Intercultural Language Use and Language Learning

HIROMASA TANAKA

InterCultural Interaction Competence (ICIC) Spencer-Oatey and Franklin, 2009

- INTERCULTURAL COMMUNICATION COMPETENCE (MATSUMOTO ET AL 2004,DAI & CHEN, 2016)

- INTERCULTURAL COMPETENCE (DEARDORFF, 2009; BYRUM 2012)

- INTERCULTURAL COMMUNICATION COMPETENCE (HOLMES, 2006)

- ABILITIES RELATED TO LANGUAGE AND CULTURE (DU-BABCOCK,2006)

- INTERCULTURAL COMMUNICATIVE COMPETENCE (PLANKEN, VAN HOOFT, & KORZILIUS, 2004),

- GLOBAL MANAGEMENT COMPETENCIES (BŸCKER J. & POUTSMA, 2010).

Classic definition of culture

- That complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society (Edward Taylor, 1871)
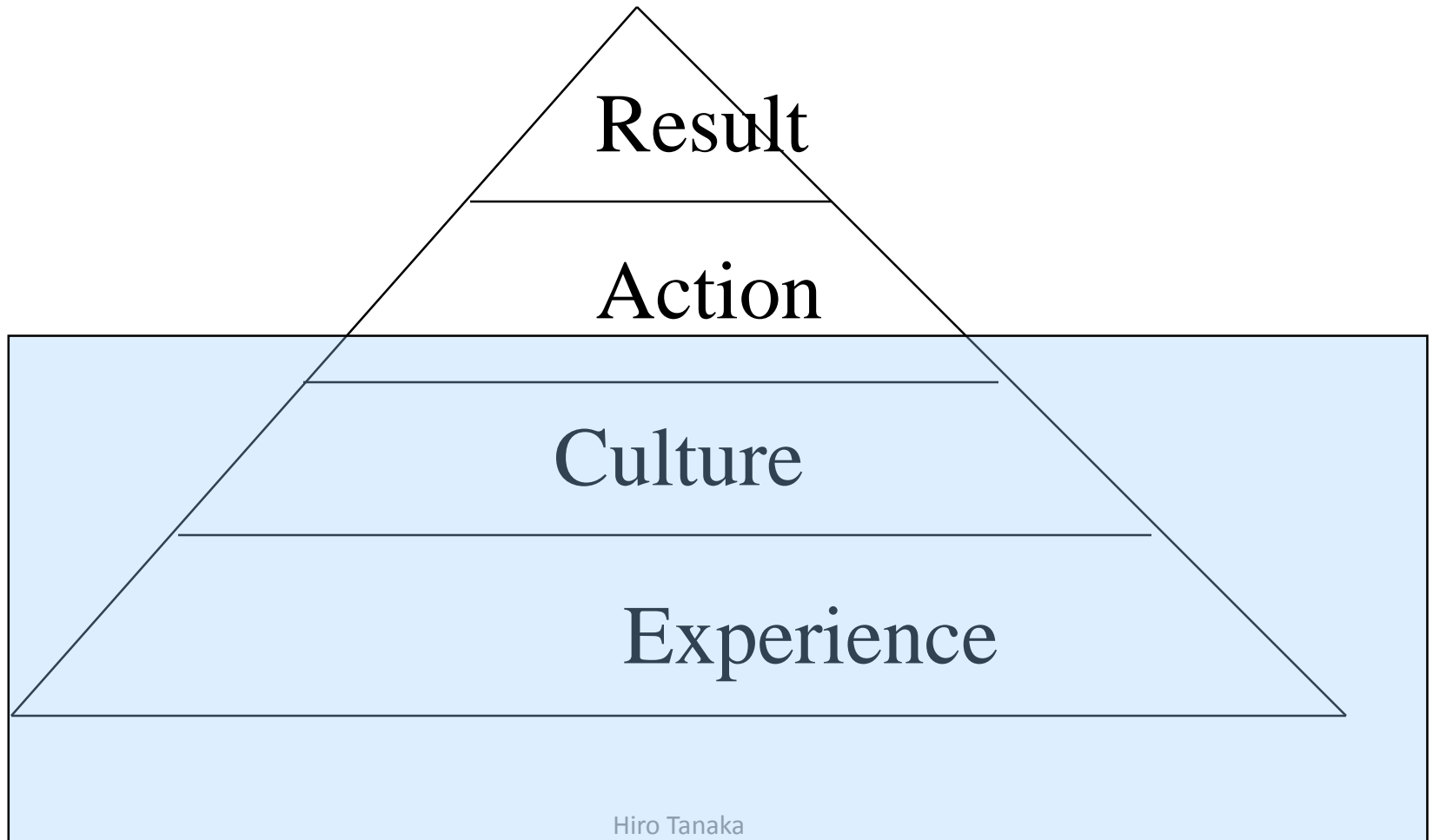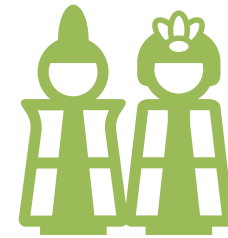- What about corporate culture?

Culture

- C

- c

Big "C" and Small "c"

How Culture Affects Results

Result

Action

Culture

Experience

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American and Japanese Culture

American shows positive politeness

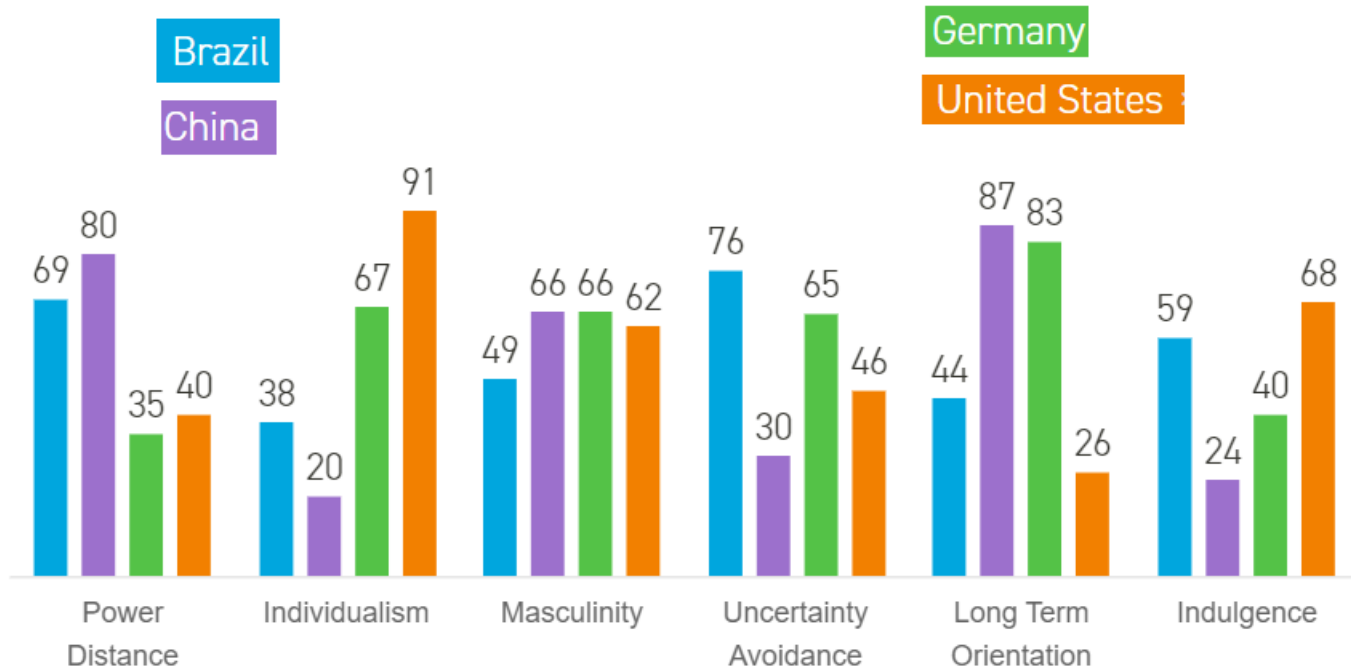Shortening distance is polite

Japanese shows negative Politeness

Creating distance is polite

American and Japanese Culture
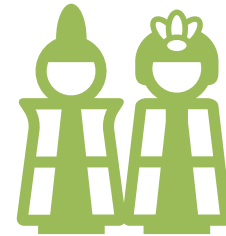
American are informal

Japanese are formal

Hofstede Cultural Dimension
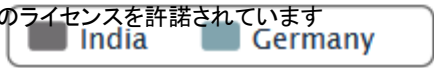
Are they monolithic?

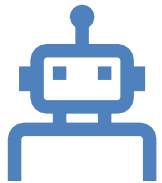# Three types of culture

Independent

Interdependent

Power Oriented

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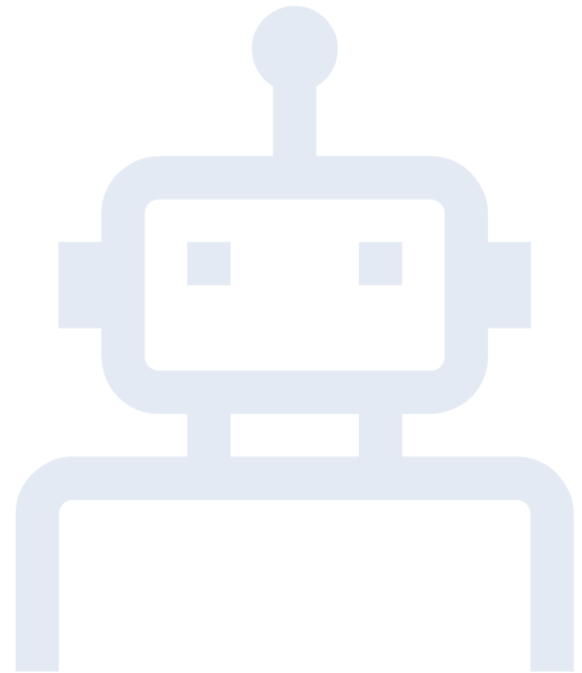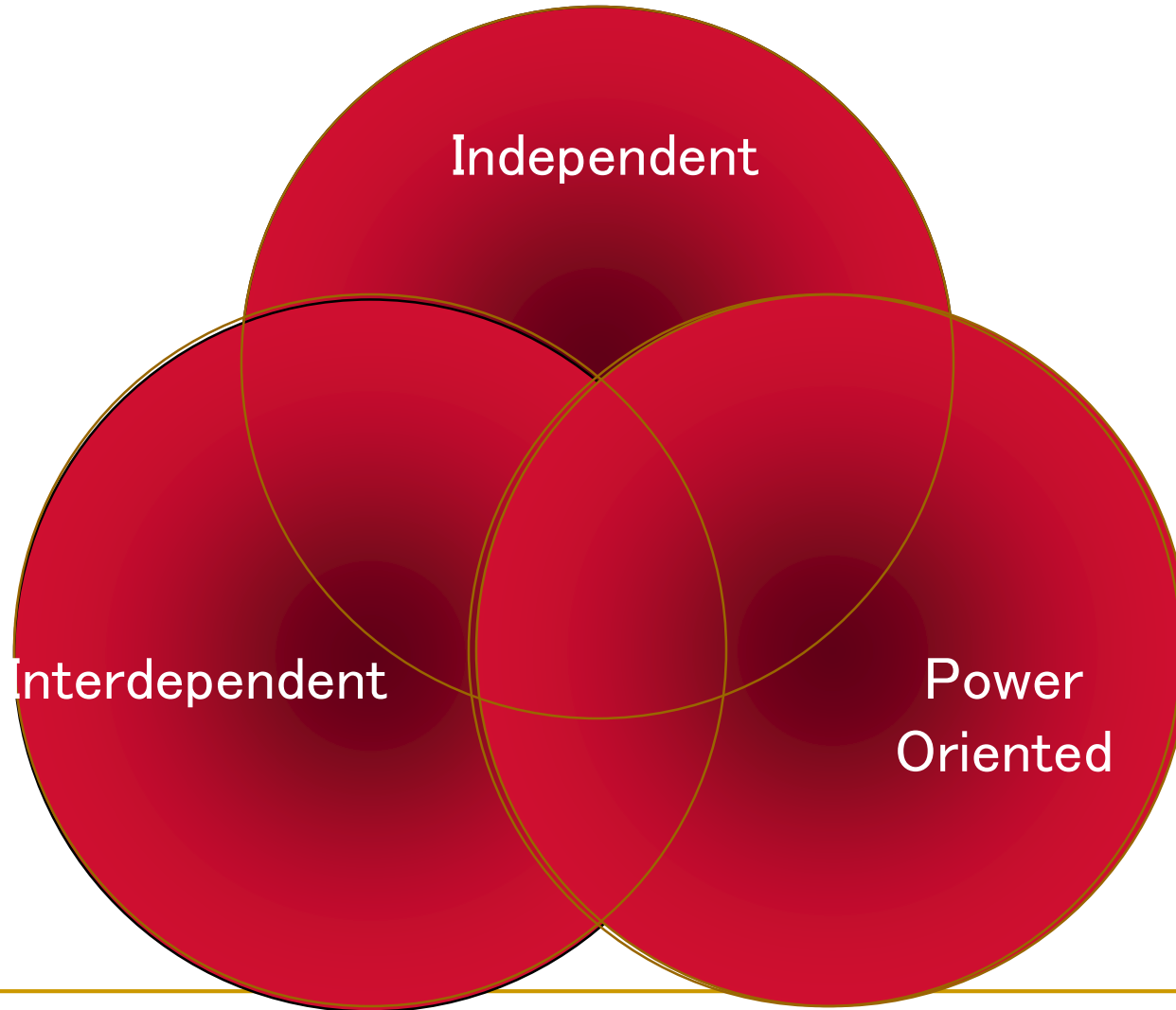
Language and Culture

Culture can be defined in two different ways:

- **culture-as-given**
- **culture-as-construct**

mutually exclusive
(Handford forthcoming)

Discourse

Context

☐Language
    ☐   Lexic
    ☐   Grammar
    ☐   Strategies
☐Culture
    ☐   Action
    ☐   Power
    ☐   Relationship

History
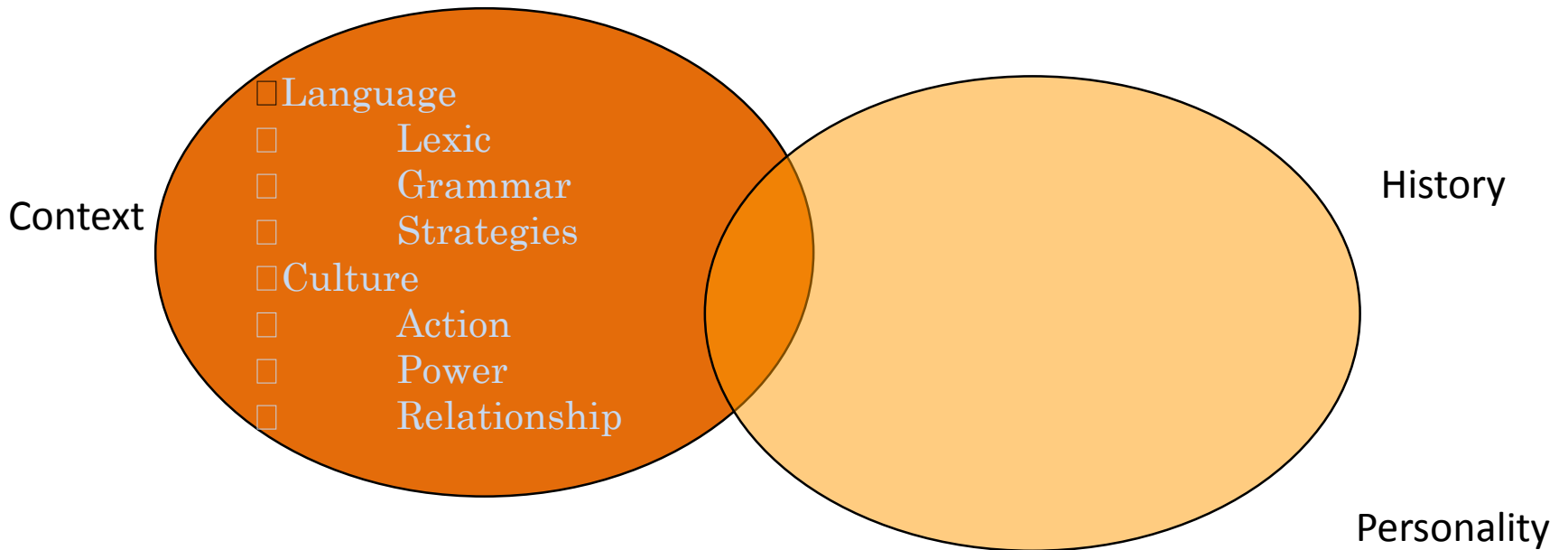
Personality

Taken for granted ways

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Element Affecting Discourse

HISTORY

VALUE

POWER RELATIONS

POLITENESS

SITUATION

CONTEXT

PERSONALITIES

Two Independent Factors?

Language   **Culture**

PersonID	Languages
1	English (Excellent)
4	English (Excellent) French (Very Good)
5	English (Very Good)
354	English (Excellent)
382	English (Excellent) Italian (Very Good)

Research on
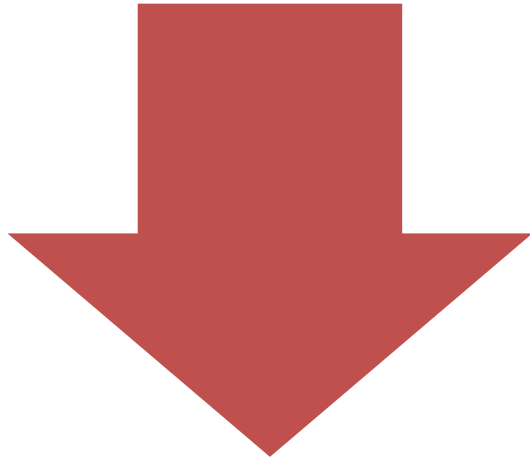# Intercultural Business Meetings

- The West – the non-West
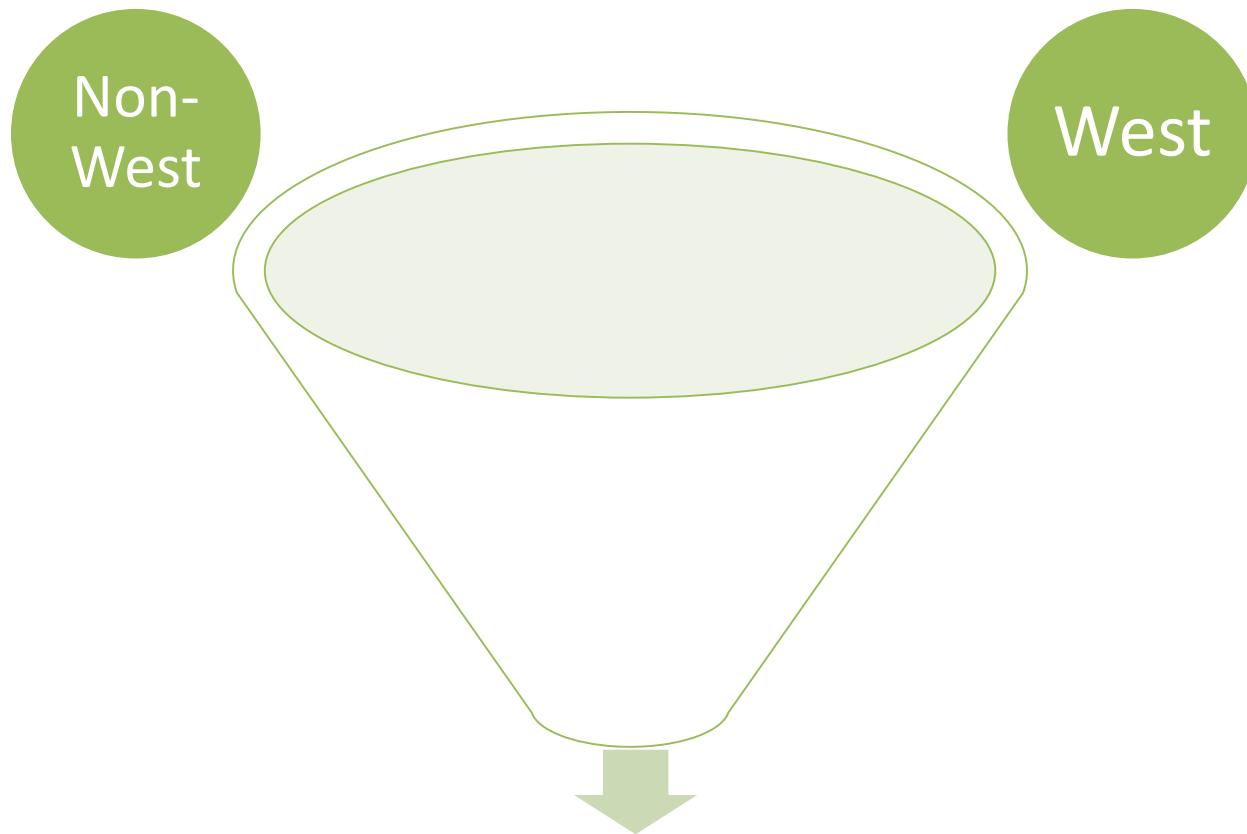
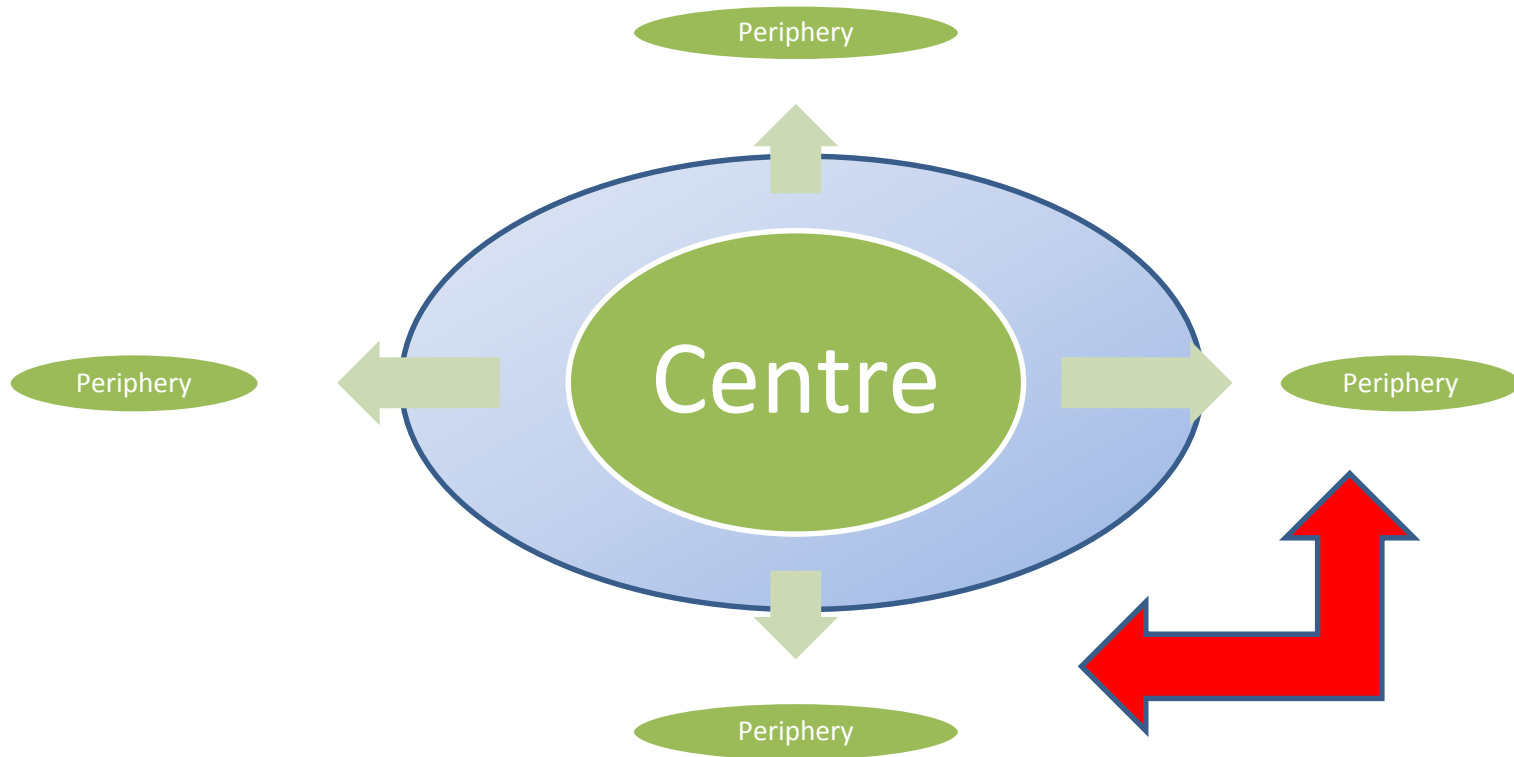# Us : Other

West
Individualists
Independent

East
Collectivists
Interdependent

Centre-Periphery

- RQ1: Do Hong Kong Chinese and Japanese business professionals exhibit equivalent or different turn-taking behaviors and have different length of speaking time in intercultural small-group meetings?

- RQ2: Do Japanese business professionals exhibit similar or different communication behaviors (turn-taking behaviors, lengths of speaking time, number of spoken words) where English was used when participating in intra-cultural as compared to intercultural group meetings?

- RQ3: Do Hong Kong Chinese business professionals exhibit different turn-taking behaviors and have different lengths of speaking time and number of words when they participate in intra-cultural as compared to intercultural group meetings where English was used?

- RQ4: Do Hong Kong Chinese business professionals exhibit similar or different communication behaviors (turn-taking behaviors, lengths of speaking time, number of spoken words) in first-language (Cantonese) and second-language (English) decision-making meetings?

- RQ5: Do Japanese business professionals exhibit similar or different communication behaviors (turn-taking behaviors, lengths of speaking time, number of spoken words) in first-language (Japanese) and second-language (English) decision-making meetings?

Research Method

- A simulated experiential case exercise (Guffey & Du-Babcock, 2010)

    - Video/Audio Recorded
    - 34 Japanese Managers and Managing Engineers
    - 17 Managers and Business Professionals in Hong Kong
    - Five Intercultural Meetings in L2 (English)
    - Two Intra-cultural Meetings in L2 (English)
    - Two Intra-cultural Meetings in L1

        – 82,000 words corpora

Analytical Framework

- ## Turn Frequency: Quantitative Analysis
    - ✓ the number of turns taken by individuals
    - ✓ the length of speaking time during which each group member spoke
    - ✓ the number of words spoken.

- ## Strategies: Qualitative Analysis
    - ✓ Topic Management
    - ✓ Disagreement
    - ✓ Silence

*   Statistical significance at the 0.05 level
** Statistical significance at the 0.01 level

Variables	HK	Japan	Mean differences	t-value
Turns (number)	65	39		264.000**
Speaking time (second)	694	404		2903.786*
Words (number)	1738	800		93820.706*

Talk distribution in a meeting

Average no. of words spoken
(16 Dec 2009, duration: 81 min 21 sec)

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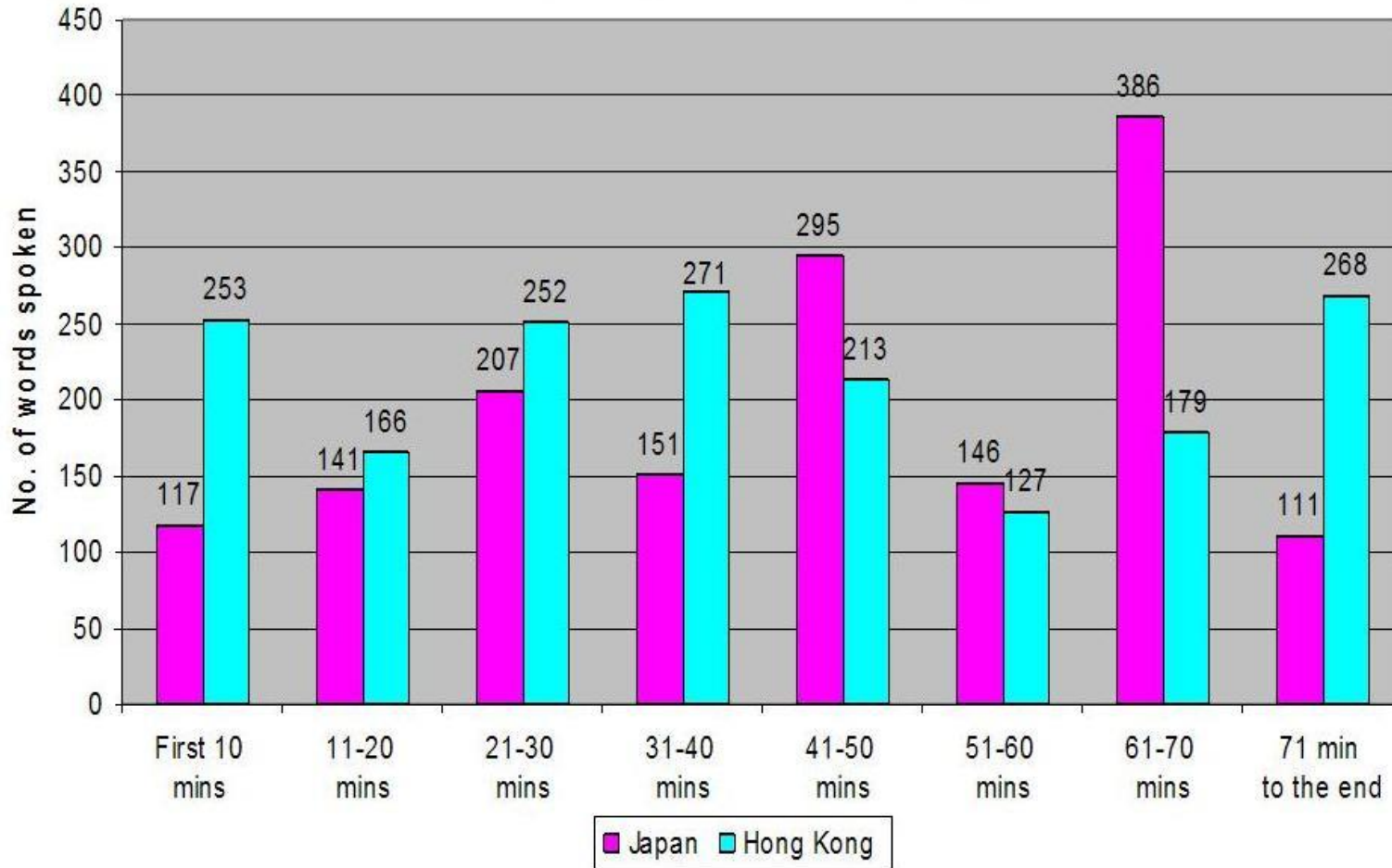
Disagreement: Japanese Meeting [Question]

90   A: So you, may I ah, may I make sure your opinion? [2 sec pause] So, you will stop selling, the product in in United States, and transport to Asian markets.

91   E: Yes

94   A: Is that right? You mean.

95   E: Trans… transfer or discontinue ((2 sec pause)) in market

96   A: In Asian market?

Disagreement: Japanese Meeting [Indirect]

36 B: [I am Nishikawa. I don't know which choice this idea would fit in. What I've just thought is. There has been 20 to 30 deaths every year. Er. Even the medicine costs less and works. If the medicine itself has no elements that might cause people die (using it appropriately), and if the deaths were caused by doctors' inadequate prescription, what I've thought is how much do the doctors dose to the patients. Is it impossible to control it (doctor's prescription) for the company? I thought.]

37 E: [Is it right to assume Mr. B's opinion shows that your choice is D?]

38 B: [You are right. Mine is. Yes. I thought D.]

Disagreement: Hong Kong Meeting [Indirect]

142 E: [E … we should consult finance and PR departments about their opinions on [penalty in case the company chose to stop manufacturing EasyFix.]. I think it would be better.

143 A [I think both US and Asian markets are different. I agreed that the company advertising department should do something, but I need to think about whether we should stop or not.

Disagreement: Hong Kong Meeting [Direct]

209 A: I think if we do not destroy all stocks …immediately, … the bad news had been spread out to general public, ... So I'm sure the medical doctors may not prescribe this kind of drug or EasyFix to their patients.

210 D: But, both patients and doctors understand that all drugs has side effects. So, ….. if we stop immediately if some patients really need our drugs, they can't use it. . . .

211 A: But … we do not know whether our drug … Maybe our drugs really have some side effects, … So, before … do any research, we shouldn't allow doctors to prescribe this drug to the public, otherwise, we have the corporate responsibility, am I right? . . .

Redefinition of Intercultural Communication in an Asian perspective

Cultural Ingredients