

Intercultural Intersections TRU 2019

# **Future Visions: Challenges and Opportunities in Intercultural Studies in Canada**

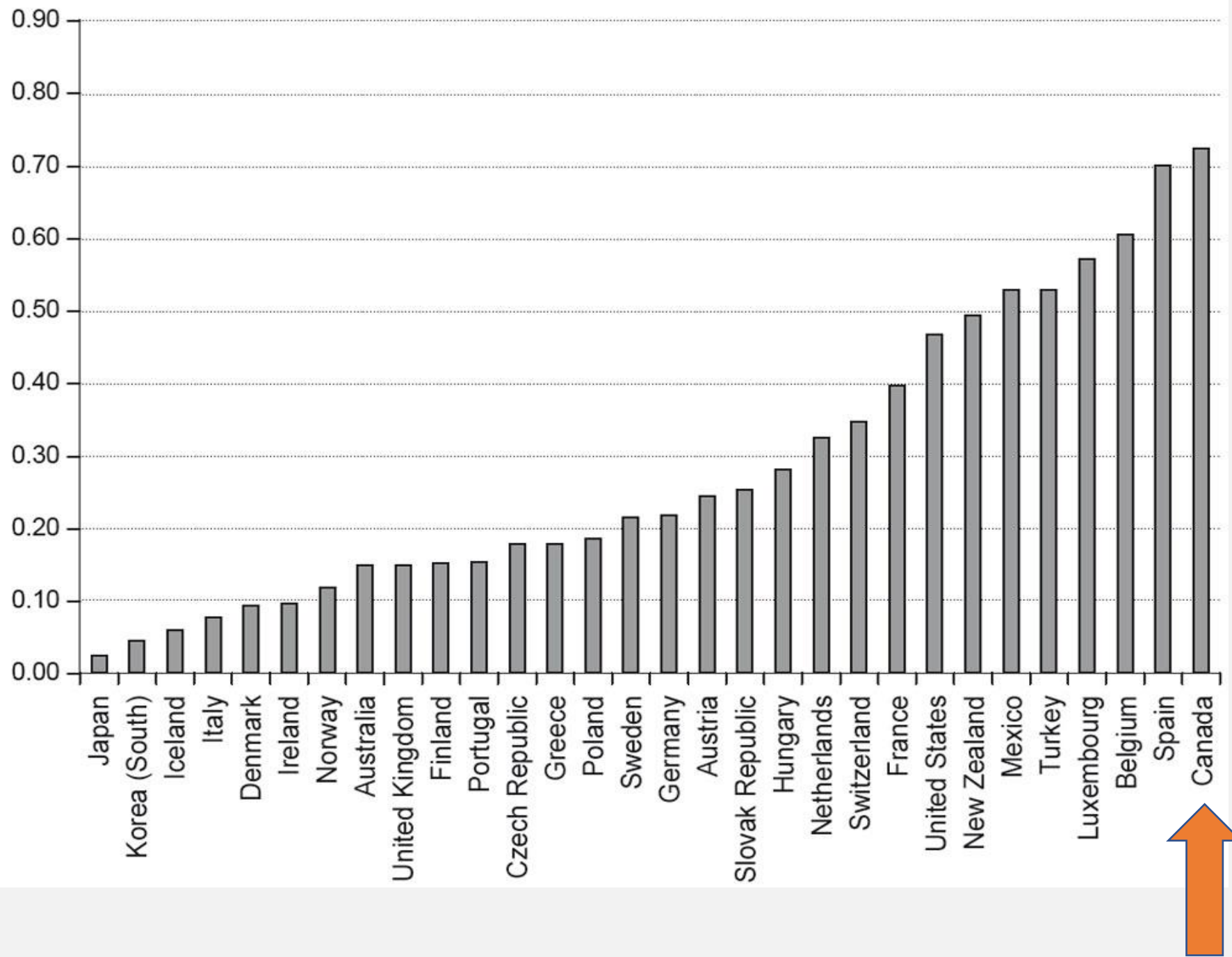
Hyoshin Kim (University of British Columbia)

Heather Tobe (Douglas College)

# Outline

- **Introduction**
- **Research Question**
- **Methodology**
- **Early Findings**
- **Future Directions**



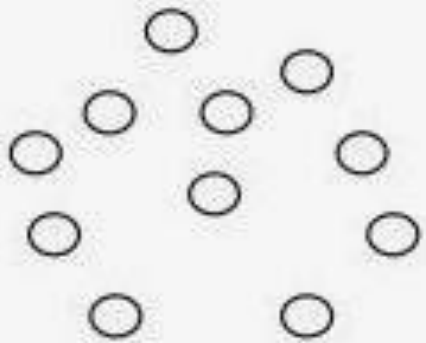


## Cultural diversity: Ethnic fractionalization in OECD countries

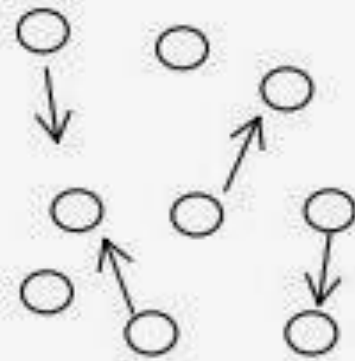
source: Natalka Patsiurko , John L. Campbell & John A. Hall (2012)  
Measuring cultural  
diversity: ethnic, linguistic and  
religious fractionalization in the  
OECD, Ethnic and Racial Studies,  
35:2, 195-217

# Multicultural & Intercultural

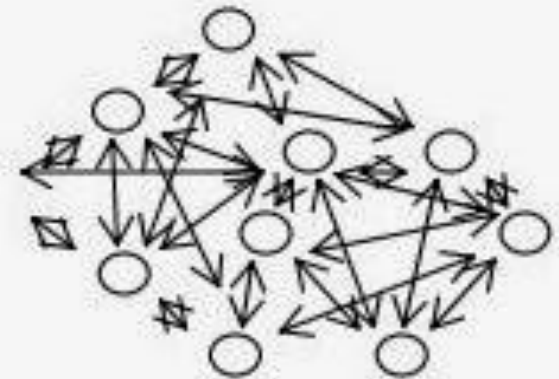
MULTICULTURAL



CROSS-CULTURAL



INTERCULTURAL



# Research questions

- What is the current situation of intercultural studies in Canada?
- Where is it going?/where should it go? How can we move the intercultural studies agenda forward?



# What do we mean by intercultural studies?

- Intercultural relations
  - Intercultural communication
  - Intercultural skill development
  - Intercultural competency
- 
- Broad perspective – across the institution – research, programs, courses, institutional activities

# Methodology

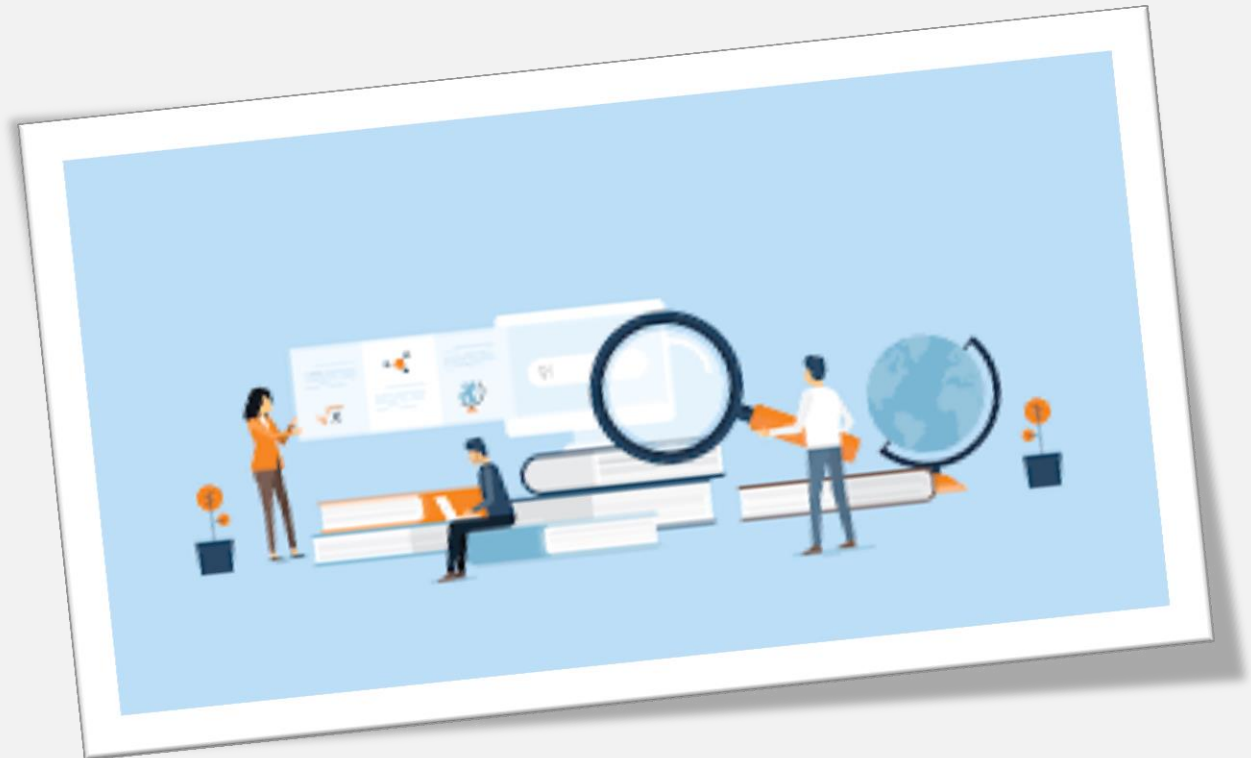
- Semantic Network Analysis
  - Literature
  - Key words
- Institutional search
- Anecdotal Evidence



# Early Findings and Interpretations

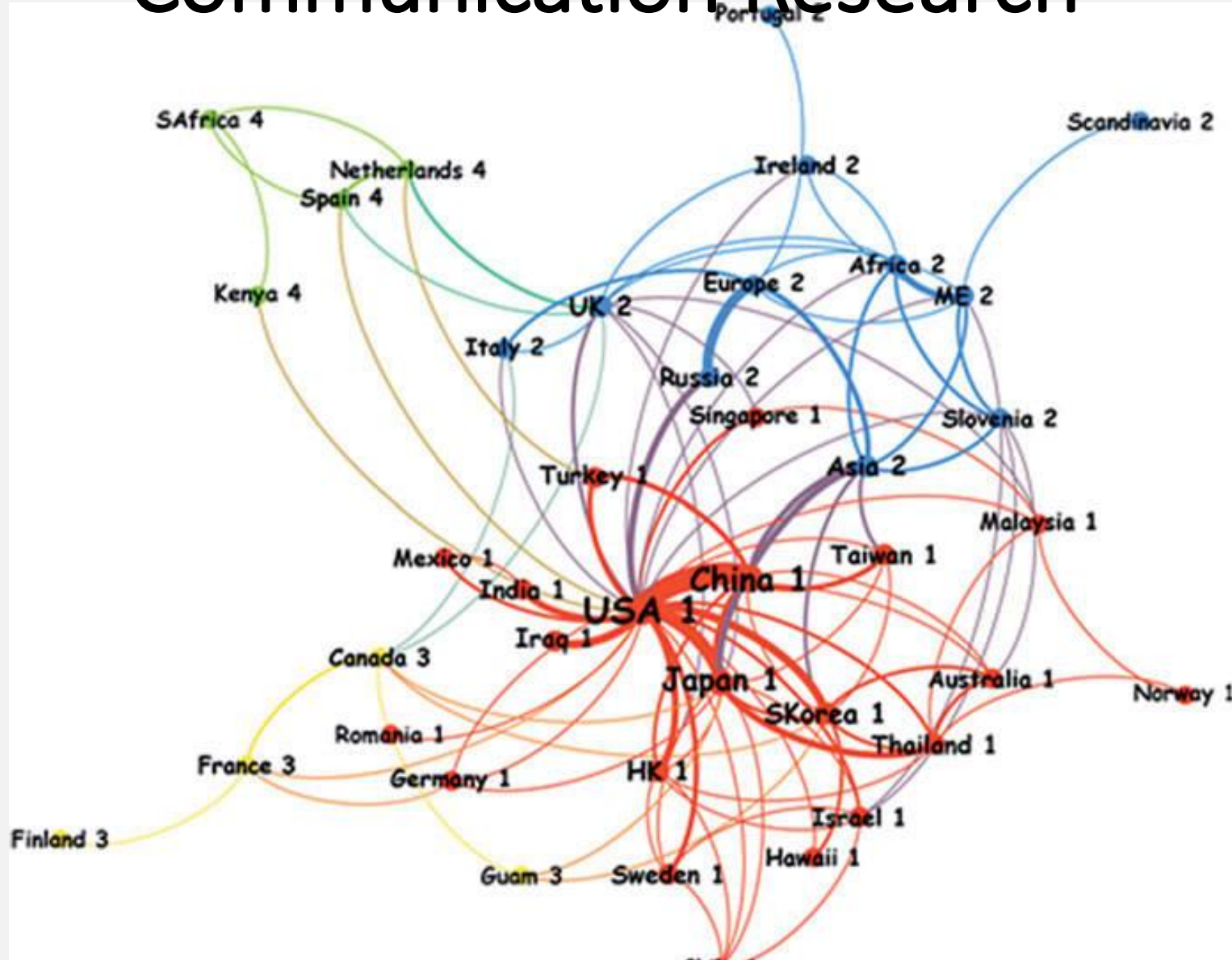
Published Research

Breadth & Interdisciplinary Nature





# Geography Network of Intercultural Communication Research



Intercultural Communication Ch. 5.  
Issues in intercultural communication: A semantic network analysis  
Barnett, G. & Jiang, K. 2017

# Finding: Published Research

- Academic Publication (2005 ~2018)

Journal Title	Number of Articles on Canada*
Journal of intercultural communication	3
Journal of intercultural communication research	3
International Journal of Intercultural Relations	386 (each year about 20, decreasing number)
Journal of international and intercultural communication	51
Journal of international communication	5
Journal of intercultural studies	73
Intercultural Education	153

# Using Canada as main comparison case

3 articles Journal of intercultural communication

- 2018 "Revisiting Individualism-Collectivism: A cross-cultural comparison among college students in four countries"
- 2013 "Budding multiculturalism or veiled indifference"
- 2013 "Changing stereotypes in Iran and Canada using computer mediated communication"

3 articles Journal of intercultural communication research

- 2013 "Exploring the meanings of Hijab through online comments in Canada"
- 2006 "The impact of external pressures on an ethnic community"
- 2005 "Interruption & Involvement in discourse: Can intercultural interlocuters be trained?"

# Finding: Breadth & Interdisciplinary Nature

**Anthropology**

**Business**

**Communication studies, Geography**

**Human Rights**

**Law**

**Education**

**English Language Education**

**Social Work**

**Nursing**

**Medicine**

**International Relations**

**Sociology**

**Psychology**

**Gender studies**

**Intercultural education**

# Global survey project - Canada

Major	Program names and emphases	Canada
<b>Intercultural and International Communication</b>	Intercultural Communication, International Communication, International Relations, International Education, Health Communication, etc.	21%
<b>Developmental Communication</b>	Development Studies, International Development, Peace and Conflict Studies, etc.	70%
<b>Media Studies</b>	Communication Studies in general, Media Studies, Media Communication, etc.	0%
<b>Other</b>	Business Communication, Organizational Communication, Regional Studies, Translation, etc.	9%

## Intercultural Activities – BC Public Higher Education Institutions

Institution	Activity
<b>BCIT</b>	- COMM 1117 - Introduction to Intercultural Business Communication & Workplace Diversity – school of computing and academic studies, COMM 7100 - Intercultural Communication Competency and Diversity Awareness for Professionals, BUSA 4705 - Leading People and Teams Across Cultures – school of business
<b>Camosun</b>	IDS 210 Intercultural Engineering in interdisciplinary studies - Psyc 257 Intercultural Communication– TLC – Education developer in interculturalization
<b>CNC</b>	strategic plan – support intercultural competencies
<b>COTR</b>	COMC-253 - Intercultural Communication – distance and online learning – service course for a number of programs
<b>Douglas</b>	AAll + CMNS 1104 –Foundations in Intercultural Communication – CMNS 1217 -Intercultural Communication in the Workplace and CMNS 2317 -Intercultural Conflict
<b>KPU</b>	– intercultural workshops for faculty - TLC
<b>Langara</b>	– intercultural coordinator and initiatives
<b>NIC</b>	BUS-360 Intercultural Dimensions of International Business – strategic plan - Enable students to develop intercultural fluency and competencies
<b>RRU</b>	– MA intercultural and International Communication HUMS 611 – Intercultural Competence

Institution	Activity
Selkirk	– intercultural initiatives – proposal - Intercultural Communication course University Arts program
SFU	FAC of Ed – EDUC 370 – International and Intercultural Education – intercultural engagement team for students – Effective Intercultural Communication online course-from co-op – SFU library as of Feb 1st - Intercultural Communication and Diversity - Training Materials – Ethnic and Intercultural Relations certificate - Department of Sociology and Anthropology   Faculty of Arts and Social Sciences
TRU	team 4 people – support intercultural for students, staff and faculty -Increasing intercultural understanding -one of TRU’s five Strategic Priorities
UVIC	Diploma in Intercultural Education – Continuing Studies – course Facilitating Intercultural Relationships- Cont Ed – intercultural competencies in Co-op
VCC	Provincial Instructors diploma – course – Intercultural competence
VIU	Intercultural Perspective – Grad Attributes – in process Intercultural Learning center - Coordinator for Intercultural Learning and Support – in International Office

BCCIE – intercultural focus

# What our research is telling us

- Publications and research
- Breadth and Interdisciplinary nature
- Silo effect
- Limited resources
- Networking capabilities





# Future Directions: what is our research telling you?



1. What should intercultural studies look like in Canada?
2. From your perspective, what are the challenges and opportunities for intercultural studies in Canada?
3. What is Canada's role in intercultural communication?
4. How do we cultivate a collaborative and critical scholarly community engaged in both theoretical and practical issues?

# References

- Diversity in Intercultural Communication Degree Programs: **A Global Survey and Canadian Comparison**
- Dr. Zhenyi Li, Wendy Luther CBIE 2018
- <https://www.queensu.ca/mcp/home>
- Barnett, G. & Jiang, K. **Intercultural Communication** Ch. 5. Issues in intercultural communication: A semantic network analysis 2017
- Adler, N. (4<sup>th</sup> ed. 2002) International Dimensions of Organizational Behavior, South-Western
- Asante, M., Miike Y., Jin Y (2013) The Global Intercultural Communication Reader, Routledge
- Berry, J. W. (1999). Intercultural relations in plural societies. *Canadian Psychology/Psychologie canadienne*, 40(1), 12-21.
- Berry, J. (2006) Mutual attitudes among immigrants and ethnocultural groups in Canada. In International Journal of Intercultural Relations, Elsevier.
- Dumon, J. (2005) First Nations Regional Longitudinal Health Survey Cultural Framework
- Flores, Glenn MD; Gee, Denise; Kastner, Beth MPH (2000) The Teaching of Cultural Issues in U.S. and Canadian Medical Schools, Academic Medicine [May 2000 - Volume 75 - Issue 5 - p 451–455](https://journals.lww.com/academicmedicine/Fulltext/2000/05000/The_Teaching_of_Cultural_Issues_in_U_S_and.15.aspx)  
[https://journals.lww.com/academicmedicine/Fulltext/2000/05000/The Teaching of Cultural Issues in U S and.15.aspx](https://journals.lww.com/academicmedicine/Fulltext/2000/05000/The_Teaching_of_Cultural_Issues_in_U_S_and.15.aspx)
-

# References

- Fung HH, Ho YW, Zhang R, Zhang X, Noels KA, Tam K-P. Age differences in personal values: Universal or cultural specific? *Psychology and Aging*. 2016;31(3):274-286.
- Garson, K (2014) Are we graduating global citizens? SFU Dissertation
- Hashimoto, K. & Rao A. (1996) Intercultural influence: a Study of Japanese expatriate managers in Canada, in *Journal of International Business Studies*, Springer
- [Daniel J.Kealey\\*David R.Protheroe\\*](#) (1996) The effectiveness of cross-cultural training for expatriates: An assessment of the literature on the issue, *International Journal of Intercultural Relations* [Volume 20, Issue 2](#), Spring 1996, Pages 141-165
- Macfadyen, L. P. (2006) [Virtual ethnicity: The new digitization of place, body, language, and memory](#). *Electronic Magazine of Multicultural Education*, 8 (1).
- Macfadyen, L. P. (2009). [Being and learning in the online classroom: Linguistic practices and ritual text acts](#). In R. Goodfellow & M. N. Lamy (Eds.), *Learning Cultures in Online Education*. UK: Continuum Press.
- Reeder, K., Macfadyen, L. P., Roche, J., & Chase, M. (2004). [Negotiating culture in cyberspace: Participation patterns and problematics](#). *Language Learning and Technology*, 8(2), 88-105.
- Safdar, S. & Lewis, J. R. (2006) Social axioms in Iran and Canada: Intercultural contact, coping and adjustment, in *Asian Journal of Social Psychology* 9, 123–131
- Chen, J., & Yang, S. (2014). Promoting cross-cultural understanding and language use in research-oriented Internet-mediated intercultural exchange. *Computer Assisted Language Learning*, 29 (2), 262-288. doi: 10.1080/09588221.2014.937441
- Ungerleider C. & McGregor J. (2008) Training police for intercultural sensitivity: A Critical review and discussion of the research. [Canadian Public Administration](#) 36(1):77 - 89 · March

## UBC EXTENDED LEARNING: INTERCULTURAL, D&I PROGRAMS

### **Courses:**

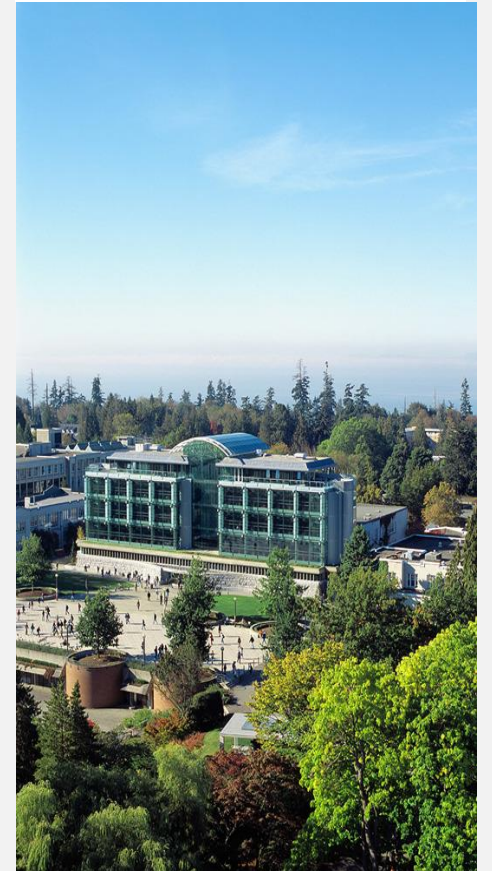
- 1. Internationalizing Post-Secondary Organizations**
- 2. Strategies for Effective Intercultural Communication**
- 3. Training for Intercultural and Diversity Trainers (blended)**
- 4. Leadership in Intercultural Contexts**
- 5. Identity and Intergroup Relations**
- 6. Transforming Intercultural Conflict**
- 7. Thriving in Diverse Teams**
- 8. Engaging Diversity and Inclusion in Organizations**

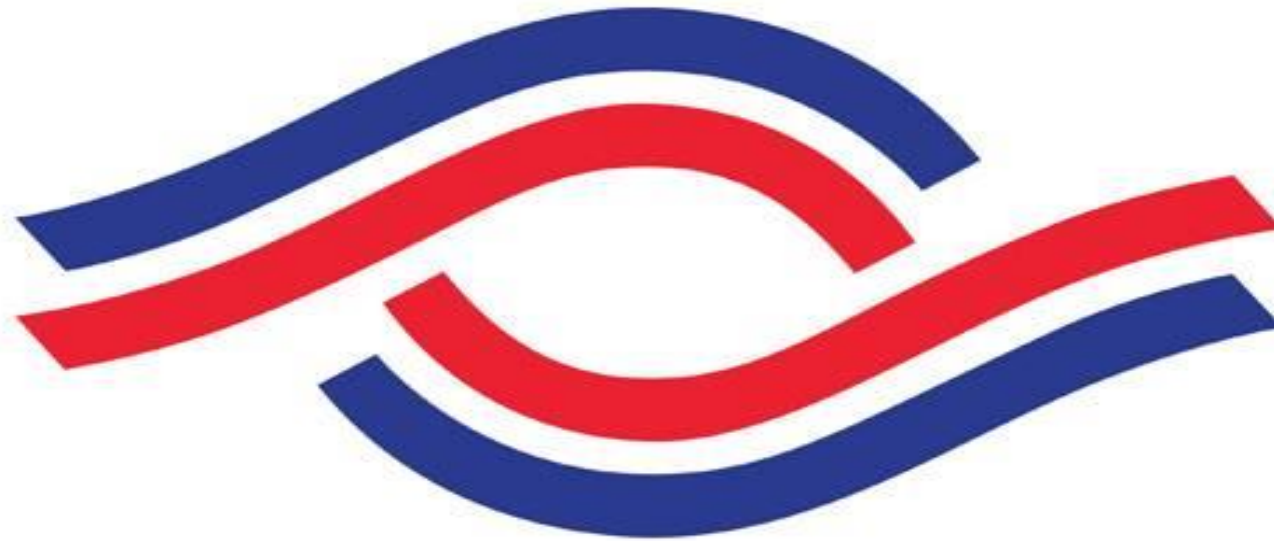
### **Program features:**

- 1. Fully online, self-paced 6-week courses offer flexibility for working professionals**
- 2. Start anytime: courses are offered throughout the year**
- 3. Learn with an experienced instructional team of diversity and inclusion practitioners**
- 4. Receive individualized feedback**
- 5. Engage and discuss topics with peers in small, interactive groups**
- 6. Self-driven pace – approx. 7 to 10 hours/week integrating tools and strategies for practical application**

**For more information: Ph: 604 822 1444; Email:**

**[intercultural.studies.exl@ubc.ca](mailto:intercultural.studies.exl@ubc.ca)**





**SIETARBC**

**The Society for Intercultural Education, Training and Research BC**

<https://www.sietar.bc.ca>

Email: [info@sietar.bc.ca](mailto:info@sietar.bc.ca)

Thank you!



Hyoshin Kim  
Heather Tobe tobeh@douglascollege.ca