

CULTURAL PERCEPTIONS ON ENVIRONMENT AND GLOBAL CONTEXT

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Introduction


What do we mean by
environment?

Relationship Between Culture,
Environment And Worldviews

Conclusion

Introduction

The relationship between culture, environment and worldviews is examined to determine how intercultural communication is affected by environment perceptions.



The impact of environmental context is underestimated in intercultural communication.

Message received and sent between the person from culture A and person from culture B have to be coded and decoded across the different contexts in order to be understood.

What do we mean by environment?

Knapp and Hall (2006:109) claim that environment refers to the natural spaces around us and includes the geographical space, the atmospheric condition and the location.

there are some factors that can influence by environment

1. Type of communication.

2. Information available within the environment context.

3. Emotional reactions.

RELATIONSHIP BETWEEN CULTURE, ENVIRONMENT AND WORLDVIEWS


A culture's worldview contextualizes the importance of their environment and that becomes the key basis upon which they construct their intercultural relationship.

Altman and Chemers (1984) categorize 3 different cultural orientations to nature.

1. *People as subjugated to nature, living a life at the mercy of an uncontrollable force.*

2. *People as over nature, with a strong belief that people can dominate, exploit and control nature.*

3. *People as an inherent part of nature, where humans, animals, plants and other elements can live in harmony in an interdependent way.*



Whitfield (2004) maintains that people in such societies, Indonesia for example, tend to be superstitious, are unwilling to take responsibility for their own actions or to try hard to influence outcomes and change their fate.

A culture's views about their natural environment also affect how they perceive and design their built environment.

Knapp and Hall (2006:129) suggest that there are six perceptual bases for examining environment :

1. Formal versus informal

2. Warm versus cold

3. Private versus public

4. Familiar versus unfamiliar

5. Constraining versus free

6. Distance versus close

Hall (1969) identifies four distance zone, appropriate for different types of communication and interaction (see, griffin, 2009:62-63).

1. Intimate distance 0-18 inches (for embracing, touching or whispering)

2. Personal distance 1.5 - 4 feet (for interaction among good friends)

3. Social distance 4 - 12 feet (for impersonal transaction and interaction among acquaintances)

4. Public distance over 12+ feet (set around important public figures for publik speaking).

Conclusion

It is important to consider the multiple complexities of intercultural communication in a global context before drawing conclusions about the success and/or failure of any intercultural communication interaction.