

# Intercultural Communication: Four Models

Small Power Distance ----- Large Power Distance

Individualism ----- Collectivism

Masculinity ----- Femininity

Uncertainty Comfort ----- Uncertainty Avoidance

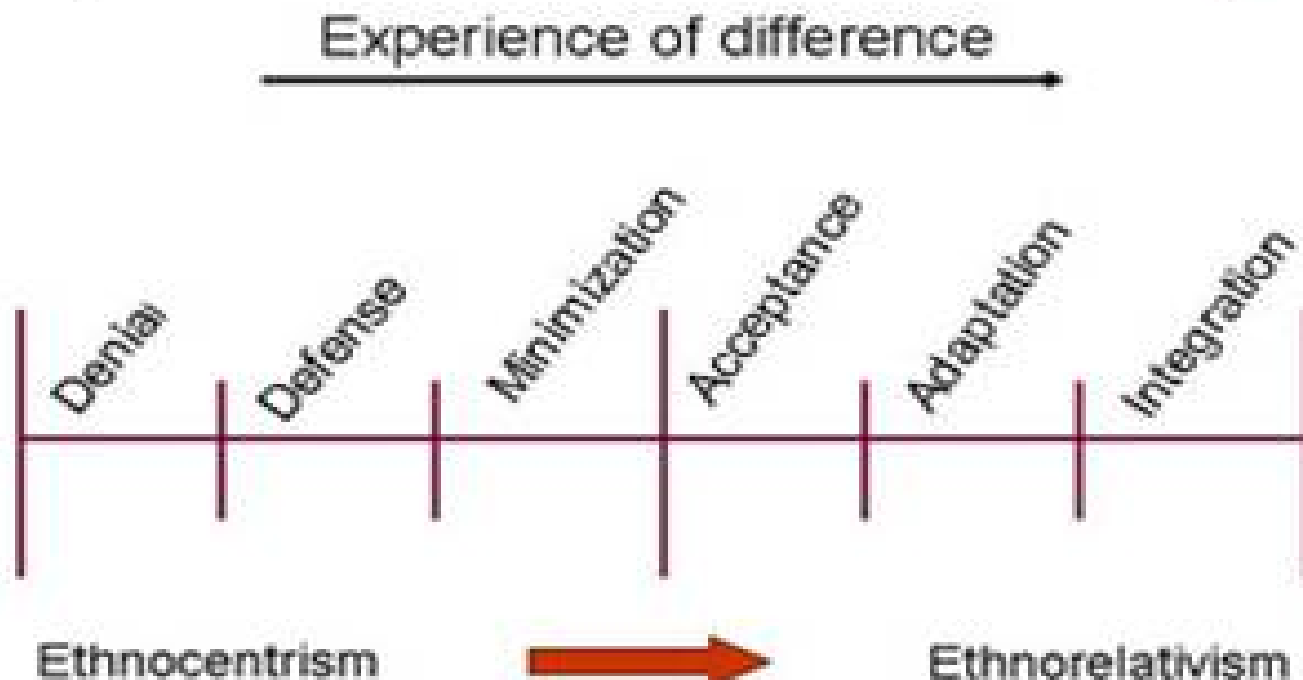
Short Term Orientation ----- Long Term Orientation

Indulgence ----- Restraint

[http://www.hofstede-  
insights.com/product/compare-countries](http://www.hofstede-insights.com/product/compare-countries)

# Developmental Model of Intercultural Sensitivity (DMIS) (Bennett)

## Development of Intercultural Sensitivity





# Cultural Intelligence (Earley & Ang)

CQ Drive

• **Motivation** - your interest and confidence in functioning effectively in culturally diverse settings

CQ Knowledge

• **Cognition** - your knowledge about how cultures are similar and different

CQ Strategy

• **Metacognition** - how you make sense of culturally diverse experiences

CQ Action

• **Behaviour** - your capability to adapt your behaviour appropriately for different cultures

<https://commonpurpose.org/knowledge-hub/all-articles/what-is-cultural-intelligence/cq-test/>

# Cultural Humility

- Critics of intercultural theory claim that “power” is a missing conversation.
  - Life-long learning and critical self-reflection
  - Recognize and challenge power imbalances
  - Institutional accountability





# Discussion

- What model works best for you?
- What independent research might you do on these models?
- How might your favorite model apply to Education?