



Co-funded by the  
Erasmus+ Programme  
of the European Union

Developing the internationalization  
of PhD studies in South Africa

PART I.1

# THE NATURE OF INTERCULTURAL COMMUNICATION

Fanny Poujol  
University of Montpellier





**YEBO!**



Co-funded by the  
Erasmus+ Programme  
of the European Union

# Source video

- <https://www.youtube.com/watch?v=YMyofREc5Jk>

## DEFINITION

*Intercultural communication is:*

communication between at least two people  
from different cultures.



## WHY STUDY INTERCULTURAL COMMUNICATION?

- Increasing interaction between people due to globalization
- Increasing diversity in workplaces
- Increasing need to develop caring, responsible and ethical business leaders

## DEFINITION OF CULTURE

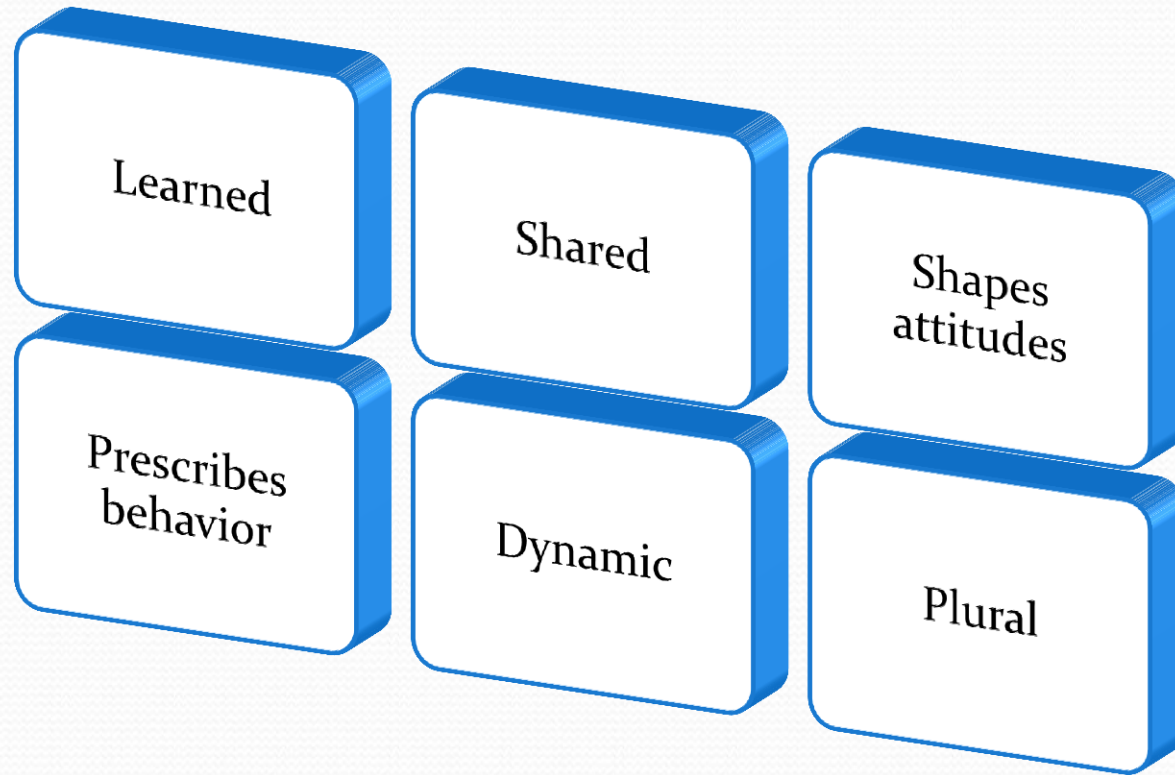
What is 'culture' in  
inter*cultural* communication?



# YEBO! FUNDAMENTAL CHARACTERISTICS OF CULTURE



Co-funded by the  
Erasmus+ Programme  
of the European Union





**YEBO!**



Co-funded by the  
Erasmus+ Programme  
of the European Union

## INTERCULTURAL DOMAINS

- National cultures
- Social groups
- Ethnic groups
- Genders
- Age or generational groups

(and more...)





**YEBO!**



Co-funded by the  
Erasmus+ Programme  
of the European Union

## IMPLICATIONS

- If intercultural communication is communication between at least two people from different *cultures...*
  - ALL communication between people is essentially intercultural.
  - Different types of cultures shape communication.
  - Caring, responsible and ethical business leaders must be effective intercultural communicators.