

Intercultural, Griffin Ch. 32

Culture was defined as : ““a socially constructed and historically transmitted pattern of symbols, meanings, premises, and rules.”

- geographical differences
- political differences

Collectivist Cultures: high context

- face concerns focusing on the “ other”
- use face-giving strategies
- proactive use of *self-effacing strategies* (“I’m sorry”) to deflect face threats away from person you are interacting with
- “we” identity
- goals: focus on group goals
- sacrifice

Individualistic cultures: low context

- face focus on self
- uses face-restoration strategies
- reactively restore face by justifying actions or blaming the situation
- “I” identity
- goals: focus on self goals
- mix-max principle: (min personal cost) while (max personal benefit)

Face Negotiation:

Face: our public self image, how we want others to see us.

Facework: specific ways that we construct/ repair face

Face-recognition: strategy to stake out a unique place in live (stop ageing)

- Preserve autonomy
- Defend against loss of personal freedom

Face-giving: facework aimed at defending & restoring other peoples need for inclusion (do not humiliate or embarrass others)

Face- maintenance is a crucial intervening variable that ties culture to peoples way of handing conflict.

Type of Culture □□ Type of self-construal □□ Type of face-maintenance □□ type of conflict management

Self-construal: self image; the degree to which people conceive themselves as relatively autonomous from, or connected to others

Independent self values I-identity and is more self-face oriented; prevalent within individualistic cultures

Interdependent self values we-identity and emphasizes relational connectedness; closely aligned with collectivism

3 orientations of face:

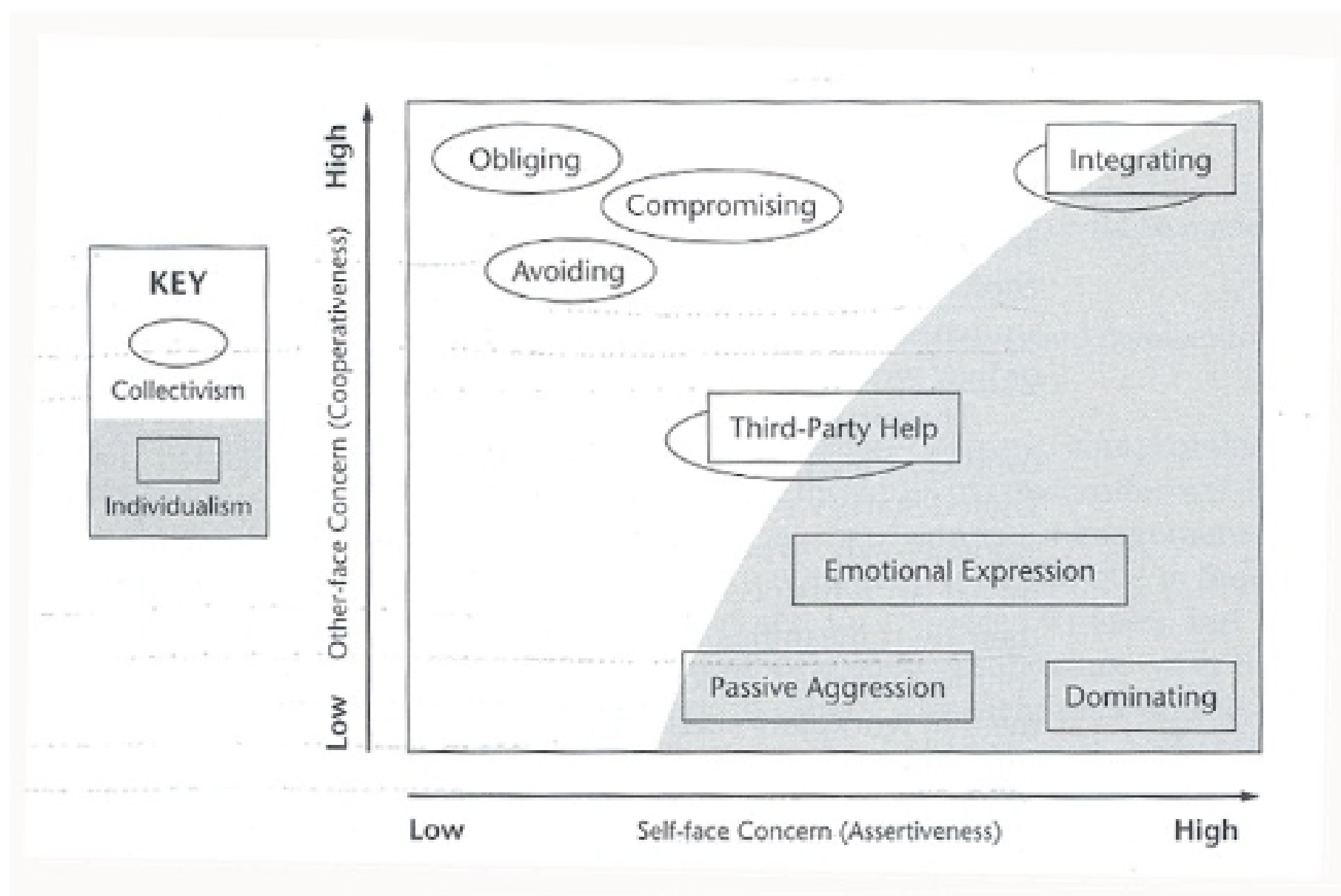
self face (usually people in individualistic cultures)-mine

other face (usually people in collectivist cultures)-yours

mutual face (usually people in collectivist cultures)-ours

“Face” is a universal concern

- **Extension of self-concept, a vulnerable, identity-based resource**



[Persuasion I, Griffin Chs.15 & 17](#)

Not what the message is but how it relates to a person

Three latitudes of evaluation: acceptance, rejection, noncommitment

1. *Latitude of Acceptance*: includes the person's most preferred position, but also includes the range of other opinions on an issue that the person finds acceptable

2. *Latitude of Rejection*: the range of opinions the person finds objectionable

3. *Latitude of Noncommitment*: those positions the person finds neither acceptable nor unacceptable

Ego-Involvement: refers to how crucial an event is to our lives.

A person high in ego-involvement is not tolerant of opposing view points (close-mindedness)

- tend to take extreme positions
- latitude of noncommitment is nonexistent
- latitude of rejection is larger

Anchor: our personal reference point

-results in judgment distortion

1. Assimilation: displacement toward the anchor (appears closer than it really is)

2. Contrast: displacement away from the anchor (appears farther away than it really is) (e.g., Hostile Media Effect)

3. Our preferred position serves as an anchor which biases how we perceive persuasive messages

optimal spot is your anchor

Persuasion is a gradual process because it takes time to develop a latitude of acceptance. Large-scale change is gained by many small successive movements. A credible speaker can move that process along.