

## INTERCULTURAL COMMUNICATION

### CORRELATION TO CULTURAL SENSITIVITY AND MULTICULTURAL CHALLENGES

*by:*  
**Dominique J. Viray**

The values of the community in which you were raised are perfectly normal to have. These are the behaviors you exhibit in daily life and every social interaction. Ethnocentrism is considered as a belief in the centrality of one's culture. It often involves prejudice towards another cultural aspect by the standards of one's own. According to Bennett (1993), Ethnocentrism is defined as 'assuming that the worldview of one's own culture is central to all reality'. Between people who are from different cultures, this is where Intercultural Communication, and the barriers that come with it, come in the picture. Language is one of the most prominent barriers to intercultural communication – but perhaps not the most fundamental. People without a common language may feel that there is an imperfect command of another person's language as they experience difficulty in communicating.

Intercultural communication refers to the communication between people from different cultures interacting with each other. On the other hand, cultural sensitivity pertains to the awareness and acceptance of other cultures and their identities. They are related to each other since cultural sensitivity is vital in order for intercultural communication to go smoothly. Having awareness helps individuals initiate their interactions with people of different cultures. If both of the factors are in a positive light, then the relationships will be formed properly, void of toxicity. An approach to intercultural communication should be with proper behavior as it focuses on recognition and respect of cultural differences, and even seeks for mutual adaptation despite the cultural diversity.

On a different note, multicultural challenges are dilemmas that get in the way of successful intercultural communication. These challenges include: language barriers, cultural differences, and discrimination. In addressing these issues, language registers serve a purpose in ensuring that there is an efficient system for keeping and passing information. Registers increase the variety of language as well as the appropriateness in writing and speaking. For instance, using a certain register to overcome a multicultural challenge can be done so communication is transmitted accurately. One example of this action can be the use of Consultative Register. In order to upkeep respect between people of different cultures, it is highly advisable to use consultative register so that offending a person can be avoided. It is formal, and the societal expectations accompany the users of this type of register, then this is considered as the optimal way in order to address a multicultural challenge.

## References:

Bennett, M. (1993). *Towards ethnorelativism: A developmental model of intercultural sensitivity*. ME: Intercultural Press.

Jandt, F. E. (2001). *Intercultural Communication: An introduction* (third ed.). Thousand Oaks: Sage.

Brislin, R. (1988). *Prejudice in intercultural communication. A reader*. Belmont CA: Wadsworth.