

Week 12: Communication Accommodation Theory + Face Negotiation + Feminist Standpoint Theory

***COMM 2100 Introduction to Comm Theory
SI Session***

kristen (Jing) Zhang

Intercultural Communication

We're stepping into a new section!

- When we talk about “intercultural communication”, what’re we trying to explain?
- Otherness: How do we look at “other” culture.
 - Communication Accommodation Theory: Social distance and group affiliation.
 - Face Negotiation Theory: Compare individualistic and collectivistic cultures.
- *Have you ever tried to act like a person in one culture (other than your own) when you come to another culture?*



Mitchell in Paris (Modern Family S11E13)

Communication Accommodation Theory (CAT)

- Social Distance: How similar or different we are from another person.
- Accommodation: adjustments to communication that decrease social distance.
- Nonaccommodation: Communication behavior that maintains or increases social distance.

How we accommodate or how we don't

Convergence:
Adapting your communication behavior to become more similar to another person.

e.g., Discourse Management:

What kind of topics should we use to talk with elderly people?

Divergence:
Accentuating the differences between you and another person.

e.g., Elderly people keep reminding the difference between them and the young.

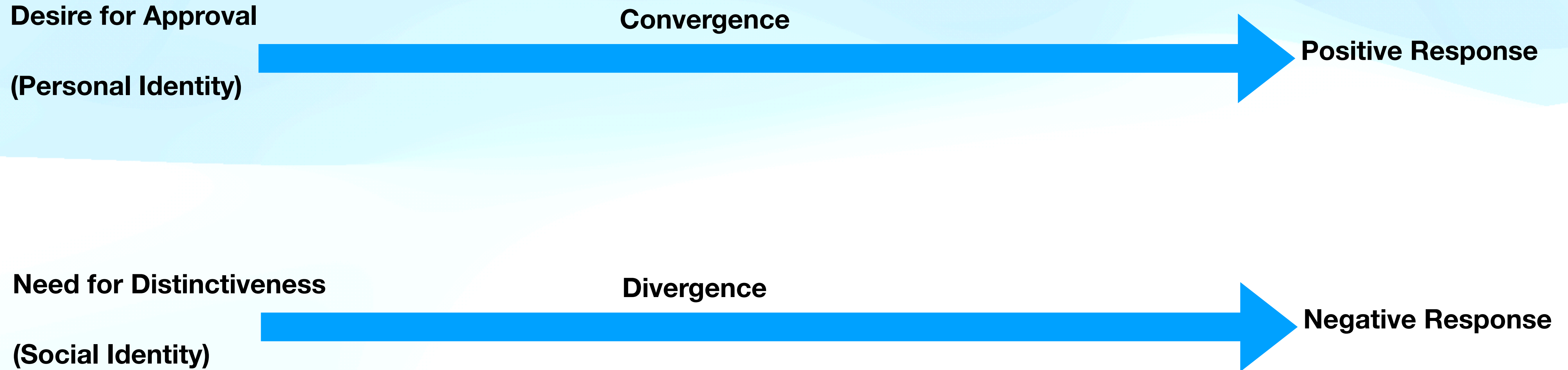
"You kids know nothing about hard work."

Maintenance:
Persisting in your original communication style regardless of the communication behavior of the other.

Q: Can you think of some examples of maintenance and overaccommodation?

Overaccommodation:
Excessive concern paid to vocal clarity or amplification. Counter-productive.

Motivation for Convergence/Divergence

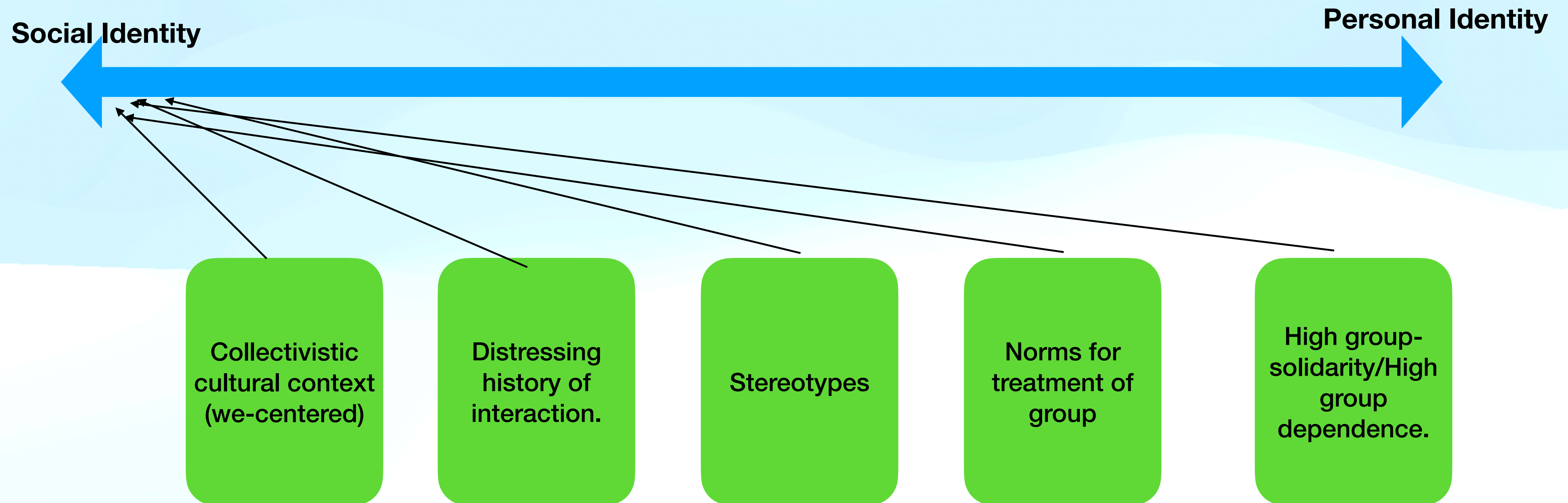


Social Identity: Group memberships and social categories that we use to define who we are.

Personal Identity: Characteristics that make an individual unique and autonomous.

Initial Orientation

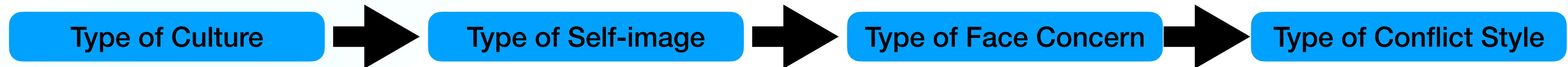
Which side do we put ourself at? Which side will be silenced? Personal or social?



Face Negotiation Theory

Conflict management used by people from different cultures

- Face: the projected image of one's self in a relational situation.
- Facework: Specific verbal and nonverbal messages that help to maintain and restore face loss, and to uphold and honor face gain.



Type of Culture: Individualistic vs. Collectivistic

- Individualistic culture: Wherein people look out for themselves and their immediate families. A low-context culture. “I”
- Collectivistic culture: Wherein people identify with a larger group that is responsible for providing care in exchange for group loyalty; A high-context culture. “We”.

Asians' cultural psychological features

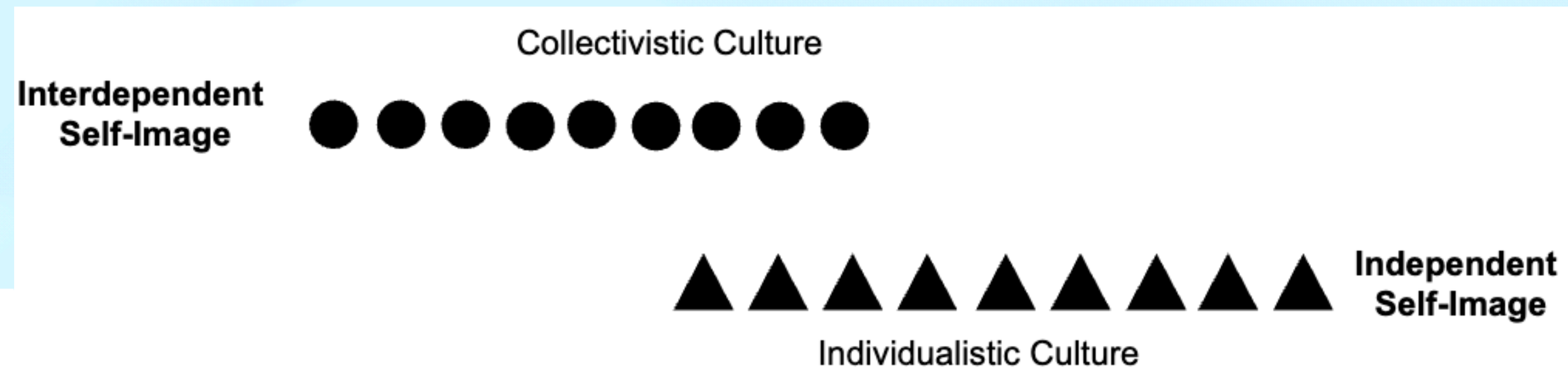
Influences on modern East Asians' cultural psychological features	Core values of Confucianism “Five virtues” “Five cardinal relationships” The thought of “golden mean”
Socioculture and individual	Collectivism “Relationalism” Difference of hierarchy
Cultural Self-construal	“Interdependent self-construal”
Thinking system	The thinking of “Golden mean”



Q: Can you think of the relationship between Confucianism and the collectivistic culture in China, Japan, Korea, etc.?

Type of self-image/self-construal

Self-construal: The degree to which people conceive of themselves as relatively autonomous from, or connected to, others.



Q: In this clip, how do you think Mulan's self-construal?

Mulan, Honor to us all.

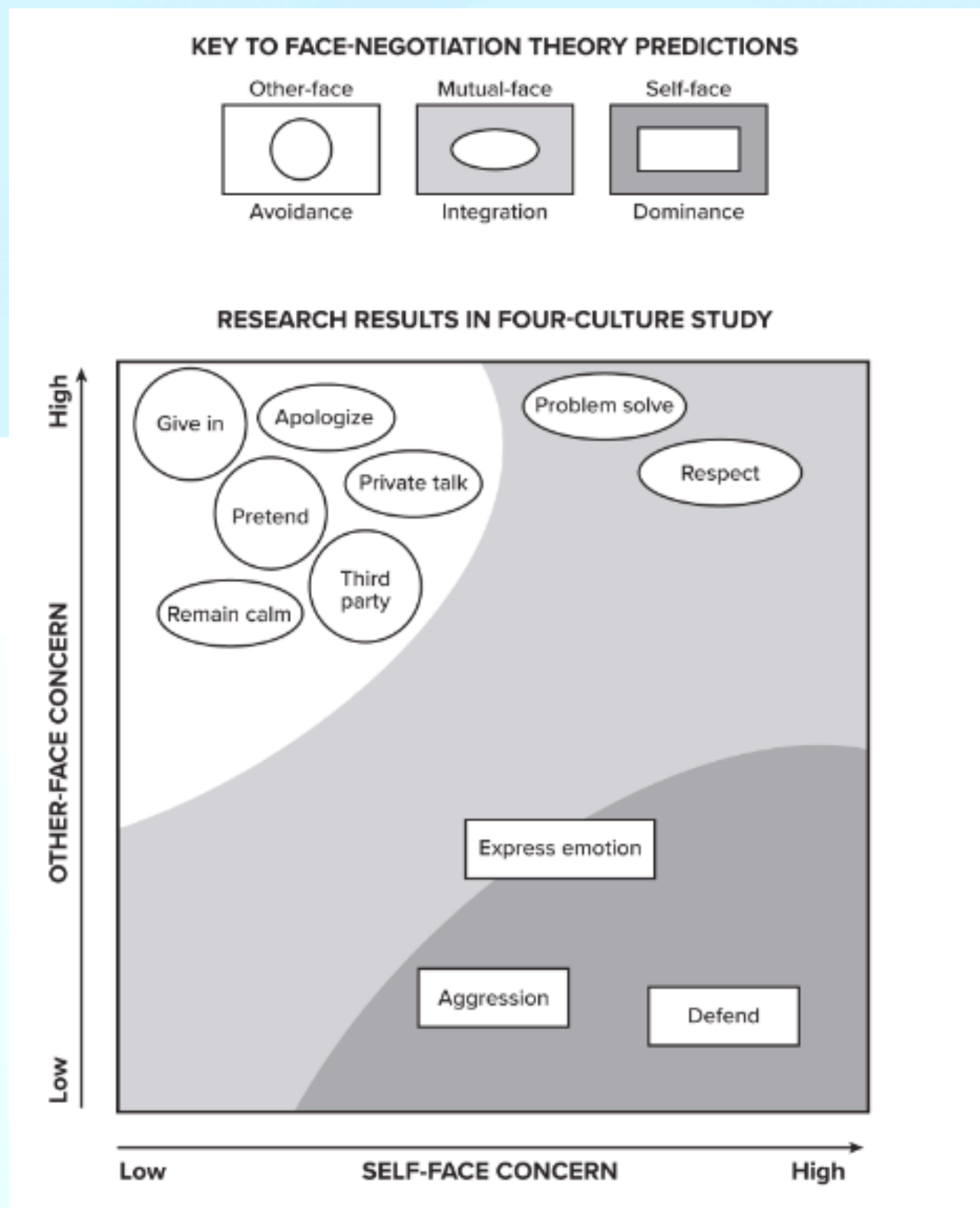


Type of Face Concern

Face concern: regard for self-face, other-face, or mutual-face

- Face-restoration: self-concerned facework strategy used to preserve autonomy.
- Face-giving: other-concerned facework strategy used to defend and support another person's need for inclusion.

Type of Conflict Management



- Self-face -> Dominance (win-lose)
- Other-face -> Avoidance (lose-win)
- Mutual-face -> Integration (win-win)

Q: How should we reach the mutual-face result in international PR?

Knowledge, Mindfulness, and Interaction skills!

Feminist Standpoint Theory

Social location illustrates our group membership that shapes our experiences of the world and our ways of understanding it.

- Standpoint: a place from which to critically view the world around us.
- And the standpoint can be intersected!
- Intersectionality: social identities and institutions are interconnected, mutually constituting each other. e.g., Black feminist study.

Local Knowledge & Strong objectivity

But the marginalization can bring us local knowledge and strong objectivity

- Local knowledge: situated in time, place, experience, and relative power.
 - Opposed to knowledge from nowhere that's allegedly value-free.
- Strong objectivity: the strategy of starting research from the lives of women and other marginalized groups, which upon critical reflection and resistance provides a less false view of reality.

Thank you!
See you next week!