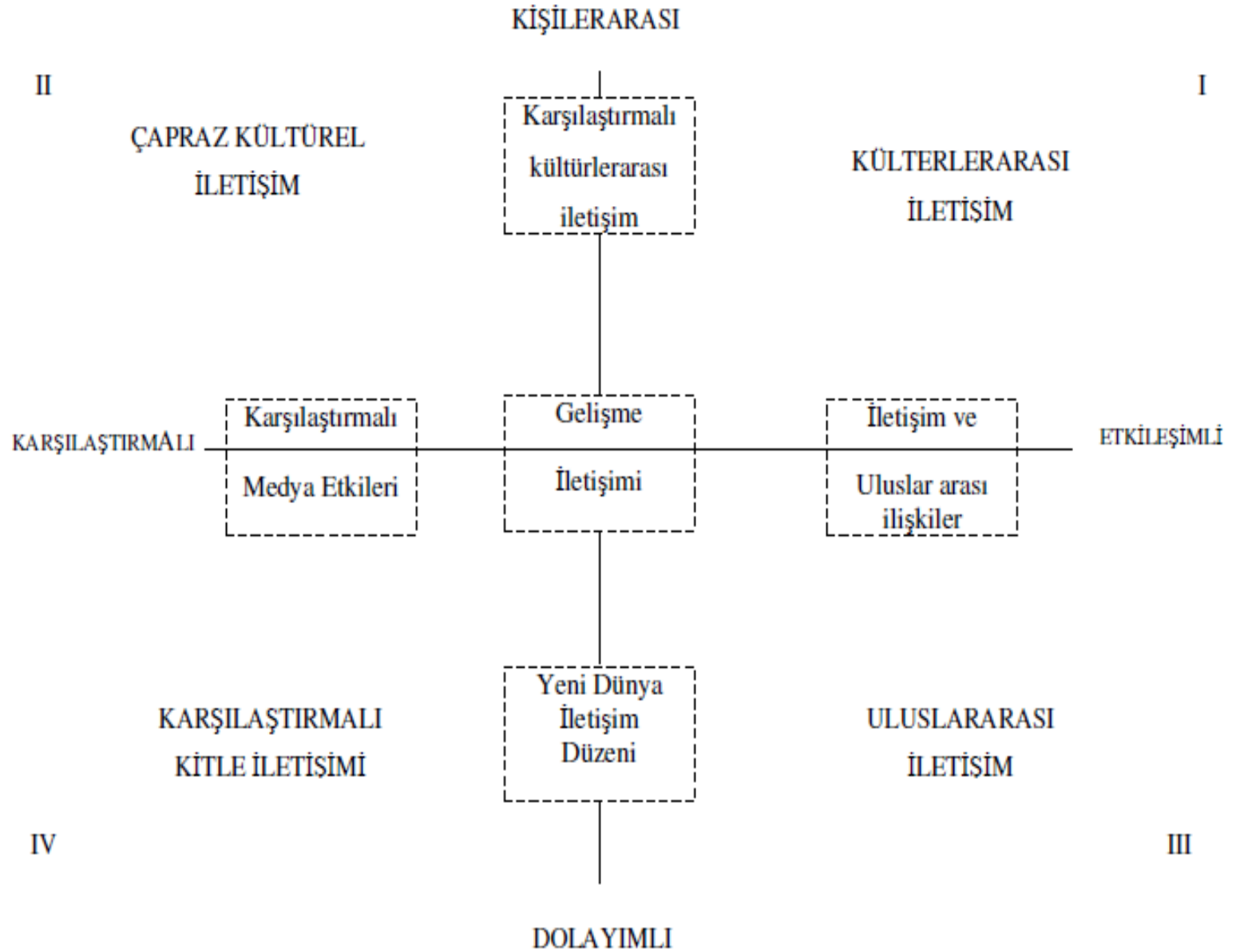


Kültürlerarası İletişim

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3. Hafta Kültürlerarası İletişim
Araştırma Alanı, Disiplin ve Tarihi



TABLO 1: Araştırma Alanları (Gudykunst, 1989: 10)

- William Gudykunst, kùltùrlerarası iletiřim alıřmalarının ieriđini iki boyut ùzerinde (etkileřimsel- karřılařtırmalı boyut ve dolayımılı-kiřilerarası boyut) dörde ayırarak kavramsallařtırır (Bkz. Tablo 1):
- I) kùltùrlerarası iletiřim,
- II) apraz kùltùrel iletiřim,
- III) uluslararası iletiřim,
- IV) karřılařtırmalı kitle iletiřimi.
- Gudykunst, kùltùrlerarası iletiřimin, etkileřimsel ve kiřilerarası nitelik tařıdıđını, farklı kùltùrlerden insanlar arasındaki ya da ortak bir kùltùre sahip insanlar arasındaki kiřilerarası iletiřimi incelediđini belirtir.
- apraz kùltùrel iletiřim "kiřilerarası" ve "etkileřimsel" kavramlarına odaklanır ve farklı kùltùrlerden insanların iletiřim davranıřlarındaki (örneđin müzakere stratejileri) farklılıklarla ilgilenir.
- Uluslararası iletiřim, "etkileřimsel" ve "dolayımılı" kavramları ùzerinde durur ve farklı ùlkelerdeki medya iletiřimini inceler.
- Karřılařtırmalı kitle iletiřimi de "karřılařtırmalı" ve "dolayımılı" boyutlara sahiptir ve farklı ùlkelerin kitle iletiřim sistemlerinin benzerliklerini ve farklılıklarını arařtırır (Chen ve Storasta, 1996: 15 ve Kartarı, 2001: 33).

Kültürlerarası VS Çapraz kültürel İletişim

- The European researcher Daniele Trevisani pointed out the semantic distinction between Intercultural and Cross-Cultural Communication should be clearly specified: **Intercultural Communication** properly refers to the study of the "**interaction**" between people from different cultures, *while Cross-Cultural Communication* specifically refers to the **comparison** of how people from different cultures communicate.
- In other words, **Cross-Cultural Communication** is a "**static differential image**" depicting differences in communication patterns across different cultures, while **Intercultural Communication** studies "**dynamic interactional patterns**", what happens when people from at least two different cultures meet and interact, and what "frames" are generated from this interaction, e.g. understanding vs. misunderstanding, agreement vs. disagreement, cultural adaptation vs. cultural isolation, emerging of "third cultures", conflict vs. cooperation, intercultural team cohesiveness vs. team misunderstandings, intercultural projects success vs. projects failure, emotional improvement vs. emotional deterioration, and any other relational outcome (Trevisani, 2005).^[2]
- In a broader sense, Intercultural communication encompasses [cross-cultural communication](#), [international communication](#), [development communication](#), and intercultural communication's narrower referent, intercultural communication proper.^[3] With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds *interact*. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people. It also involves understanding the different cultures, languages and customs of people from other countries. Intercultural communication plays a role in [social sciences](#) such as [anthropology](#), [cultural studies](#), [linguistics](#), [psychology](#) and [communication studies](#). Intercultural communication is also referred to as the base for international businesses. There are several cross-cultural service providers around who can assist with the development of intercultural communication skills. Research is a major part of the development of intercultural communication skills.^{[4][5]}