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# The field of intercultural communication

The idea of 'the other'

Western hegemony

Culture as the boundary between 'us' and 'them'

Applied to language teaching, business, diplomatic relations, Higher Education

Creation of an **'intercultural industry'**

# Critical intercultural communication

- Problematizes the notion of culture as an attribute of the other
- Uses critical pedagogy principles
- Promotes intercultural awareness and intercultural responsibility towards the other
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# Epistemic violence (Spivak, 1988)

Who speaks for the 'other'?

Who gives voice to the 'other'?

Interrogating knowledge production in interculturality:

- interrogating the binary self/other
- problematising the narrative of awareness, competence and intercultural responsibility



# Beyond 'the other'?

Subjectivity composed of multiple and intersecting subject positions, not monolithic 'cultural other'

Including the non-human: cultural artefacts/the technological world and its effects on communication/ the natural world and the effects of environmental changes on global inequalities

Incorporate the question: **What does it mean to be human?**

Intercultural journeys reveal how subjectivity is shifting and multiple, and the result of an active engagement with the world through which it constructs meaning and finds purpose.



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