

Home assignments for Week 4

1. Match the authors and their culture metaphors/models:

	<p>Margaret Mead (December 16, 1901 – November 15, 1978), an American cultural anthropologist, featured frequently as an author and speaker in the mass media during the 1960s and the 1970s.</p>	<p><i>Cultural iceberg model</i> as an analogy for the cultural codes that prevail in any society</p>
	<p>Gerard Hendrik (Geert) Hofstede (2 October 1928 – 12 February 2020), a Dutch social psychologist, IBM employee, and Professor Emeritus of Organisational Anthropology and International Management at Maastricht University in the Netherlands, well known for his pioneering research on cross-cultural groups and organisations.</p>	<p><i>Culture as a web</i> that people themselves have spun</p>
	<p>Clifford James Geertz (August 23, 1926 – October 30, 2006), an American anthropologist, a leading rhetorician and proponent of symbolic anthropology and interpretive anthropology, served until his death as Professor Emeritus at the Institute for Advanced Study, Princeton.</p>	<p><i>Figurative culture</i> (preparing for the future and adapting to change)</p>
 <p>to as the “founding father” of the formal study of intercultural communication.</p>	<p>Edward Twitchell Hall (May 16, 1914 – July 20, 2009), an American anthropologist and cross-cultural researcher, taught at the University of Denver, Colorado, Bennington College in Vermont, Harvard Business School, Illinois Institute of Technology, Northwestern University in Illinois, and others, and is often referred</p>	<p><i>Onion model of culture</i> (four main concepts that characterise culture: symbols, heroes, rituals, and values)</p>

2. Read about *ethnocentrism*, *cultural relativism*, *stereotypes* and *culture shock* (Liu, S., Volčič, Z. & Gallois, C. (2015). *Introducing intercultural communication: global cultures and contexts*. London: Sage, pp. 92-97, 208-218) and summarise the information.