Intercultural and circular communication

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Theoretical background and framework
Communication and culture are treated in this module as two detached terms, whereas they are in fact linked inextricable to each other. Culture characterises itself by its standards/norms and values which expression reach during communication.

Communication can be distinguished between one culture, the intracultural communication, and between persons from several cultures, the intercultural communication. Because the standards and values (that is based on the general world view) between cultures can differ, this can lead to conflicts, discrimination or preconceptions.

The unfamiliarity of a certain interpretation of a sign, can lead to incomprehension. What one found as polite or beautiful, or the best manner to educate children, depends mainly on the culture in which one has grown up.
Gunthner and Luckmann (2001) wrote that the chance on wrong communication is larger at intercultural communication than at intracultural communication, because of the several communicative genres that are used. The communicative genres have been divided in two components: the general interaction (for example table manners) and specific communication forms which is linked to the language (for example interpretation). If you don't know the communicative genres of the other one, there is talk about asymmetry of (relevant) knowledge with an increased chance on wrong communication.
Particularly in intercultural meetings the value of revealing itself (disclosure) is extra big. There is a possibility to discuss the Johari-window as an illustration for this.