receive and process cultural feedback far efficiently.

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But this cultural gap has to be connected how can that be through proper speech response directly or indirectly and through feedback. You will at times find that most of us Indians we actually take time very easily but you may be at times pointed it out by a person of different culture who may say that perhaps you are late by five minutes and that time you actually get yourself aware, fine.

So, you have to rectify the strength of communication through feedback. We have already talked a lot about feedback in the previous lectures. These cultural codes which you do not know and you are trying to understand, can only act as a weapon to unlock and connect the gap. All of us have within us a sort of wisdom. Please unlock the wisdom of the heart unlock the wisdom of the heart and through that connect yourself to a different culture.

This can be done through rehearsals. You will find if you read some novels which are based on diasporic themes and all there are many characters in many novels, who in course of time, develop a sort of cultural adaptability when they are in a different place and through different interactions they get themselves prepared for the better for that curiosity or the urge is a requirement and this can guide a speaker to receive and process cultural feedback far efficiently.

Now, this can help not only in our personal relationships, my dear friends not only in public speaking but in many of the business venues, opportunities, fine. How imagine you are to speak to a different crowd, is not it? Many of us get the time to present our papers in front of the audience who are from a different culture. So, at that time what are the things that one

must be reminiscent of. While you speak, please understand that your tone has to have a sort of formality a formal tone know. A formal tone and this formal tone should keep into consideration the expectations of the audience members. Most of us at times speak too much but certain cultures believe that you have to speak, speak straight, to the point fine. When even you are using language or words please see that you confine yourself to the literal meanings.

In many cultures people use certain words very casually, very informally but then in a formal setting when you are using that perhaps it may lead to a sort of miscommunication and for that one has to practice a better listening ability. I have heard many of my friends saying that whenever a foreigner speaks-- I am not able to understand because you know as an audience member, you always feel that he is from different country and you will not be able to understand.


But my dear friends, what we are going to discuss even in the next lecture as well that how the audience members also want to listen what they want to listen. So, as audience members, you have just in the beginning decided that you are not going to listen to him and you will not listen my dear friends. So, the very first sensitivity I mean cultural sensitivity are most of you who are novice speakers or who are beginners they can start with their classrooms.

You know your classroom also is a sort of multicultural audience .You will say they are not from different languages but of course they also are having different myths, different beliefs different superstitions and different practices. So, you can practice your cultural sensitivity right from the classroom.




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## Bridging Cultural Gap in Classroom

- The aim of public speaking in a classroom set-up is to build a fine rapport between students and teachers.
- Public speaking shall enable a sense of community in the classroom.
- It also acts as a channel for not just teachers but also for students to express themselves freely.
- With a better interaction between students and teachers, the classroom becomes a more inclusive space for diversity of individuals to thrive and grow together.



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Where you find you think that your classroom is a sort of community and with your teachers as well as with your students, you can try to interact better and the classroom will become a sort of multi-cultural world, a sort of accommodative space--- the space for diversity, the space for a sort of inclusivity, where you can find that if you start practising through classroom lectures and classroom talks perhaps you are preparing yourself for a better world for a better tomorrow, my dear friends.

Now a point of caution is necessary here to understand and evaluate the audience's learning preferences if you are speaking in a different culture. If you simply put yourself, as I said that when somebody listens to a foreign speaker or to an English speaker he is not able to understand. Keep yourself in the shoes of the other person, if you speak in your own language with your own tone will the other person be able to understand not at all. So, and how can this be developed through analysis.

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## Evaluating Audience Learning Preferences

- A speaker should afford to put themselves in the shoes of listeners before final presentation.
- With sufficient knowledge gained through audience analysis, the speaker shall figure out the learning preferences of audience.
- **Learning preference** of audience indicates the preferred medium through which audience would like to process information and understand.
- Depending on which, a speaker shall use **aural, visual or theoretical support** to connect and convey effectively.



The speaker can figure out the learning preferences of the audience this learning preference actually tells you what is the preferred medium, what sort of mode do the audience members require? Whether they want oral I mean spoken way visual or theoretical. As a public speaker you have to understand all these things what can serve better. To an audience who is not able to understand my language effectively, perhaps my visuals will work compensate for the lapses of a public speaker like me when I am exposed to a different sort of audience.

Now many people, at times, think that if I am not able to speak properly, if I am not able to connect properly perhaps humour can do but never have this habit, my dear friend.

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## Use of Humor in Multicultural Setup

- Humor is a double edged sword when it comes to public speaking.
- In a pluralistic setup, a public speaker is bound to exercise more caution.
- Chances are high that the audience may not get the joke or misunderstand the applied sense of humor.
- The linguistic pluralism should be checked. Usage of British and American English should be moderated according to the type of audience.
- The content prepared as slides or graphic support should be ensured to not contain anything offensive.



Because humour can create another rumour, my dear friend it is a double- edged sword fine. In a pluralistic setup a public speaker is bound to exercise more caution. So, even when you

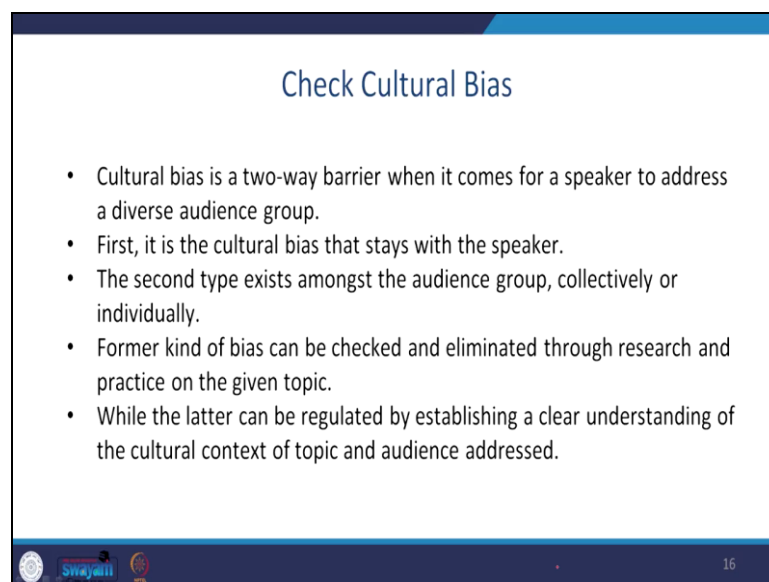


are using because as public speaker we say that at time things are difficult you can bring some amount of humour into it but remember the humour should be understood. At times it has been seen that the humour has not been responded to properly because the audience members could not connect to the humour that the speaker provided.

So, the content or the matter which you have prepared, fine? Or the graphics support other figures or the visuals should be ensured that it should not contain anything which can be offensive and this actually has to be reminded of especially when the audience members are especially from a different culture. One also should check certain cultural biases, cultural prejudices.

For example, when audience members are from a different cultural setup and I as a public speaker carry my own cultural bias, will the communication be effective? Not at all. These can be of two types--- the first can be a bias with myself as a public speaker and the second can be with the audience group. Both the audience members and the speakers if they have different sort of biases naturally communication will suffer, the communication purpose will be defeated.

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The slide is titled "Check Cultural Bias" in a blue font. It contains a bulleted list of five points. At the bottom of the slide, there are logos for "Swayam" and "16".

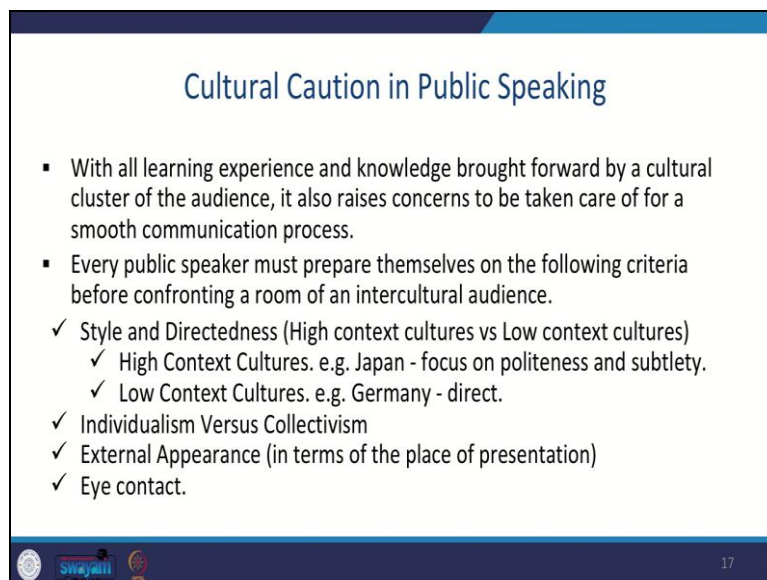
- Cultural bias is a two-way barrier when it comes for a speaker to address a diverse audience group.
- First, it is the cultural bias that stays with the speaker.
- The second type exists amongst the audience group, collectively or individually.
- Former kind of bias can be checked and eliminated through research and practice on the given topic.
- While the latter can be regulated by establishing a clear understanding of the cultural context of topic and audience addressed.

So, the latter I mean from the audience's point of view it can be regulated by understanding by a clear understanding of the cultural context as I said presenting a clock to a Chinese friend is a sort of irrelevant exercise, because it could not bring a sort of particular relevance to it. The same way I have reminded of another story where a new organization was trying to sell its goods.

And for that they were providing free caps. But you know what happened nobody came to that counter and that was only because of the colour of the cap. Now they decided that they should consult a communication expert and the communication experts said that the problem lies with the colour and the colour of the cap was green and you know, in Chinese they say he wears a green hat means his wife is actually suspicious of him or is cuckolding.

Now see unless and until a person knows that green symbolizes that somebody is being cheated upon perhaps one will commit a crime like this. So, such things can be controlled and that can be done only when you have a clear understanding. Cultural caution should be exercised in public speaking. There can be several things in this regard which we shall discuss at length when we discuss use of non-verbals in public speaking.

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The slide is titled "Cultural Caution in Public Speaking" and contains a bulleted list of points. The list includes: "With all learning experience and knowledge brought forward by a cultural cluster of the audience, it also raises concerns to be taken care of for a smooth communication process.", "Every public speaker must prepare themselves on the following criteria before confronting a room of an intercultural audience.", "Style and Directedness (High context cultures vs Low context cultures)", "High Context Cultures. e.g. Japan - focus on politeness and subtlety.", "Low Context Cultures. e.g. Germany - direct.", "Individualism Versus Collectivism", "External Appearance (in terms of the place of presentation)", and "Eye contact." The slide also features a logo for "Swayam" and the number "17" in the bottom right corner.

- With all learning experience and knowledge brought forward by a cultural cluster of the audience, it also raises concerns to be taken care of for a smooth communication process.
- Every public speaker must prepare themselves on the following criteria before confronting a room of an intercultural audience.
  - ✓ Style and Directedness (High context cultures vs Low context cultures)
    - ✓ High Context Cultures. e.g. Japan - focus on politeness and subtlety.
    - ✓ Low Context Cultures. e.g. Germany - direct.
  - ✓ Individualism Versus Collectivism
  - ✓ External Appearance (in terms of the place of presentation)
  - ✓ Eye contact.

But at present let me tell you only two things that the world has been divided into two cultural contexts--- the one is a high- cultural context. And the other is a low context culture people of high cultural context especially Japan, they focus on politeness and subtlety whereas people from low context culture like Germany, they believe in directness and straightforwardness.



Rather there is another categorization also. Many cultures believe in a sort of individualism some other cultures believe in a sort of collectivism. People who believe in a sort of individualism, they actually give more space to individual whereas cultures which prefer collectivism they believe in the welfare of the mass, in the welfare of the general people and

there are other factors also likely external appearance your facial expressions your eye contact and many more.

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### How High and Low Context Cultures differ?

- ❑ High context culture (Japan, China and Arab countries)
  - ✓ Intuitive, contemplative, stress on non-verbal.
- ❑ Low context culture (North America, Scandinavia, France and Germany)
  - ✓ Logical, analytical and action-oriented.
  - ✓ Values individualism


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So, what I intend to hit upon here is that people of high- context culture they are intuitive, they are contemplative, they stress more on non-verbals rather on words. And they also try to accrue meaning from the physical and social setting whereas people of the low cultural context they are logical. They will actually ask you for every receipt even for a single penny that you have spent. They are analytical and accent oriented such people often value individualism. Now before we come to wind up this talk it would quite be pertinent to provide you with some of the examples and examples especially of cultural faiths where there are certain superstitions also.

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### Some Instances of Cultural differences

- ❑ Superstitions
  - ❖ In Mexico
    - Saloon where people gather to drink pulque, a distillate of cactus, is considered good fortune to get worms in your cup
  - ❖ In Japan
    - Maneki neko (beckoning cat)
  - ❖ In China
    - Phonetic sound of 8 is most fortuitous of numbers auguring prosperity
  - ❖ Hong Kong
    - A license plate with eight number is quite valuable
    - 4 can be read as shi , a homophone for death.

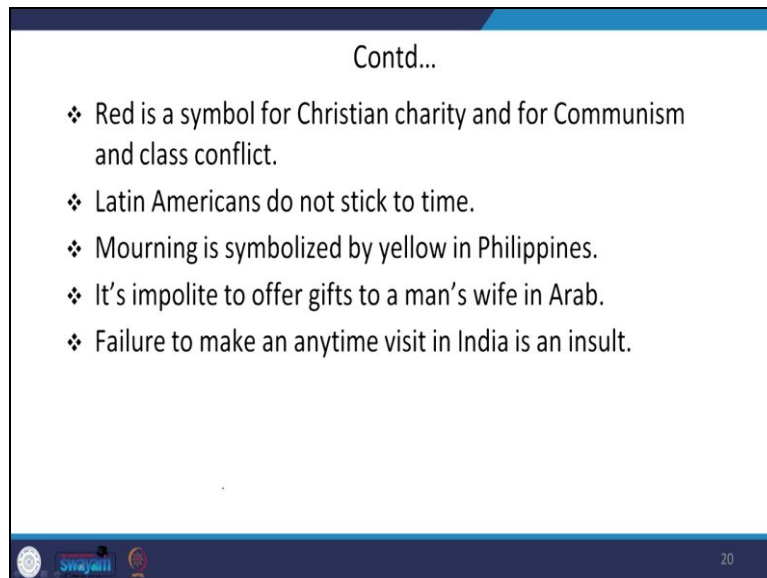


Swajani19

Say for example in Mexico there is a saloon where people gather to drink pulque-- a distillate of cactus where it is considered good fortune to get worms in your cup. You see, as an Indian if some worms get into your cup, you will not drink but in Mexico they consider it a good fortune. In the same manner in Japan you also see the picture this is actually a symbol which actually is called Maneke Neko, beckoning cat.

This is just to attract the customers. In China even you know the sounds are very important and phonetic sound of eight is considered most fortunate of numbers which actually brings prosperity. On the other hand, in Hong Kong a licensed plate with the number eight is considered quite valuable, and you know on the other side the figure 4 is read as Shi which is actually a homophone for death.

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Contd...

- ❖ Red is a symbol for Christian charity and for Communism and class conflict.
- ❖ Latin Americans do not stick to time.
- ❖ Mourning is symbolized by yellow in Philippines.
- ❖ It's impolite to offer gifts to a man's wife in Arab.
- ❖ Failure to make an anytime visit in India is an insult.

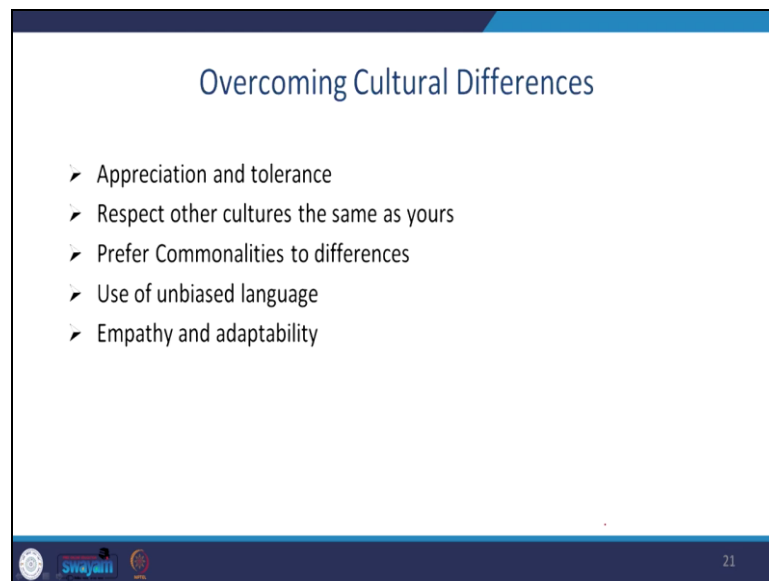
Swajani 20

My dear friends, the world is multicultural fine and even you know colours have got different connotations. Red as you all know is a symbol of Christian charity and it is also a symbol for communism and class conflict. As regards time, we will focus more when we go to the non-verbals but here let me tell you that Latin Americans do not stick to time. So, meetings will always begin after the time.

When somebody dies or when there is some sad incident mourning is symbolized by yellow colour in Philippines whereas in India yellow colour is considered to be very fortunate. It is often impolite to gift a person's wife in Arabian countries. And you know in India, failure to make an anytime visit in India is an insult. You know they will always tell you whenever you

come please let me know. So, failure to make and anytime visit in India is considered an insult.

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My dear friends, the world is complex the world is multicultural but if we have to survive we have to mitigate, we actually have to neutralize, we have to overcome cultural differences and how can that be we need to appreciate other cultures the way we believe our cultures. We need to be more tolerant, we need to respect other cultures, we often should see that we focus more on commonalities than on differences whereas the other side is true in most of the context people actually try to find out only the differences and not the commonalities. Even in terms of language, let us say that we do not use a language that is biased fine and the best weapon is to be empathetic .Use empathy and adaptability and that will help you overcome the crisis of cultural differences.

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**“Culture is the widening of the mind and  
of the spirit.”**

**- Jawaharlal Nehru**

**Thank You**



Before we come to end this talk let me make a mention of a quote by the first prime minister of India who says--- “Culture is the widening of the mind and of the spirit.” And I hope through these lectures you will also get some amount of knowledge to widen your mind and your spirit because you have to survive in a multi-cultural world as a public speaker. I hope you will take all these things into consideration and in the next lecture we are going to talk about, because till Now we have been talking a lot about the several factors but now the time has come that we have to be in action. And to be in action where should we begin and will begin in the next lecture from where we should begin. In beginning is the end and in the end is the beginning. Thank you very much! Have a nice day.