

CROSSING CULTURES

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This slide features a dark brown background with the title 'CROSSING CULTURES' in white, uppercase letters. Below the title is a horizontal bar with an orange segment on the left and a light blue segment on the right. The speaker's name and affiliation are listed in white text on the blue segment.

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Why Should We Learn about Other Cultures?

This slide has a white background with the title 'Why Should We Learn about Other Cultures?' in a dark grey font. Below the title is a horizontal bar with an orange segment on the left and a light blue segment on the right. A large black rectangular box covers the majority of the slide's content area, indicating that the text has been redacted.

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Why do Culture, Language, and Religion matter?



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Why Should We Learn about Other Cultures?

The Monkey and the Fish



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A Profile of DFW

- With nearly 8 million people, DFW is the 4th most populated MSA in the US (Houston is 5th)
- Over 520 new residents and 400 jobs added per day
- DFW has grown 12.56% in the past five years
- 52% of Dallas county residents are foreign born
- Over 300 languages are spoken here on a daily basis



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Understanding Others

The Four Basic Building Blocks of Culture and the Dynamics of Communication

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1. The Concept of Self

Individualism

The smallest unit of survival is the individual. People identify primarily with self, and the needs of the individual are satisfied before those of the group. Looking after oneself, being self-sufficient, guarantees the well-being of the group. Independence and self-reliance are stressed, and personal freedom is highly desired.

Collectivism

The group, usually the immediate family, is the smallest unit of survival. One's identity is in large part a function of one's membership and role in a group. The survival and success of the group ensures the well-being of the individual. Harmony and interdependence between members of the in-group are stressed.

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2. Personal versus Societal Responsibility

Universalism

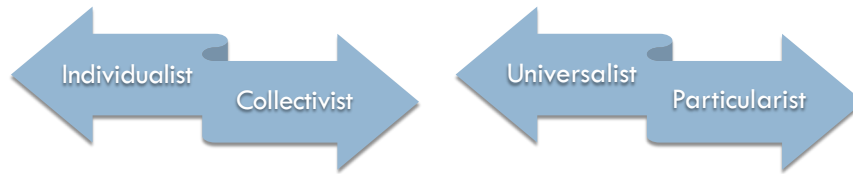
There are certain absolutes that apply across the board, regardless of the particular situation. To be fair is to treat everyone alike and not make exceptions for family, friends, or members of your in-group. You should look at things objectively and treat everyone the same.

Particularism

How you behave in a given situation depends on the circumstances. You treat family, friends, and your in-groups the best you can, and you let the rest of the world take care of itself. One's in-groups and out-groups are clearly distinguished. To be fair is to treat everyone as unique.

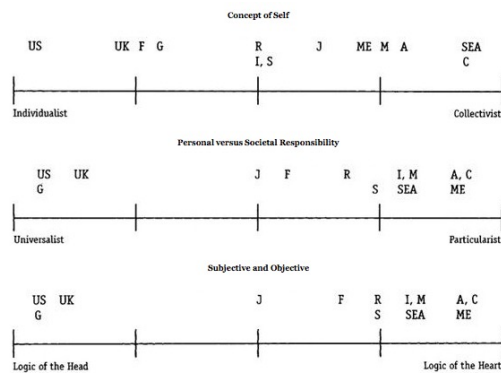
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What about the U.S.?



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Position of Select Cultures



A—Africa C—China F—France G—Germany I—India J—Japan
 M—Mexico ME—Middle East R—Russia S—Spain
 SEA—Southeast Asia UK—United Kingdom US—United States

Storti, *Figuring Foreigners Out*, 52

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3. Concept of Time

Monochronic

Time is a commodity; it is quantifiable and there is a limited amount of it. There is a premium on efficiency, hence a sense of urgency in many matters. Time is the given and people are the variable; the needs of people are adjusted to suit the demands of time. It is considered most efficient to do one thing at a time or wait on one person at a time. Interruptions are a nuisance.

Polychronic

Time is limitless and not quantifiable. There is always more time, and people are never too busy. Time is the servant and tool of people and is adjusted to suit the needs of people. Schedules and deadlines get changed. It's not necessary to finish one thing before starting another, nor finish your business with someone before starting with another. There's no such thing as an interruption.

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Time is Money



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4. Locus of Control

Internal

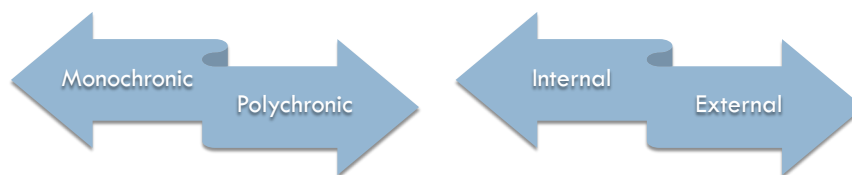
The locus of control is largely internal, within the individual. There are very few givens in life, few things or circumstances which have to be accepted as they are and cannot be changed. There are no limits on what you can do or become, so long as you set your mind to it. You are responsible for what happens to you. Life is what you do; hence, these are more activist cultures.

External

The locus of control is largely external to the individual. Some things in life are predetermined, built into the nature of things. There are limits beyond which one cannot go and certain givens that cannot be changed and must be accepted. Your success is a combination of your effort and good fortune. Life is what happens to you; thus, these represent more fatalist cultures.

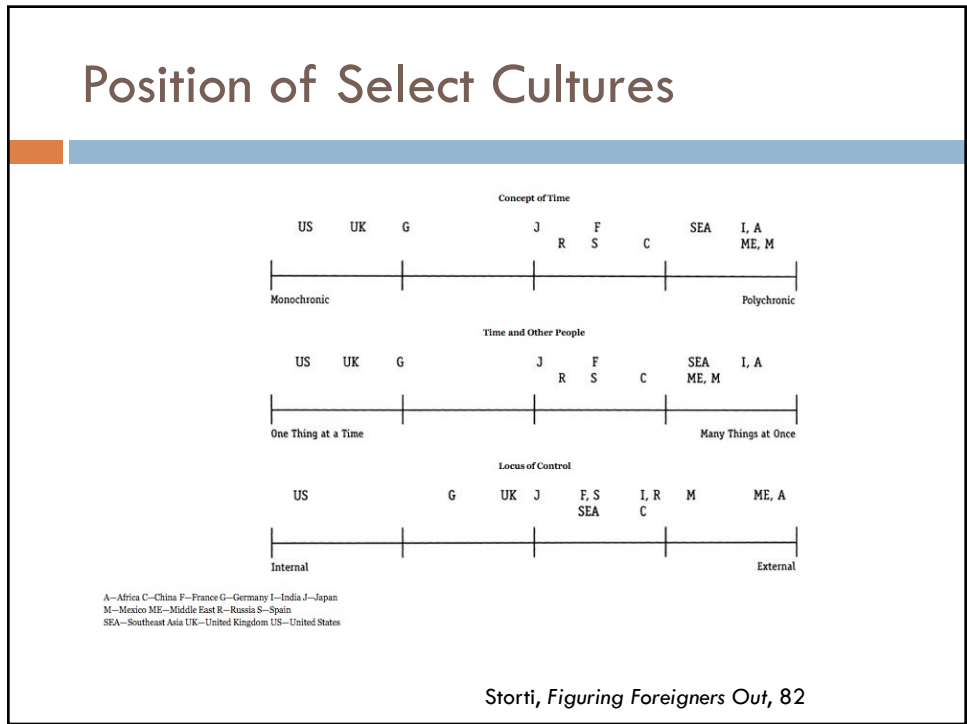
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Position of Select Cultures



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Verbal and Nonverbal Communication

Indirect/High Context

People in these cultures tend to infer, suggest, and imply rather than say things directly. These cultures tend to be more collectivist, where harmony and saving face are valued. In-groups are well-established and people have an intuitive understanding of each other. This is known as context, and in high-context cultures messages often don't even need words to be expressed. The goal of most communication exchanges is preserving relationships.

Direct/Low Context

Direct cultures tend to be less collectivist and more individualist than indirect cultures, with less well-developed in-groups. People lead more independent lives and have fewer shared experiences; hence, there is less instinctive understanding of others. People need to spell things out. There is less context, less that can be taken for granted. The spoken word carries the most meaning. The goal of most communication exchanges is getting or giving information.

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Chinese Restaurant



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Hot and Cold Cultures?

Hot Cultures

- Relationship based
- Indirect communicators
- Collectivistic
- Event oriented
- Spontaneous hospitality

Cold Cultures

- Task oriented
- Direct communicators
- Individualistic
- Time oriented
- Planned hospitality

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