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Communication Studies: Approaches and Perspectives

Theory Application Essay

### **The Use of Theories to Understand Communication in Different Cultures.**

In today's society communication is one of the greatest interactions us humans have with one another. Without it we wouldn't be able to have an understanding of who we are as people. As one seeks interest in different thing in the world it grows their beliefs, religious connections, and social forms, which defines culture. The way we react to new things may seem awkward at first because it's not like we're used to it but before we react, we need to analysis, ask questions, accept, and then react. This avoids conflict between someone who may not share similar characteristics or beliefs. The world contains so many cultures its impossible to keep track, so respect comes into the position of greatly impacting one's work, engagement in the real world, and even family interaction. Theories help us reason with our actions and come up with plots to situations. The use of theories cam simply helps inform us on the importance of how we can respectfully communicate with other cultures, and why the relationship between cultural differences and communication are so important to one another.

As we communicate with one another whether its through text, email, a call, hand gestures or facial expressions, there are rules we apply without putting much through into in order to react in a respectful manner. There is: listening, being considerate to the person or group you're talking to, avoiding assumptions and stereotypes, open minded to differences and asking questions out of curiosity to be informed, and reciprocating treatment you would want to receive. There are many

other rules we apply ourselves to, so we can fulfill the needs of being respected. Although these are every person's standards of giving respect, but are people complying their own and others cultural background rules to communicate respectfully? These rules are usually learned in early human stages of life before children begin to speak. Beginning with listening, for instance if a toddler were to be asked for a hug by someone whom they weren't familiar with that had a loud and excited tone of voice the toddler usually wouldn't engage but to look at their parent for assurance or may even back away. The gesture the baby conducted is a form of nonverbal communication. Nonverbal communication is where the body conducts motions, expressions, and the use of distance to signal a message. The toddler does not know that giving a hug to greet or dismiss a person is a way to express how they feel but eventually its learned.

As a human go through their stage of life they tend to pick up from their surroundings. When that takes place, it is called socialization which includes a few agents such as: Family, religion, work, peers, education, and media. These are also factoring that shape one's culture and beliefs. Family, Work, and Education are usually the temporary factors that are by choice consistent other than like mass media. The media has a great influence on the world, it's a way people can be connected without communicating, sharing informative information and entertainment. Despite the positive impact, mass media has negative impacts on society when there's not full coverage on news, encouraging bad behavior, and acceptance of discrimination creating stereotypes. Being the explorative humans, we are we do try the things we are exposed to such as how we should react to situations, people, and whatever life throws at us. For example, Americans empower women by promoting beauty products and encouraging women to show and wear their hair naturally. This type of act would want an American to encourage all women of all countries to do the same. Unlike some cultures from within the Mid-Eastern area wouldn't agree

to that because of their belief of wearing scarfs to maintain their privacy. For example, If an American man were to approach a Mid-Eastern woman who believed in wearing a drapery over her head and he demanded that she takes it off while talking to him, he would be considered attacking her beliefs. Though the American man perhaps just wanted to see her hair or face better so he could admire her. Surely because the man only wanted to empower the woman by showing her beauty he didn't know because the media that he's been viewing does not relate much to what the woman beliefs are. The Cultivation Theory theorizes the people reflect what has been seen on television, similar to what the man has done thinking that he would empower the woman by telling her to take the scarf off. The theory in acts to how one plays a role in respecting someone while communicating because tv influences our behaviors. Maybe if watching television was more informative to applying culture into how things are broadcast the unknown acts of disrespect would not happen as often while communicating with others. In correction to the mistake the man should have first approached the woman and ask, "why does she wear the headscarf?", for a better understanding of her belief to wearing one.

Asking questions help humans solve problems, get insight on things they are unsure of, and to help get a better understanding of one another. The reasons people ask questions is to clarify things that you are unfamiliar to that you can't find an answer to. It brings further thought into a conversation, expressing the interest you may have in a person, and even tests the knowledge of someone. For Example, just as a manager seeking to hire future employees so they create applications. Job applications have questions so that the employer can easily identify or have a clue of how a person's work ethic is. Companies use a consistent set of questions which relate to their hiring role, so that its easier for them to choose their best employees. Not all the times jobs will have in person contact to see who's applying or interviewing. Many of the times this happens

the employer pays attention to the way a person's message is relayed. This doesn't always have to be verbal sometimes it's written, or visual. When a manager usually hires someone, theorizing the Critical Theory of Communication in Organization, they must think about what, who and how will things or a person will be positively benefit for the company. But really it is whatever the people at the top of the company wants. So, when an application is asking what's your ethnicity, language first and second if spoken, and country, the company may just need someone bilingual with an high school GED and not someone who has a master's degree from college. An employer must accept people for who they are but first do a background check because anyone working for someone or something is a representation of their company. Also, the employer has the power to disapprove of someone who is wanting to work due to them not liking the persons beliefs, work ethic, appearance, and how a person's ability to communicate. This may not be the right way to make decisions when hiring but its managerial control. For example, An American company hiring someone from Germany because the company needs someone between ages 16-18 able to translate Deutsch but the person is not allowed to drink alcohol while at home clocked in. In Germany at the age of 16 a person is of legal age but in America they're not until 21years of age. The company either respects the culture difference despite of the applied regulation to the job or they will hire someone who doesn't fulfill the need of someone being bilingual. Critical Theory of Organization indicated that some companies may make negative public seen decision because they want to do what's best for their company which ignores what the workers thoughts on the job, cultural beliefs, and anything dealing with what impacts the employee would want to bring to the company. This can bring problems to the workforce as far as who becomes attracted to wanting to work there. Someone at the top of a company would most likely want an employee that share similar ways. This is because it would be easier for the boss to communicate with the person.

Sharing similar ways to someone brings a comfort to being more open to someone while communicating. The boss would then futuristically have less issues with the person when new ideas come about on what's supposedly best for the company. Although this has a great impact on a company there are negatives also. This creates a less diverse community. Diversity is important because it's a way human are able to learn new ideas from different ethnics which expands our cultural ways.

Having an open mind to culture understanding in a company is a very useful skill when determining who to hire. This is because not all greetings happen with a handshake in Tibet a way to greet is with your tongue out which seems to be as if someone's teasing, if the person was from Japan doing a bow. If you were not to stick your tongue back out at them or bow you would be considered rude and disrespectful.

Humans tend to already have an idea of how one will act so acting out of the unordinary manner may be taken as weird, different, and unacceptable. When meeting new people with different backgrounds you can expect them to be rationally different. To respectfully give an reaction back, the communicator reward valence is a great way to engage when something is out of the ordinary. Without insulting the behavior of the person, its rewarding them by engaging into their actions. For example, greetings between one royalty to another appropriately would be for men to bow and a woman to curtsy. Royalty people without their crowns would look like ordinary people until someone is to greet them. An American would probably reach out for a handshake without bowing and the Royals would probably engage so that they aren't considered rude. The Expectancy Theory theorizes that humans behave a way to receive an expected behavior in return from one another. This theory helps bring an understanding to why people may not engage in a conversation to indicate them not recalling what is being said to them or even someone bowing at

the end of a play to indicate the show is over so the audience can give an applause. Expectancy theory is the main theory of communication to why people should have a better understanding of others culture while communicating. It is because we don't know how a person will behave until it happens, it's taking the chance on being disrespected in a manner of not knowing one's intentions regarding their cultural backgrounds.

There are ways you could be neutral to avoid communication problems as far as mimicking the same way the person has greeted you, reward the person for their accomplishment, and verbally communicate the lack of knowledge of one's actions. With mimicking if someone were to reach out for a hand shake you would react in reaching yours out, just as if someone Asian culturally influenced would bow you would do the same. Therefore, people should be aware of the nonverbal behavior. Rewarding a person will genuinely make the person feel recognized, like nodding, smiling, laughing, or clapping. As for verbally communicating, the lack of knowing one's actions you can depend on asking questions. To start a question, you should begin with either; why, what, where, how, who, whom, when, and which.

In my conclusion to solve the issue of communication between different cultures using nonverbal and verbal ways will help better a person's understanding. The better people understand one another's cultural beliefs while communicating will solve many conflicts between different races, countries, and ethnics. Which will prevent wars, fights, and any other disagreements and arguments between two or more groups of people. Asking questions result in staying unbiased between yours and another person's beliefs. Then one should accept what is not found familiar to their own beliefs even if it goes against their own, they can simply stay unbiased. This follows into the reaction which is where someone has the option to use their own analysis of the person against them or accept to understand how one communicates. The three theories, Cultivation Theory,

Theory of Communication in Organizations, and Expectancy Violations Theory all help better the understanding of how to respect someone when communicating since we all have different beliefs. Without theory we people would not evolve our understanding of one another. Theory is what we have observed and then found a conclusion to either better a situation or break down what is being observed and alter it. With examples any theory can be stated and only with proven examples can be considered a theory. Theories are reliable to research because it proves that something can take place or justified.