

Cross-Cultural Terms and Principles

(Source Book: Unknown)

1. *Culture*: a shared background (for example, national, ethnic, religious) resulting from a common language and communication style, customs, beliefs, attitudes, and values. "Culture" in this text does not refer to art, music, literature, clothing styles, and so on. It refers to the informal and often hidden patterns of human interactions, expressions, and viewpoints that people in one culture share. The hidden nature of culture has been compared to an iceberg, most of which is hidden underwater. Like the iceberg, much of the influence of culture on an individual cannot be seen. The part of culture that is exposed is not always that which creates cross-cultural difficulties; the hidden aspects of culture have significant effects behavior and on interactions with others.

2. *Communication*: the sharing of meaning through verbal and non-verbal behavior.
