

essayprince.org

W-3: identity and attribution in intercultural communication

Name

Institutional Affiliation

Response to question 1

A desire to possess a sense of belonging is among the primary reasons why people submit to a particular cultural identity. In simple terms, cultural identity refers to a personal viewpoint or perception of the uniqueness of belonging to a particular group (Oetzel, 2008). The resulting identity brings about issues of cultural divides such as a sense of beliefs, interests, companionship and other fundamental principles of living. As it is noticeable in Tsui (2007) article titled who are we, cultural identity compels Hongkongers to feel different and unique from other residents of Greater China. Similar cultural identity divides captured in the article are observable in almost every part of the world. For instance, in Australia different aboriginal tribes still subscribe to different cultural identity despite the nation being among the most developed countries globally. One of the methods that Aboriginal tribes of Australia observe their cultural identity is the use of music, especially the rock genre where different groups exist based on their cultural beliefs (Jun Wu, 2014). The idea explains why the concept of cultural identity never fades away.

Response to question 2

Just like Australia, which is discussed in the preceding section, the United States is also experiencing divisive cultural identity. It is notable that the U.S. is a multicultural state. However, cultural identity issues are used by citizens in an attempt to substantiate who is American and who is not. In this respect, major issues that are used to create a cultural divide in the United States include race, social class, and ethnicity (Hughes, 2015). Similarly to what Tsui (2007) observed in Hong Kong case, popular culture is used to facilitate cultural identity among Americans especially in light of racism. For instance, hip hop music genre is more aligned with

blacks as compared to whites. The concept of ‘E Pluribus Unum’ (“one out of many”) normally seeks to forge multiculturalism. The idea can only work when the excellent value unites the cultures of many. In the modern multicultural society, the concept stands no chance of having meaningful significance as people still perceive cultural identity as a sign of positive traits such as greater self-esteem.

Response to question 3

Culture and ethnicity usually give people a sense of belonging to a particular group. However, ethnicity is only acquired through birth and is passed from one generation to the next via norms and beliefs. On the other hand, while culture can be obtained from parents, it is also shaped by beliefs and values that are observed by the society (Oetzel, 2008). In this respect, it is possible for persons of different races to share common cultural traits such as traits, values, entertainment preferences, food among others. Therefore, it's fair to argue that ethnicity is an aspect of cultural identity. The idea explains why there is divisive cultural identity in Hong Kong despite residents of Hong Kong and Greater China all being Chinese. Similar traits can be observed in the U.S., where Texas residents subscribe to cultural characteristics such as beliefs, and way of doing entertainments that absent in other regions in the U.S.

Response to question 4

The HSBC advert captured in the provided link primarily focus on the need to appreciate cultural diversity and being tolerant to different cultural characteristics observed by other people. For instance, the clip the issue of sleeping in a subway where it is acceptable in some countries such as Japan while other cities such New York dislike that behavior as unacceptable (HSBC

Funny Culture ads, n.d). In this regard, it is advisable for one to understand different cultural traits observed by other people and learn to adapt and appreciate them.

essayprince.org

References

Hughes, M. (2015). Racial Identity and Well-being among African Americans. *Social Psychology Quarterly*. doi:10.1177/0190272514554043.

Jun Wu, J. (2014). Sounds of Australia: Aboriginal Popular Music, Identity, and Place. *Nota Bene: Canadian Undergraduate*, 7(1), 80-106.

Oetzel, J. (2008). *Intercultural communication: A layered approach*. New York: Pearson Plus.

Tsui, C. (2007, June 11). *Who are we?* Retrieved from South China Morning Post:

<http://www.scmp.com/article/563339/who-are-we>

HSBC Funny Culture ads (Subway, Bart, Golf). Retrieved from YouTube:

<https://www.youtube.com/watch?v=COHvMz7dI2A>

essayprince.org