



Developing Intercultural Communicative Competence

Marie-Joëlle Browaeys & Roger Price – Understanding Cross-Cultural Management (3rd Edition)



REKA ALDILANA RAMADHAN
2351011024
MANAGEMENT

📈 LEARNING OUTCOMES



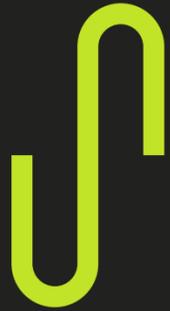
Learning outcomes

After reading this chapter you will:

- Gain further understanding of the difficulties inherent in intercultural communication.
- Be critically aware of the prerequisites of successful intercultural communication.
- Be able to reflect on the knowledge, motivation and skills required to become a competent intercultural communicator.



UNDERSTANDING INTERCULTURAL COMMUNICATIVE COMPETENCE (ICC)



Intercultural Communicative Competence refers to the ability to interact effectively and appropriately with individuals from different cultural backgrounds. It goes beyond speaking another language; it involves understanding how cultural values, norms, beliefs, and communication styles shape human interaction. ICC integrates cognitive awareness, emotional openness, and behavioral flexibility that allow a person to communicate in ways that are meaningful and respectful across cultural boundaries.



THE GROWING IMPORTANCE OF ICC IN A GLOBALIZED WORLD

The chapter emphasizes that ICC has become essential due to increasing global mobility, international business, multicultural workplaces, and digital interaction across borders. People with ICC can:

- Reduce miscommunication and cultural misunderstandings
- Adapt their communication style to different cultural expectations
- Build stronger, more collaborative relationships
- Navigate cultural diversity with sensitivity and professionalism
- Avoid stereotypes, assumptions, and ethnocentric judgments

ICC is presented not as an optional skill but as a core competency for living and working in multicultural environments.





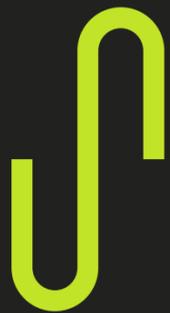
COMPONENTS OF INTERCULTURAL COMMUNICATIVE COMPETENCE

Knowledge

Knowledge refers to what a person understands about cultural differences and how these differences influence communication. It includes awareness of how people in various cultures express meaning, interpret messages, and follow certain social rules. When someone has strong intercultural knowledge, they can recognize why a behavior that seems normal in one culture may carry a very different meaning in another. This understanding helps them avoid misinterpretation and communicate more accurately.

Attitudes

Attitudes involve the mindset a person brings into interactions with people from other cultures. A positive attitude includes being open to differences, curious about how others think, and respectful toward unfamiliar practices or beliefs. It also requires being comfortable with uncertainty, since intercultural communication often involves situations that do not follow one's usual expectations. When a person has the right attitudes, they can approach cultural differences with empathy rather than judgment.





THE ROLE OF SELF-AWARENESS

Self-awareness is important in intercultural communication because it helps people understand how their own culture influences the way they speak, behave, and interpret others. When someone realizes their own habits, values, and biases, they can better recognize why communication with another culture might feel different or confusing. Being aware of oneself also makes it easier to adjust behavior, avoid judgment, and approach interactions with a more open and flexible mindset. In simple terms, self-awareness helps people understand others by first understanding themselves.





HOW TO DEVELOP INTERCULTURAL COMMUNICATIVE COMPETENCE



ICC develops when people combine cultural knowledge, real-world interaction, and mindful communication. It starts with learning about other cultures, their values, histories, and ways of thinking, so individuals have a basic framework when they communicate. This understanding becomes meaningful when paired with direct experience, such as working or socializing in multicultural environments. Through these encounters, people refine key communication habits like listening carefully, asking for clarification, interpreting unfamiliar nonverbal cues, and adjusting their style when needed. ICC also requires an attitude of sensitivity, where one avoids stereotypes, stays open-minded, and tries to understand behavior without rushing to judge. Together, these elements build genuine competence in intercultural communication.



COMMON BARRIERS TO ICC

Several factors can make intercultural communication difficult. Ethnocentrism often becomes the first obstacle because seeing one's own culture as the "correct" one limits openness to others. Prejudice and stereotypes also distort how people interpret unfamiliar behaviors, creating misunderstandings even before communication begins. Anxiety may appear when someone fears making mistakes, which can interrupt natural interaction. Language differences, whether in vocabulary, accent, or communication style, add another layer of challenge. When cultures are very distant from each other, adaptation simply requires more effort. Understanding these barriers helps individuals manage them and communicate more effectively.





ETHICAL CONSIDERATIONS IN INTERCULTURAL COMMUNICATION

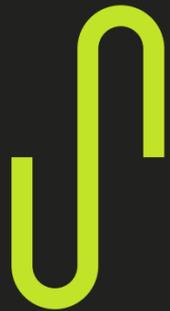
Ethics guide how individuals should behave in intercultural interactions. Communicators are expected to show respect for cultural differences and avoid language or actions that may offend others. Ethical communication also requires awareness of power dynamics and historical contexts that shape relationships between cultures. The goal is to interact in ways that protect dignity, fairness, and equality for everyone involved. Practicing humility and responsibility is essential, ensuring that intercultural competence is used to build understanding rather than to manipulate or dominate others.





CONCLUSION

Intercultural Communicative Competence is presented as an essential skill for navigating today's culturally diverse world. The chapter explains that effective intercultural communication depends on a balanced combination of knowledge, experience, skills, and attitudes. By understanding how culture shapes behavior, gaining real interaction with diverse groups, and practicing flexible and sensitive communication, individuals become better equipped to build meaningful connections across cultural boundaries. The chapter also reminds readers that competence is not achieved instantly; it is a continuous learning process that requires self-reflection, openness, and ethical responsibility. Ultimately, ICC enables people to create respectful, accurate, and adaptive communication that bridges cultural differences and supports successful collaboration.





THANK YOU.

