

# **What All Interculturalists Need to Know: Why They are Not Cross-Cultural Psychologists, Anthropologists, or Internationalists**



**SIETAR Italia**

Annual Meeting, Milano, Italia

February 5, 2011



**Milton J. Bennett, Ph.D.**

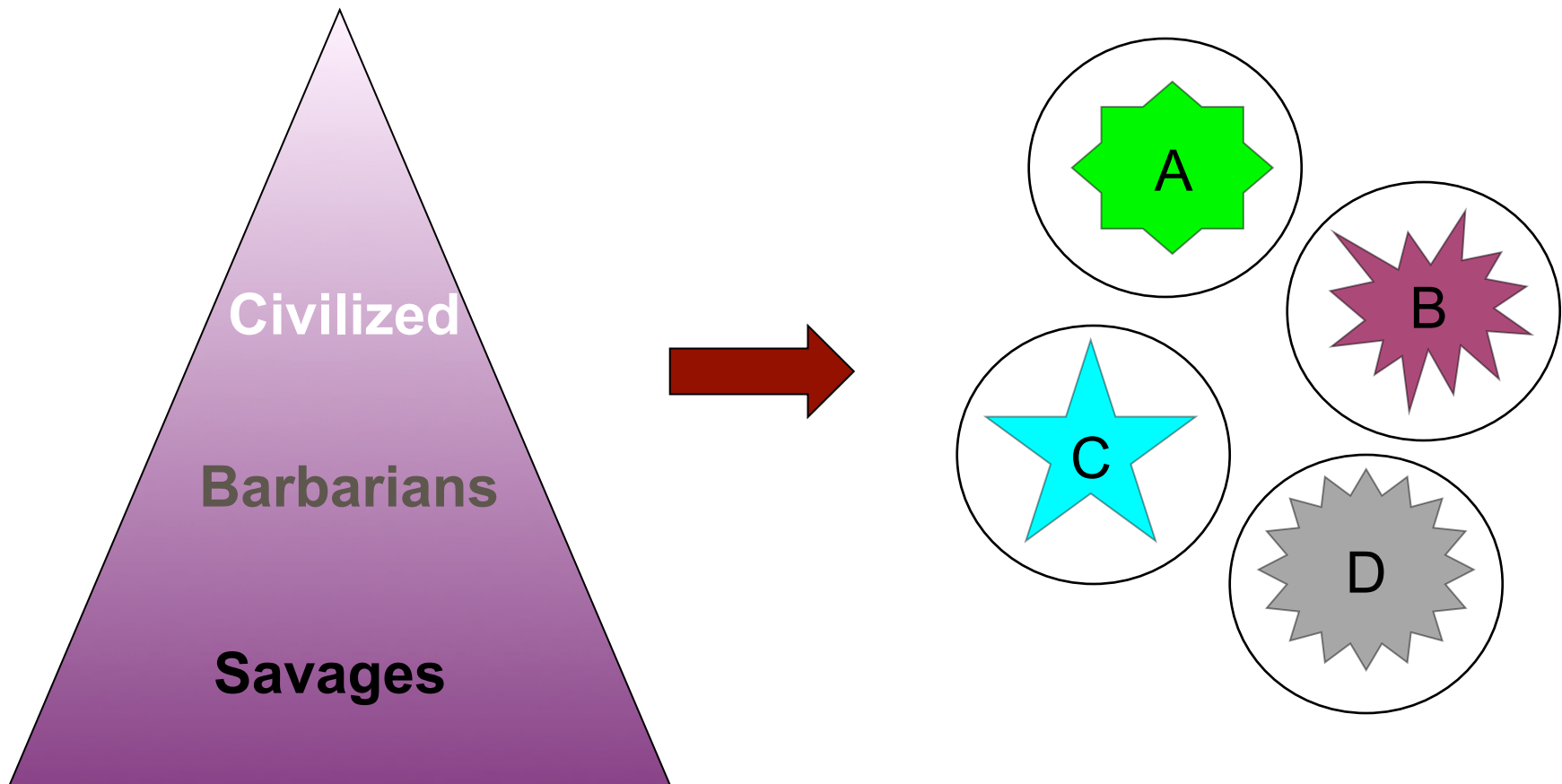
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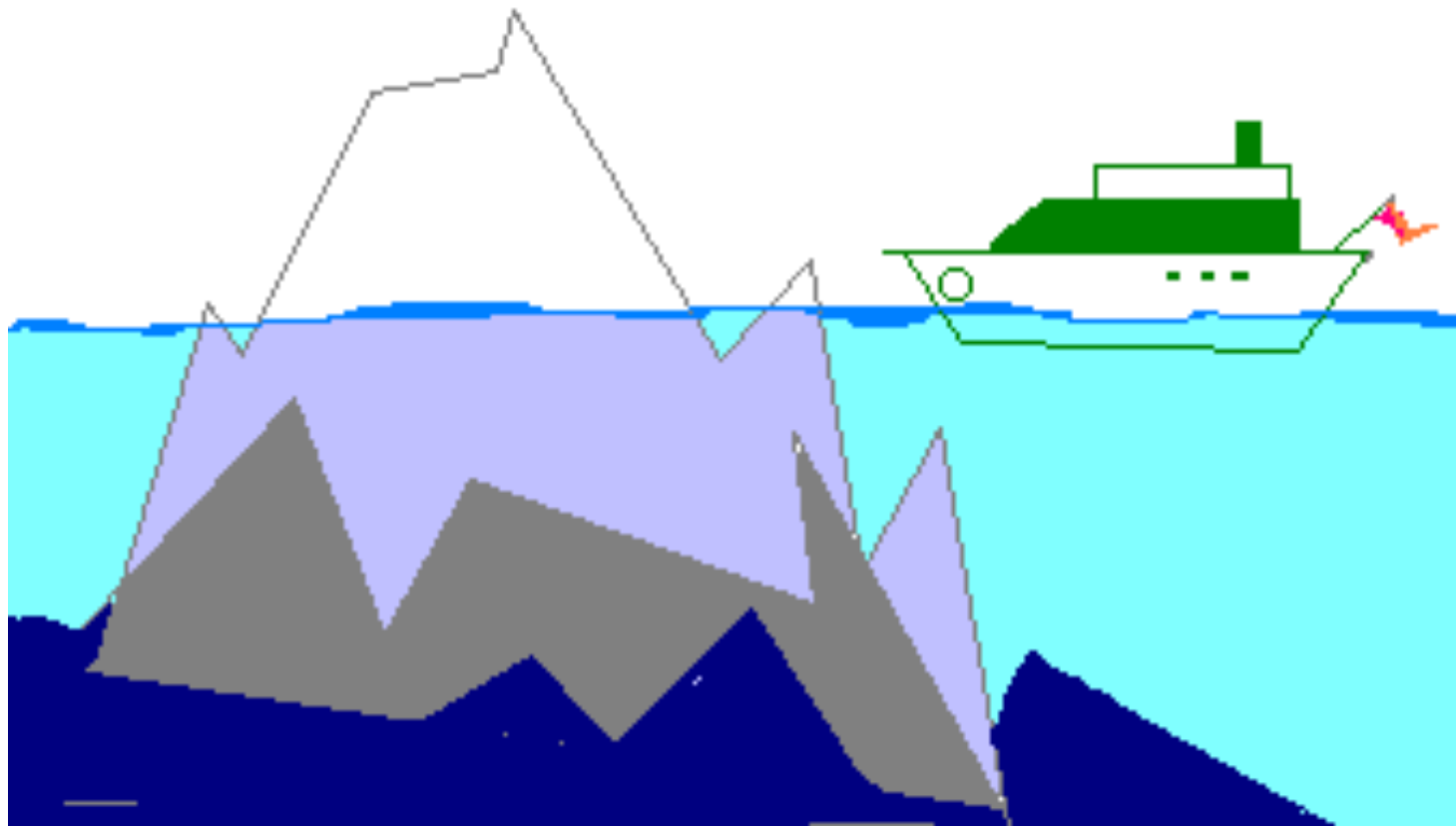
# Levels of Analysis of Culture

- Institutional-level analysis: Political Science, Economics, International Studies
- Group-level analysis: Social Psychology, Sociology, Anthropology, **Intercultural Communication**
- Individual-level analysis: Psychology, Cross-cultural Psychology
- Combined Institutional and Individual analysis: Critical Theory (Cultural Studies).

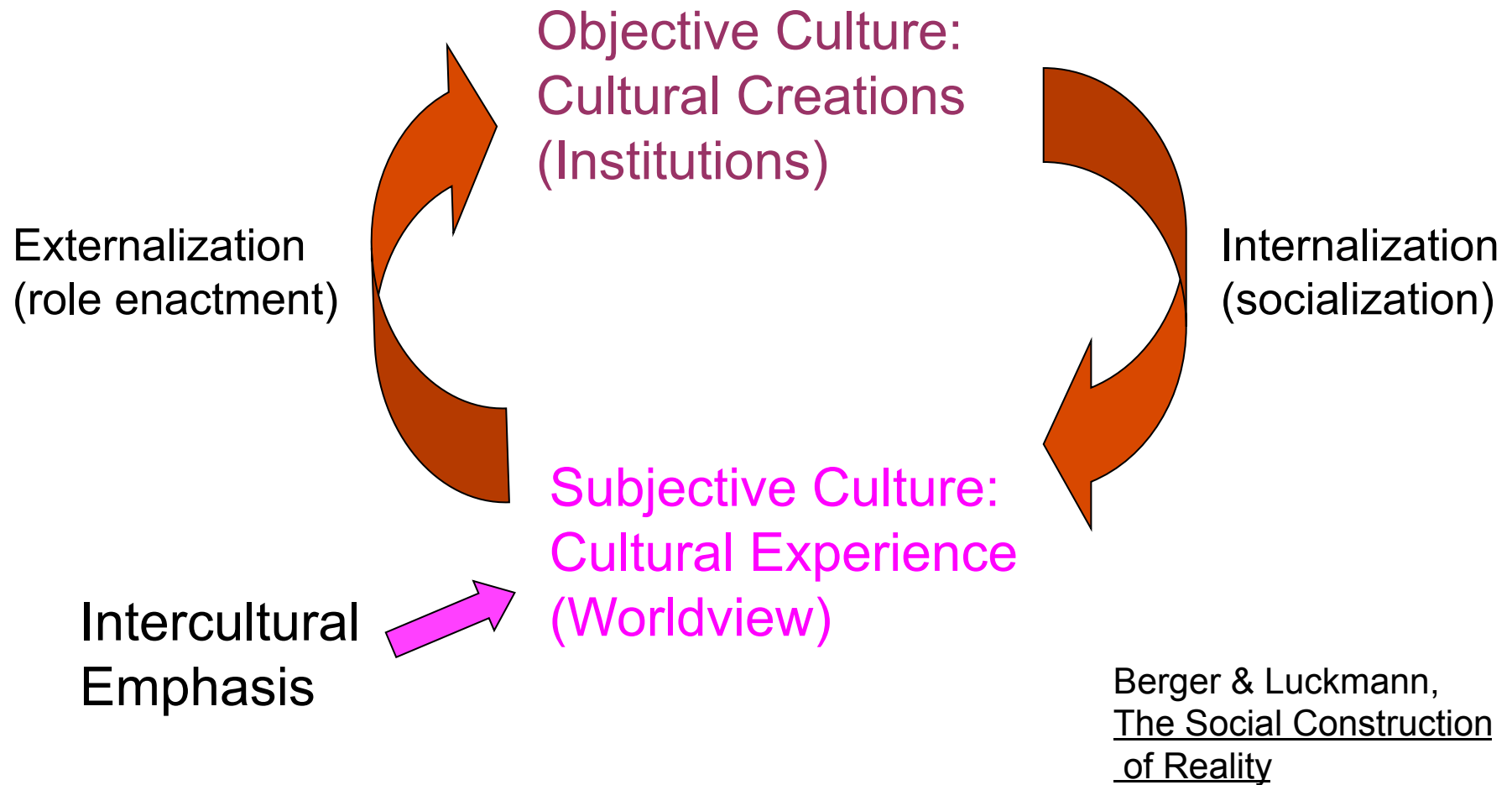
# Paradigm Clash: Absolutism and Cultural Relativism



# Paradigmatic Confusion: The Iceberg Metaphor

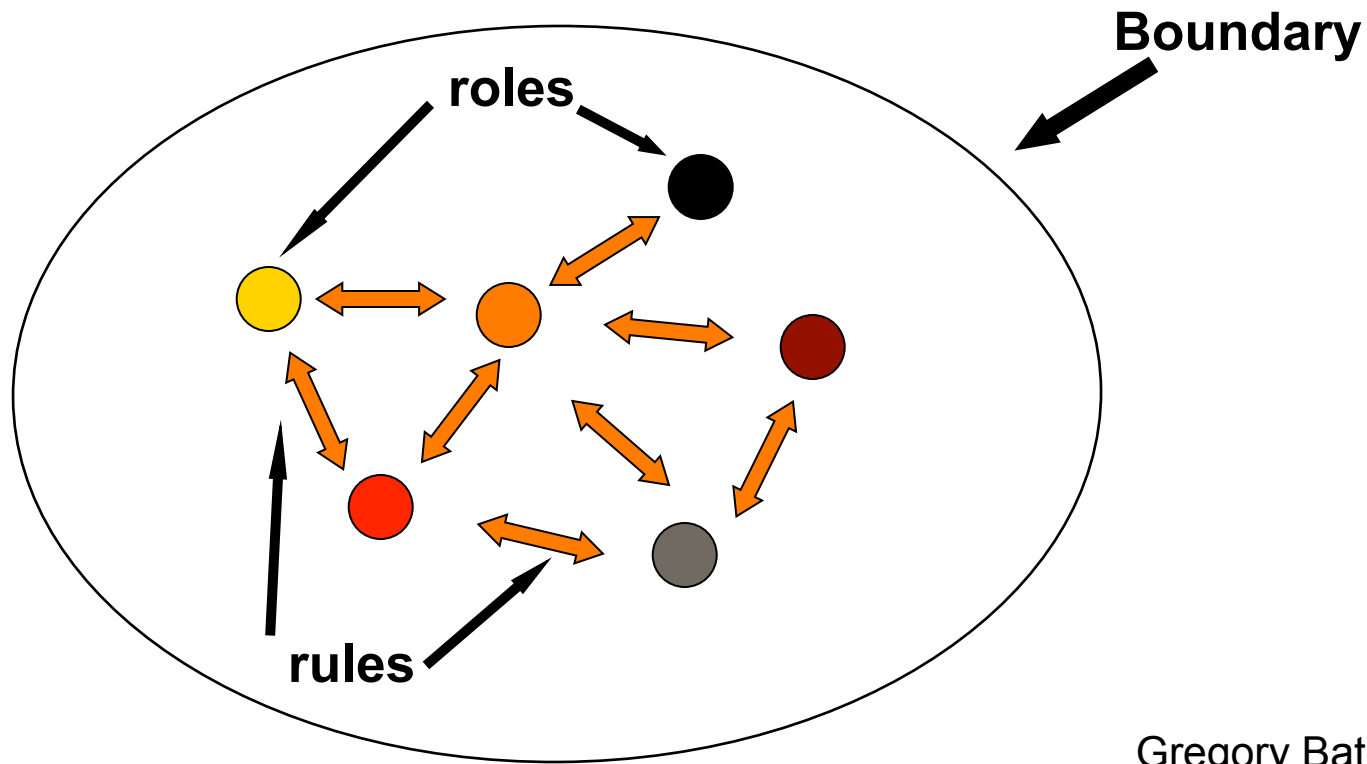


# Objective and Subjective Culture



# Developing Intercultural Competence

## Cultural Systems



Gregory Bateson (1951)

# The Construction of Subjective Culture

Peter Berger & Thomas Luckmann  
(Sociology)

Gregory Bateson (Communication)

Edward Sapir, Benjamin Lee Whorf  
Linguistics

**E.T. Hall (Anthropology)**

George Kelly (Psychology)

Erving Goffman (Sociology)

Dean Barnlund, John Condon  
(Communication Theory)

George Lakoff (Linguistics)

Humberto Maturana (Biology)

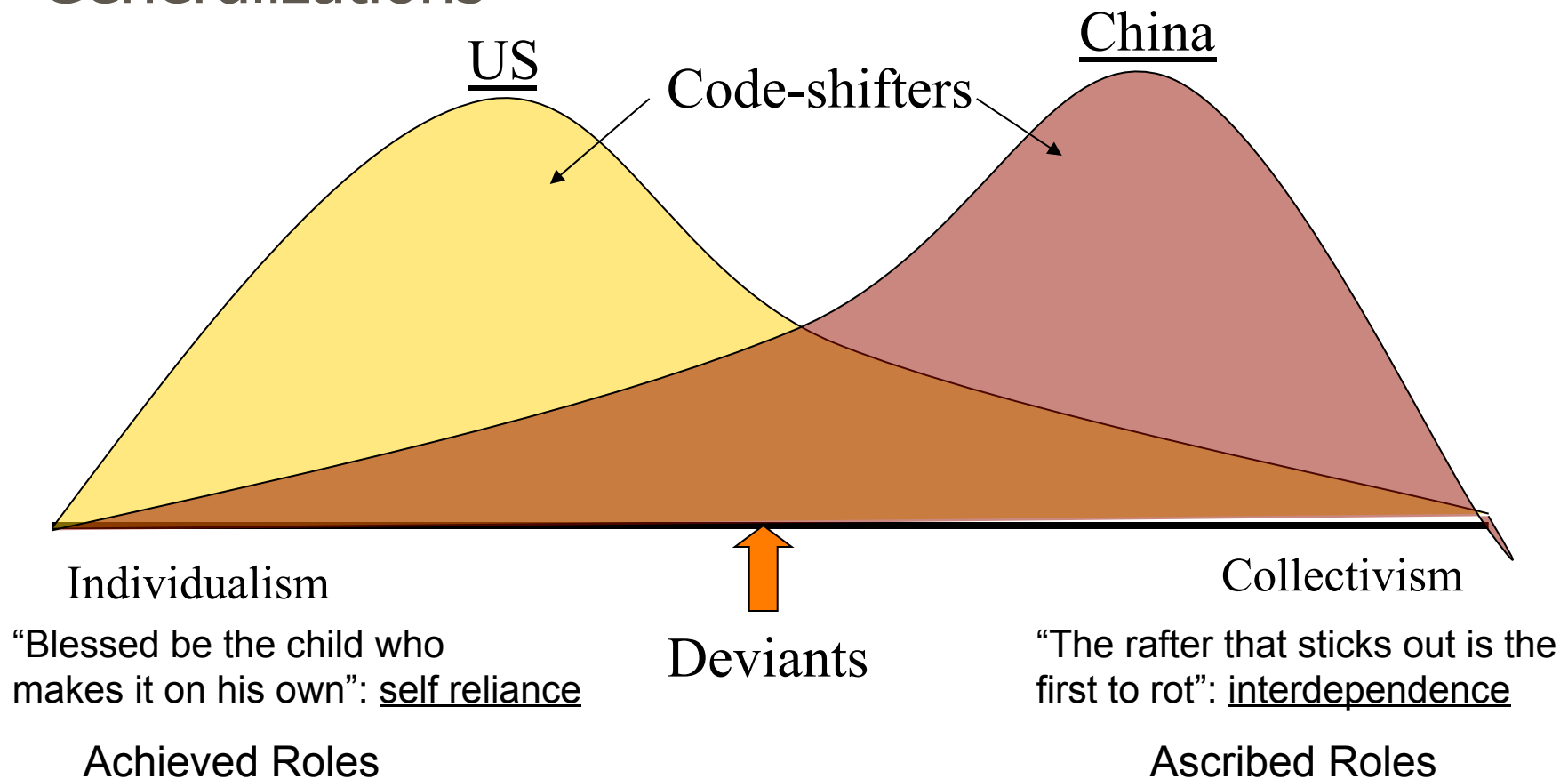
Cultural Relativism

Intercultural  
Communication

Contextual Embodiment

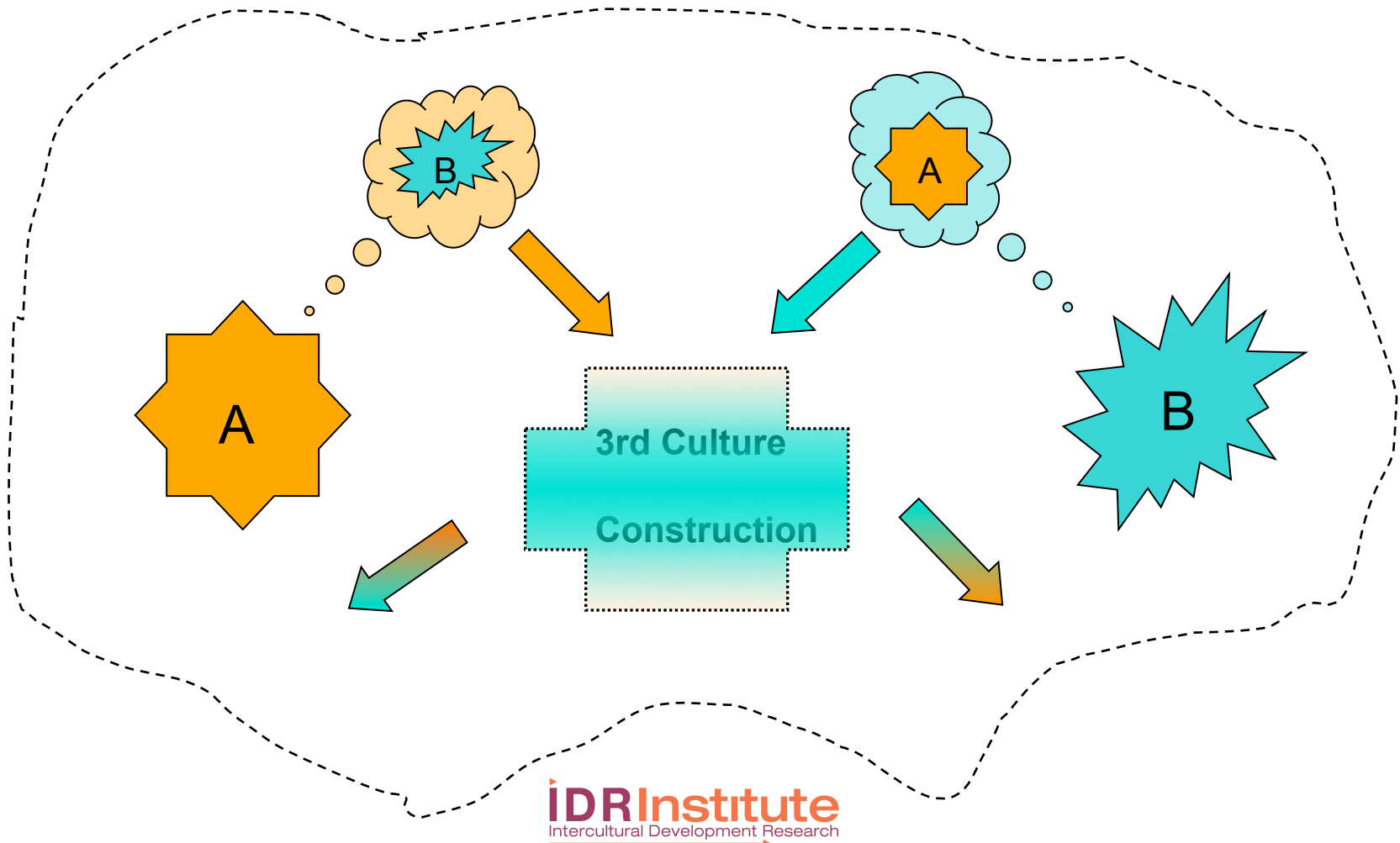
# Etic Cultural Comparisons

## Generalizations

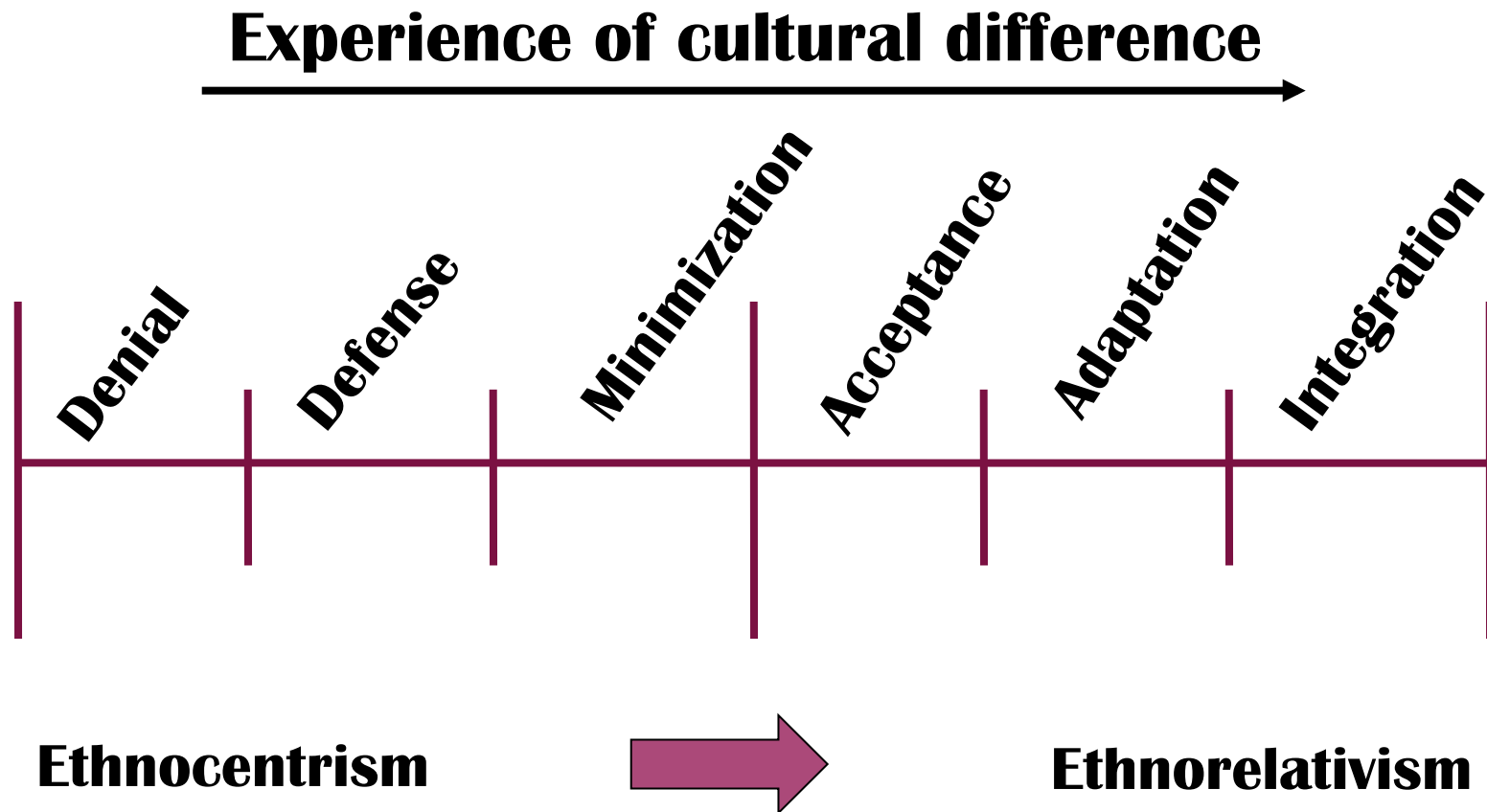




# Taking Cultural Perspective



# The Developmental Model of Intercultural Sensitivity (DMIS)



# Powerful Applications: Integrated Theory into Practice

- Coherent Action and Integrated Theory vs Incoherent Action
- Application Areas:
  - Education
    - | International exchange participant education
    - | Primary and secondary teacher training
    - | University curriculum and faculty development
  - Organizations
    - | Global leadership in corporations
    - | Intercultural competence in NGO's
  - Governments
    - | Immigrant social services
    - | Global citizenship

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