

From Intercultural Communication to Intercultural Negotiation: An Approach of *Etic* and *Emic*

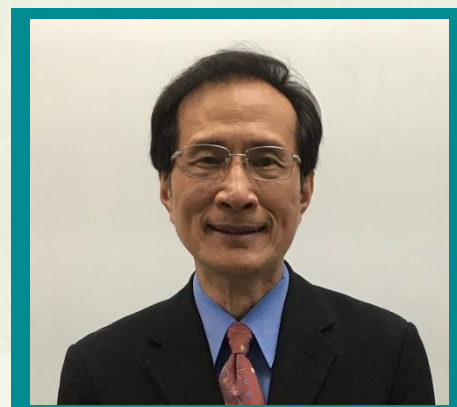
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日時: 2020年11月25日(水) 18:00-19:30

形式: オンライン(Zoom)

※申込者のアクセス方法は追ってご連絡します。



概要:

This presentation features the process and outcome of the intercultural communication as a predecessor of the intercultural negotiation through the conceptualized interpretation of etic and emic. Etic is a term stemming from “phonetic,” and the etic inquiry searches for universal generalizations across cultures from a distance. Emic is a term stemming from “phonemic,” and the emic way of inquiry focuses on understanding communication patterns from inside a particular cultural community or context. Based upon etic and emic, six “imperatives” in the intercultural communication, that is, 1) The Self-Awareness Imperative, 2) The Demographic Imperative, 3) The Economic Imperative, 4) The Technological Imperative, 5) The Peace Imperative, and 6) The Ethical Imperative, (Martin and Nakayama, 2018), are critically and pragmatically analyzed together with how culture differences can influence intercultural negotiations in both “the managerial perspective” (the performative ways) and “the research perspective” (the effects of culture) (Lewicki et al., 2015) with a view to the acquisition of culturally responsive strategies and tactics that intercultural negotiators can adopt effectively at the intercultural negotiation table. In conclusion, a case study, American Factory (2019), a US-produced documentary, depicting the intercultural conflicts between the Chinese capital/management and the American labor/union, is used as an exemplification for this presentation and for intriguing further discussions in this regard.

申込み方法:

メール件名に「11/25 e-LINC講演会申込み」と明記のうえ、メール本文に「氏名・連絡先電話番号・所属機関」を記載して、以下のメールアドレス宛にお申込みください。※参加費は無料です。

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【申込締切】 2020年11月19日(木)