

CROSS-CULTURAL COMMUNICATION

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Objectives

Participants will be able to:

1. Describe what is Cross-Cultural Communication
2. Understand why Cross-Cultural Communication is essential in the workplace.
3. Determine how to take the first practical step to improved Cross-Cultural Communication in the workplace.

Research to Note: Social Isolation and Loneliness

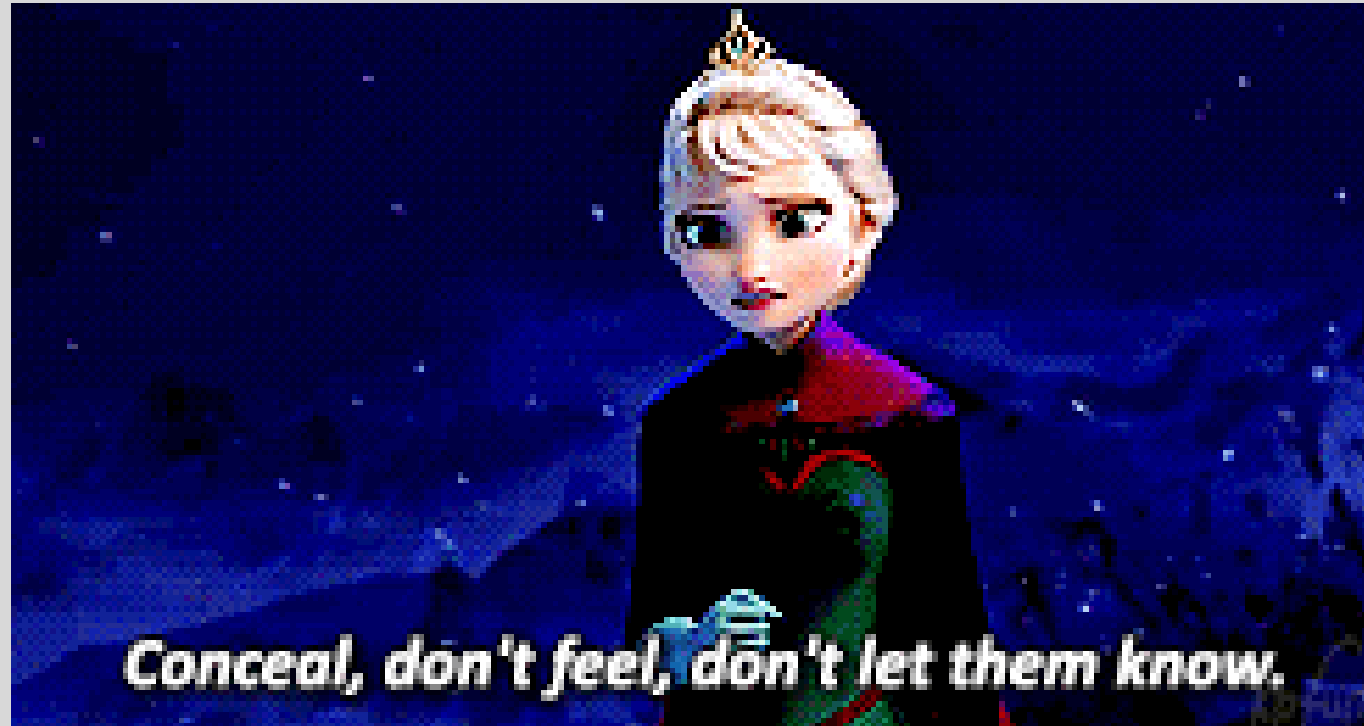
- Social isolation is linked to increased rates of loneliness and suicide, hypertension and other physical health effects, and has been identified as a public health priority.
- Loneliness and social isolation are cited as having negative health impacts equivalent to smoking 15 cigarettes a day.

Source: Lynda Flowers, Ari Houser, Claire Noel-Miller, AARP Public Policy Institute, Jonathan Shaw, Jay Bhattacharya, Lena Schoemaker, Stanford University, Monica Farid, Harvard University, November 27, 2017.

Why Learn Cross-Cultural Communication (CCC)?

- CCC is the process of recognizing differences and similarities among cultural groups or individuals to more effectively engage within a given context.
- Developing strong cross-cultural communication skills is the first step in creating a successful work environment that brings out the best in all of an organization's team members.

Elsa was
wrong:



Cross-Cultural Communication From Intra Out

Much of how we communicate with others begins with how we interpret information and communicate with ourselves (intrapersonal communication).

Let's start with understanding certain terms.



Defining & Understanding Terms



- **Nationality**
 - The status of belonging to a particular nation by origin, birth, or naturalization.
- **Ethnic group**
 - A sizable group of people sharing a common and distinctive racial, national, religious, linguistic, or cultural heritage

Defining & Understanding Terms

Race

A human population distinguished as a more or less distinct group by genetically transmitted physical characteristics.



What is Culture?



Culture is Learned



Culture is learned first in the family, then in school, then in the community and other social organizations such as the church.

Purnell, 2005; Lewis 2021



Lewis, D. C. (2021). CULTURE IS A PROCESS!. *Respublica Literaria*, 2(3), 153-163.

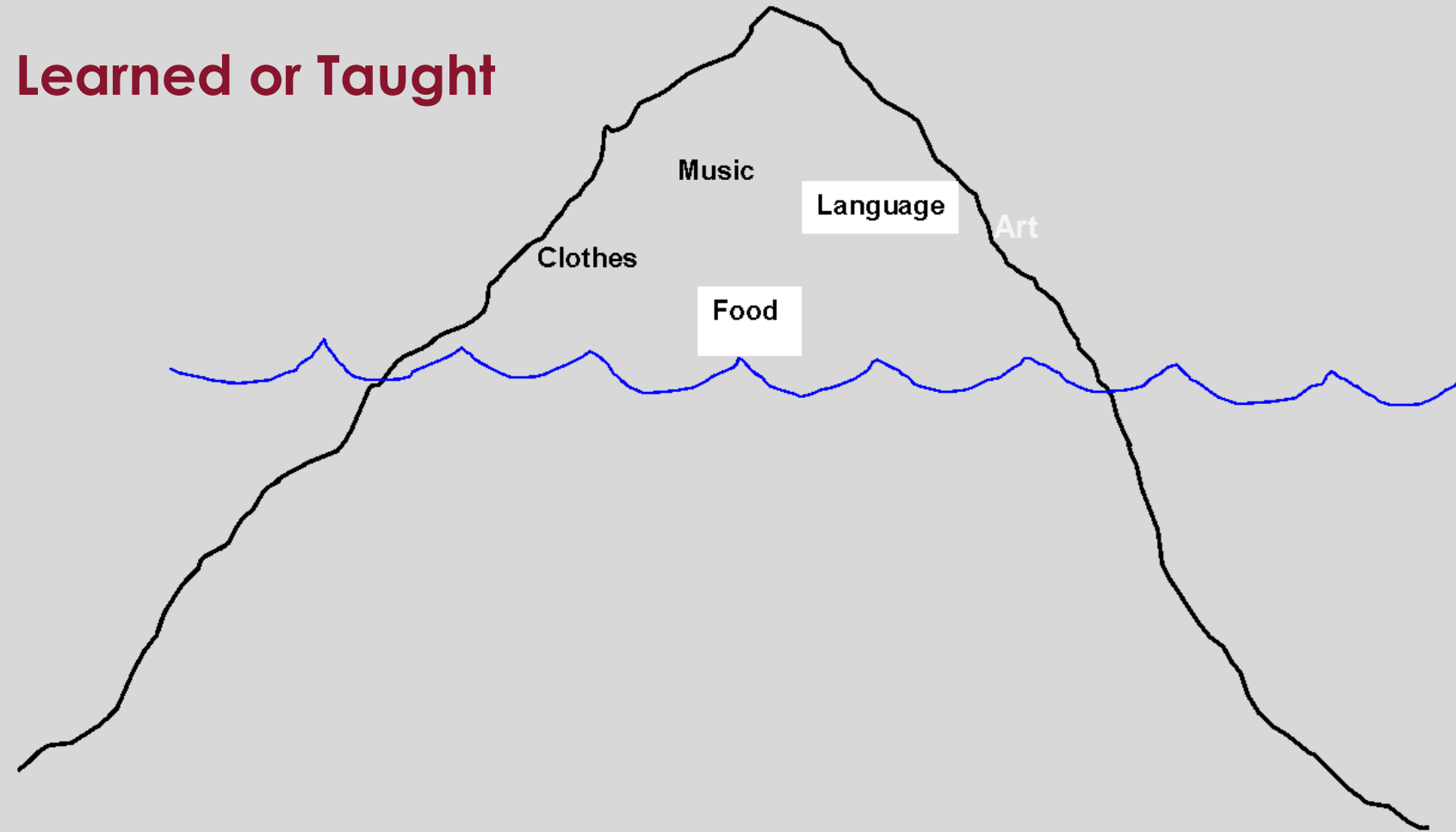
Purnell, L. (2005). The Purnell model for cultural competence. *Journal of Multicultural Nursing & Health*, 11(2), 7.

Cultures differ from one another in the ways they view the world—worldviews.

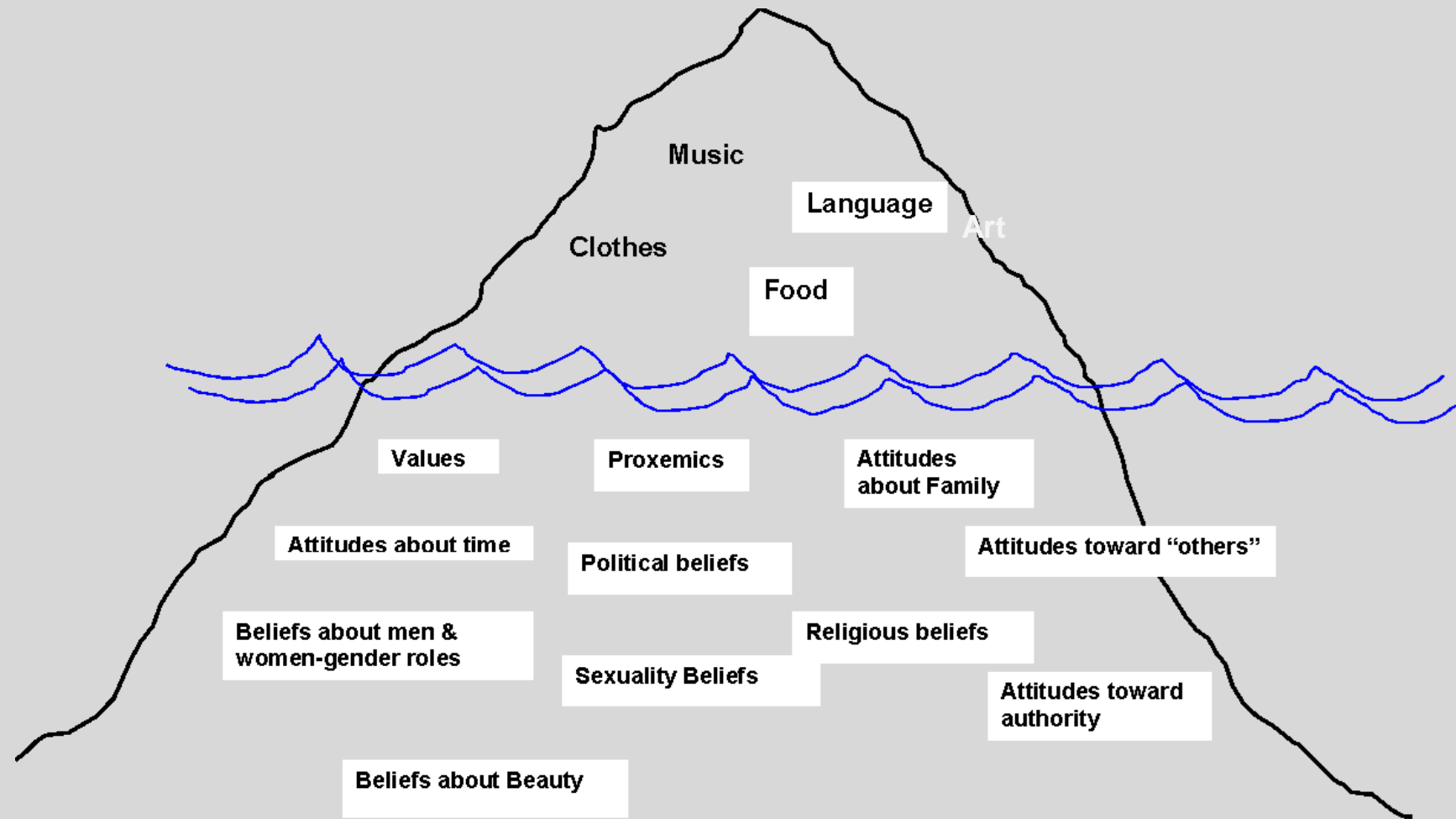
In the United States, the term “culture” or “ethnicity” is often only equated with race, yet...

Culture is Learned

Learned or Taught



The Iceberg of Culture



The Iceberg of Culture



Cultural Diversity

Diversity constitutes differences in perspectives and ideas related to lived cultural experiences.

Diversity in Diversity

People from the same ethnic or racial group are also “diverse” in terms of socio-economic status, education, age, religion, sexual orientation, individual experiences, or disposition.

Note: these categories can *strongly* influence one’s dietary and general health decisions.



Keep In Mind: Implicit Cultural Assumptions

North American

- Egalitarian/equality
- Can control the environment
- Future oriented
- Informal
- Direct in communications
- Youth valuing
- “Friendliness”
- Optimism
- Action oriented: Change now
- Ethnocentric: our way is the best way

“Contrast” Cultures

- Hierarchy
- Belief in fate
- Present focus
- Formal
- Indirect (non-verbal cues)
- Age valuing
- More closed to “strangers”
- Fatalism
- Change takes time
- Ethnocentric: our way is the only way

All Cultures Are On The Table Here



Diversity Equity & Inclusion is Not the Problem, But a Means to Cross-Cultural Communication

The “problem” of Diversity matters emerges because we live in a world that encourages people disproportionately to use differences to include or exclude, reward or punish, credit or discredit, elevate, or oppress, value or devalue, leave alone or harass....

Johnson, 2006; Royall et al, 2022

Royall, S., McCarthy, V., & Miller, G. J. (2022). Creating an Inclusive Workplace: The Effectiveness of Diversity Training. *J. Glob. Econ. Trade Int. Bus*, 3, 39-55.

Making “Diversity” More Inclusive

Since “Culture” has been majorly viewed in the U.S. as being primarily related to race, ethnicity, and gender...

Effective diversity/inclusivity programs are emerging to communicate diversity matters in a way that combats marginalization and exclusion.

Seven Kinds of Diversity

“Otherness”

- Race/ethnicity
- Gender
- Religion
- Sexual Orientation
- Socio-economic status
- Age
- Physical/Mental Ability

“ism”

- Racism/ethnocentrism
- Sexism
- Religious oppression
- Heterosexism
- Classism
- Ageism
- Ableism

Hamilton, P. (2021). Diversity and Marginalisation in Childhood: A Guide for Inclusive Thinking 0-11. *Diversity and Marginalisation in Childhood*, 1-272.

Johnson, A. P. (2006). *Making connections in elementary and middle school social studies*. Sage.

Example

Racial difference



- **Racial characteristics are only minor variations among people groups.**
- **Racial characteristics (e.g., skin color, eye shape, hair texture) account for 0.012 percent of human biological variation.**

Susan Cameron & Susan Macias Wycoff
Journal of Counseling & Development,
1998

Issues with Generalized Health Statistics

Given that racial characteristics (e.g., skin color, eye shape, hair texture) account for 0.012 percent of human biological variation, to issue a health condition based on race is at most about .012 accurate.

Health conditions would, therefore, be best issued, based on one's immediate family history, cultural practices and life-decisions.

Example:

Incorrect statement:

“African Americans are more than likely to be susceptible to XYZ...”

Correct statement:

An African American with XYZ dietary habits, and with family histories of XYZ can be susceptible to XYZ.”

In Summary...

The health condition of a race can not be generalized due to the insignificance of racial variation, yet instead can be assessed by mentioning, for example, an individual's lived experiences, immediate family background, **their own eating and exercising habits, life-styles and beliefs, mindsets, and economic climate.**

Note:

Cross-cultural communication is not based on race alone, but by the lived experiences and learned cultural practices of the individual.

Personal/Professional Application

- Learn about your own values and familial culture.
 - How is it the same as the person to whom you are providing care?
How is it different?
 - What are the things the person values?
 - What makes them smile? What makes you smile? How can we be more understanding of differences and values?

Note:

Even research can contain embedded confirmation or unconscious bias.

In Summary...

Tips:

Find out how you and your fellow staff identifies yourself/themselves. Do not presume or prescribe identity based on appearance or statistics. Engage with the human being and learn from them.

This approach is influences by patient/person-centered, holistic care, and self-efficacy related approaches.



Gaining Cultural Competence and Civility

**Diversity and inclusivity
are about *understanding*...**

not necessarily agreeing.

Solutions to Understanding Older Adults of Diverse Backgrounds from a Cross-Cultural Standpoint

- Understanding terms
- Exploring culture, cultural assumptions, and the development of bias
- Creating inclusive environments and culturally competent training to professionals
- *Acknowledge and greet older persons first.*
- *Generally, use formal term of address (Mr., Mrs.), at least initially. Train office staff to do the same*
- Assess cultural competence
- Diversity □ Inclusivity □ Civility



Civility involves acting with regard to other's lived experiences and feelings.

Creating a culture of civility requires communication, interaction, and an appreciation for the interests each person brings to the relationship.

Abdel Aziz Abdel Naby, S., Hamido, S., Abdel Hameed, N., & Mahmoud, H. 2022.

Abdel Aziz Abdel Naby, S., Hamido, S., Abdel Hameed, N., & Mahmoud, H. (2022). Developing Civility Behavior Guideline among Maternity Nursing Students at Class Room and Practical Engagement. *Egyptian Journal of Health Care*, 13(4), 197-213.

Diversity □ **Inclusivity** □ **Civility**

Civility matters because treating one another with respect is necessary to effective communication, community building, and finding common ground.

The Dance of Incivility in Nursing
Dr. Cindy Clark, Boise State University

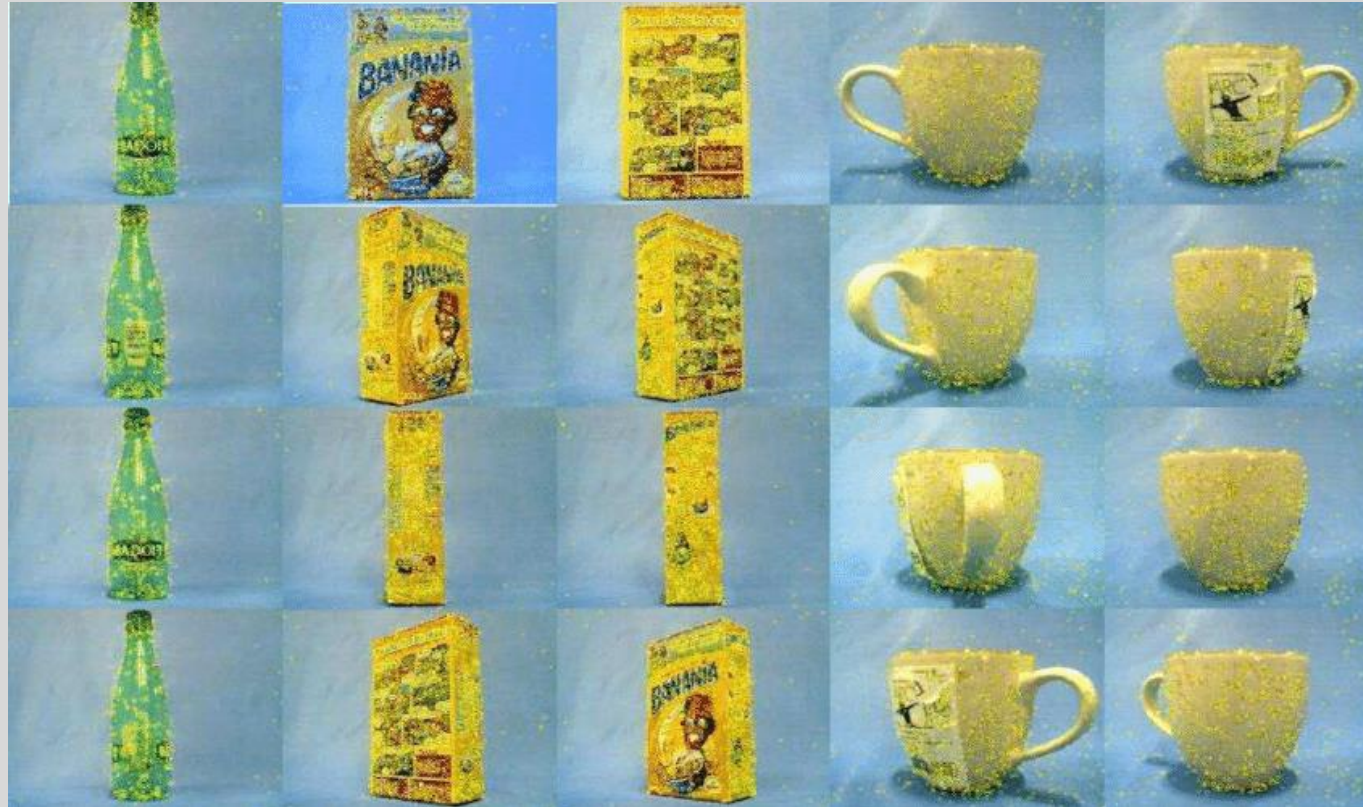
Diversity + Inclusivity + Civility = Community

We Value:

- A positive culture that fosters mutual respect and trust [and] promotes this atmosphere through open communication.
- An environment that recognizes and respects cultural diversity by recognizing and being responsive to individual needs.

Elizabethtown Community & Technical College

Without civility, we miss opportunities to really listen and understand others' points of view. Center, D. L. (2010).



Researchgate.com

Center, D. L. (2010). Three As of civility: Acknowledgment, authentic conversations, and action. *The Journal of Continuing Education in Nursing*, 41(11), 488-489.

Recommendation for Individuals to Enhance Cultural Competence: Journaling

For all:

- **Journaling can assist in challenging any “ism”**

Stevens, D. D., & Cooper, J. E. (2023). *Journal keeping: How to use reflective writing for learning, teaching, professional insight and positive change*. Taylor & Francis.

Lasater, K., & Nielsen, A. (2009). Reflective journaling for clinical judgment development and evaluation. *Journal of Nursing Education*, 48(1), 40-44.

In Summary to Civility in Professional Environments

- **Be Proactive**: Include expectations for behavior, along with academic expectations in syllabi
- **Be a Model**: Behavior serves as a powerful representation in how staff treat fellow staff and patients.
- **Ask Why**: Seek to have staff explain their behavior and put it into context
- **Have a Plan** to respond to the unexpected
- **Follow Through** on your plans for action
- **Document** incidents and your response(s) thereto

In Summary...

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Discussion

- What is one thing that you desire to implement to improve your cross-cultural communication?

Discussion



Feel free to send comments
and/or questions to
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Thank You!