

Features of Academic Communication in the Asian World

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What is on the agenda?

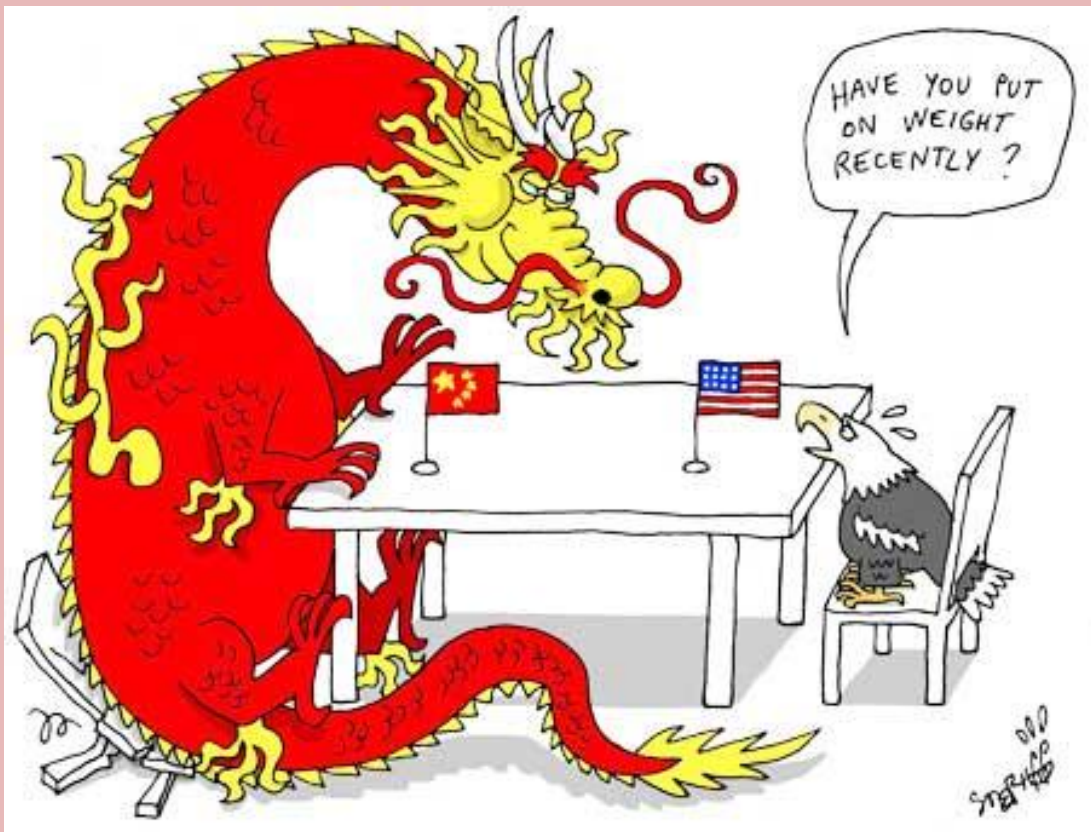
difficulties which arise in the process of cross-cultural communication

strategies for effective communication with Asian colleagues

real life cases of communication within the Asian context

Why it may be interesting to you?

- You plan to study or teach at Asian universities
- You are engaged in international projects with Asian colleagues
- You are interested in the issues of intercultural communication and academic traditions in various regions of the world



**Why is Asia
so
impressive?**

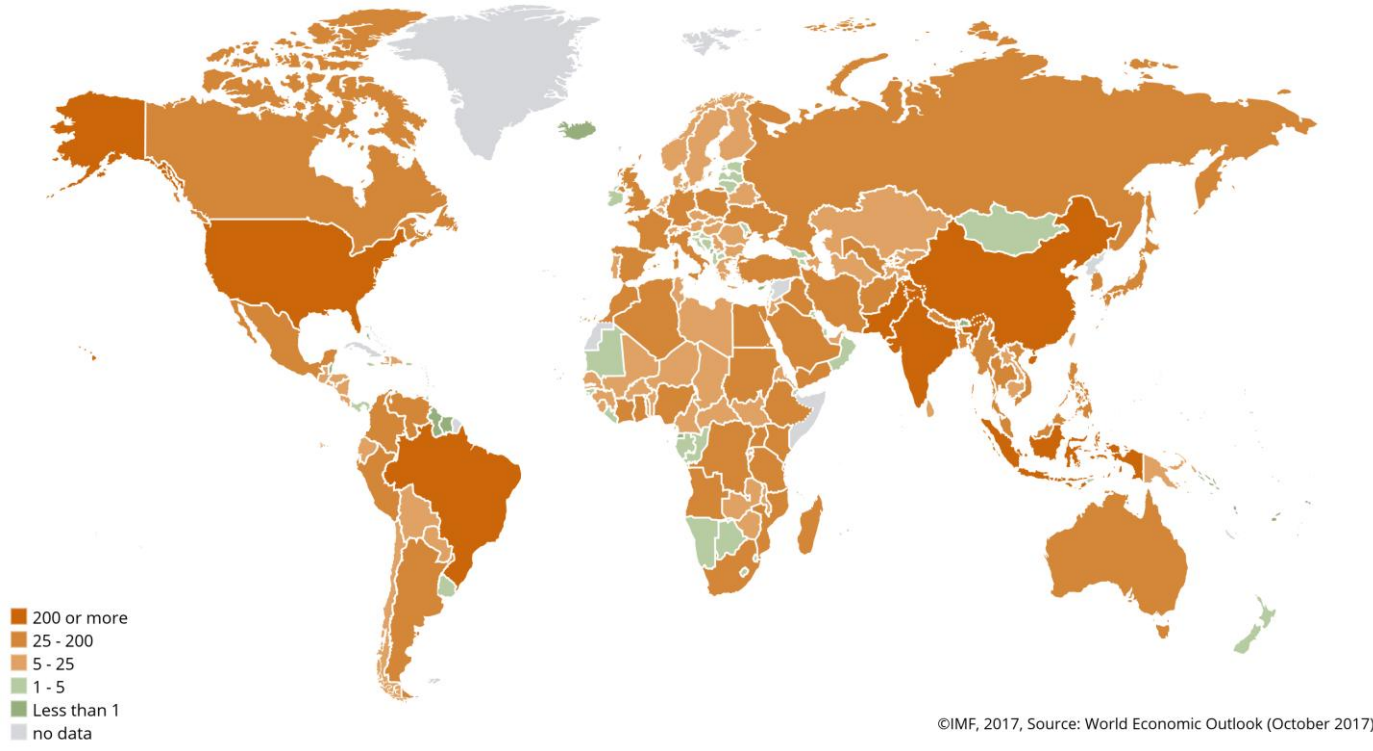


Asia is ...

The world's largest population (2018)

IMF DataMapper

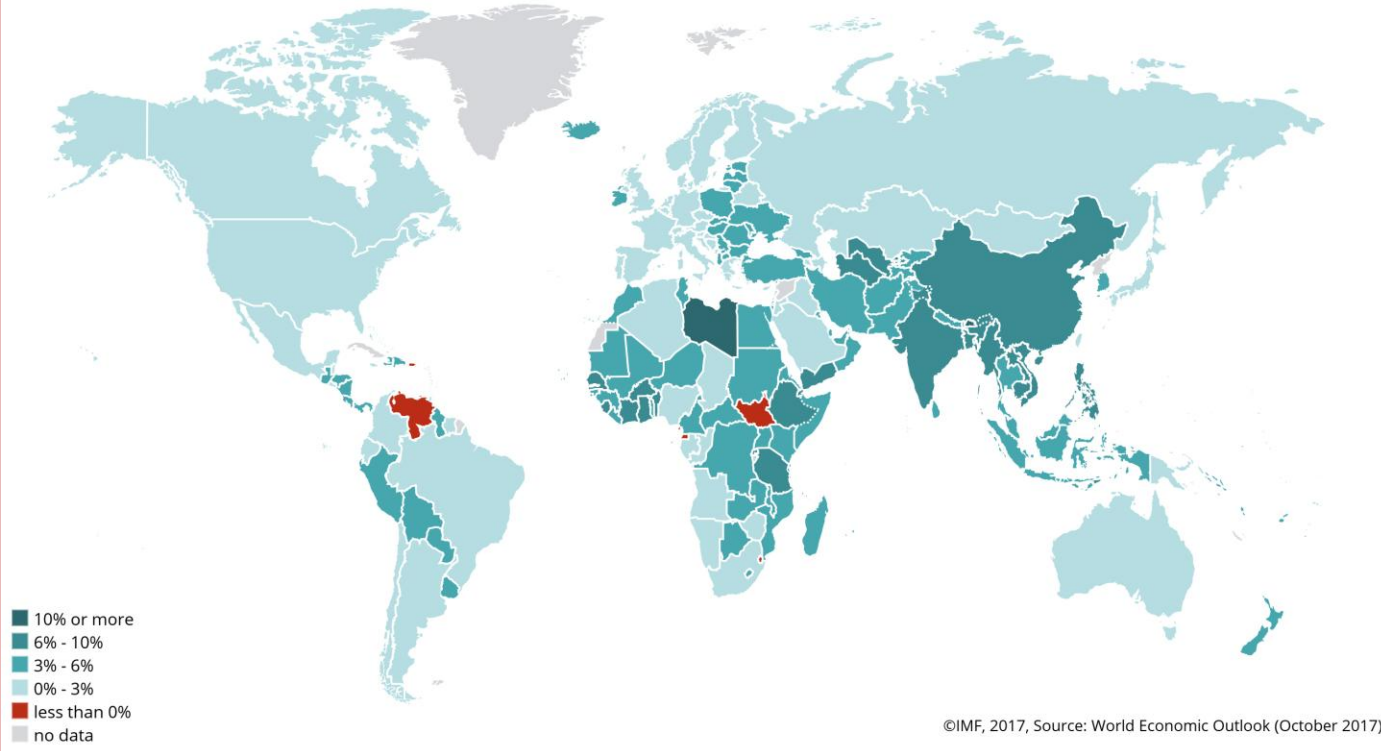
Population (Millions of people, 2018)



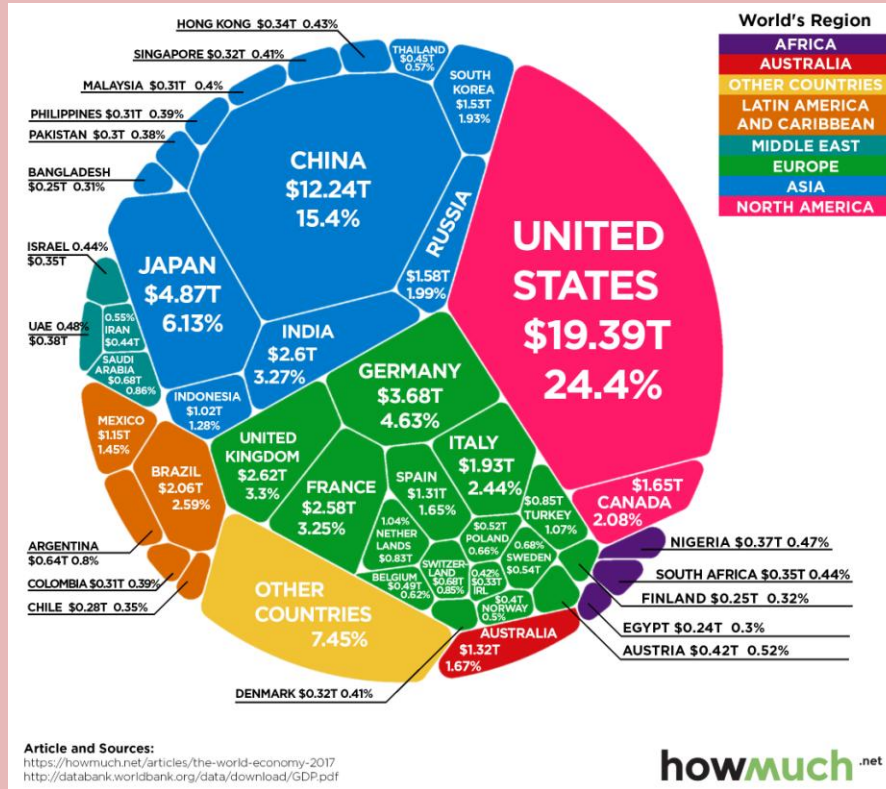
Asian countries are among the worlds' leading economies

IMF DataMapper

Real GDP growth (Annual percent change, 2018)



Asian countries are among the worlds' leading economies



East Asia: Leading economies, the fastest economic growth (2018)

China- 13,12 USD trillion (2nd)

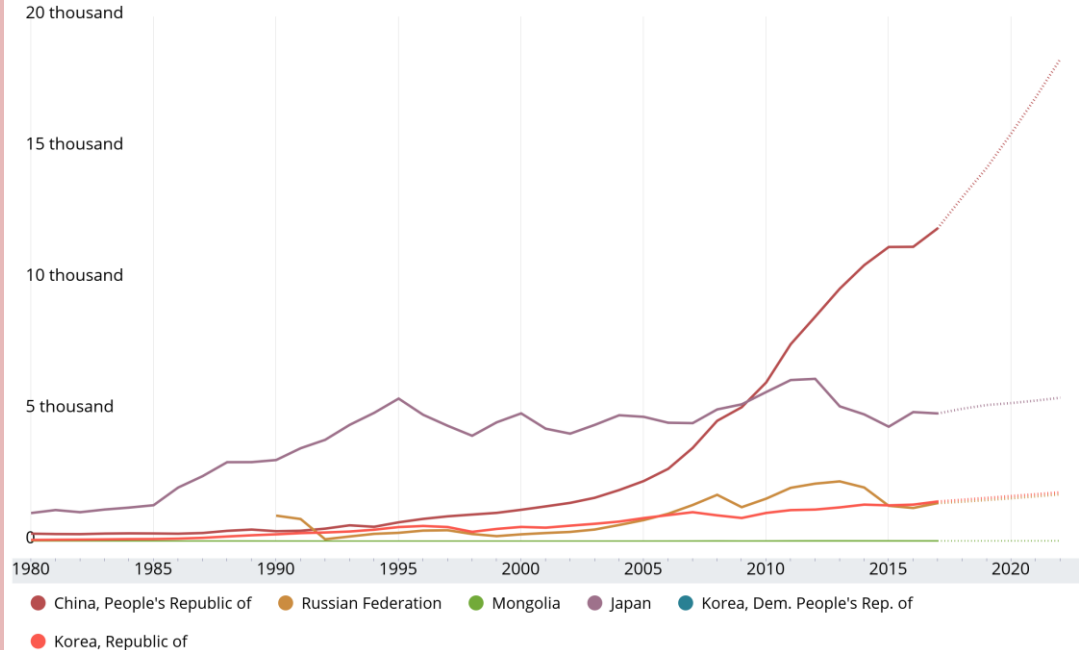
Japan - 5.06 USD trillion (3rd)

South Korea - 1.6 USD trillion

Russia - 1, 52 USD trillion

IMF DataMapper

GDP, current prices (Billions of U.S. dollars)



©IMF, 2017, Source: World Economic Outlook (October 2017)



***Approaches to studying
intercultural
communication***

Cultural profiles and dimensions

The Lewis Model

- developed in the 1990s (*When Cultures Collide*, 1996)

Richard Lewis, after visiting 135 countries and working in more than 20 of them, came to the conclusion that humans can be divided into 3 categories, based not on nationality or religion, but on **behaviour**.

The scholar:

- considered that previous cross-culturalists, in accumulating the multiplicity of dimensions, ran the risk of creating confusion for those who sought clarity and succinctness;

- pointed out that the experts' preoccupation with north/south, mono-chronic/poly-chronic dichotomies, had caused them to overlook or ignore the powerful Asian mindset (*reactive*).

<https://www.crossculture.com/the-lewis-model-dimensions-of-behaviour/>

Cultural profiles and dimensions

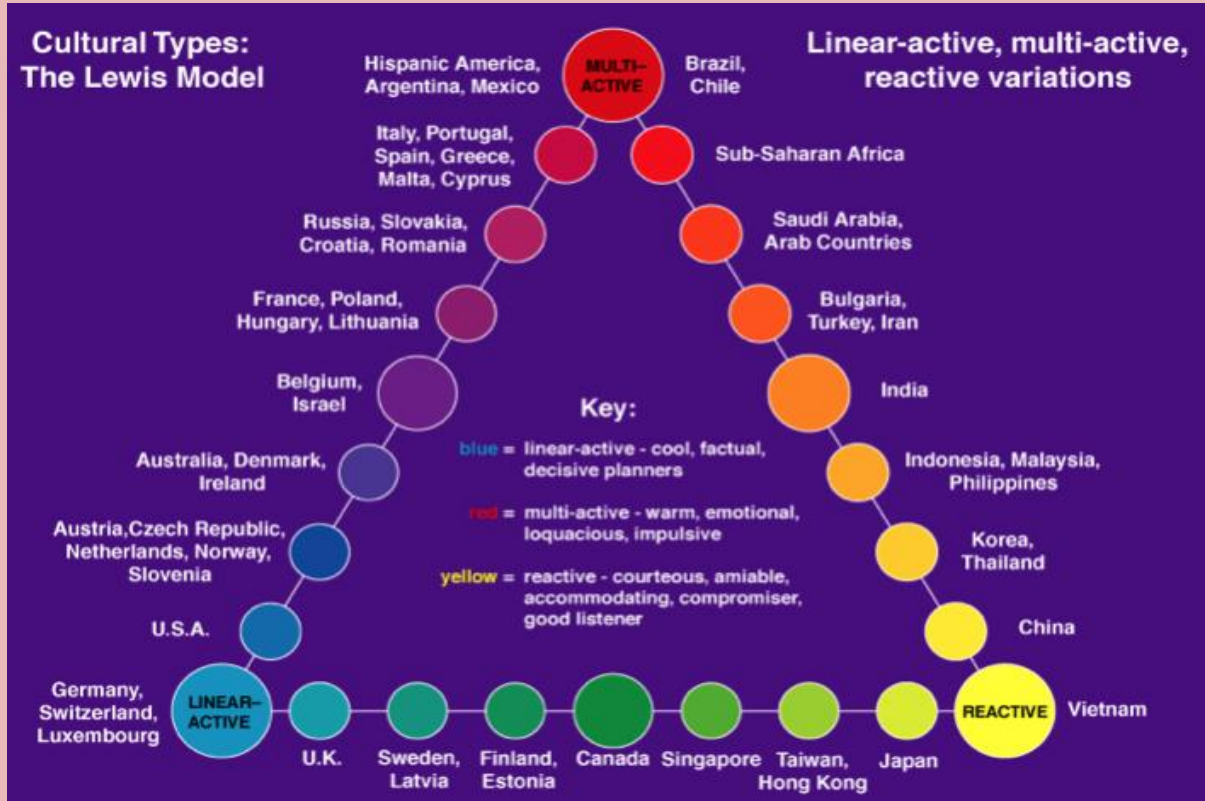
The Lewis Model is essentially tripartite and cites the following characteristics:

LINEAR-ACTIVE	MULTI-ACTIVE	REACTIVE
Talks half the time	Talks most of the time	Listens most of the time
Does one thing at a time	Does several things at once	Reacts to partner's action
Plans ahead step by step	Plans grand outline only	Looks at general principles
Polite but direct	Emotional	Polite, indirect
Partly conceals feelings	Displays feelings	Conceals feelings
Confronts with logic	Confronts emotionally	Never confronts
Dislikes losing face	Has good excuses	Must not lose face
Rarely interrupts	Often interrupts	Doesn't interrupt
Job-oriented	People-oriented	Very people-oriented
Sticks to facts	Feelings before facts	Statements are promises
Truth before diplomacy	Flexible truth	Diplomacy over truth
Sometimes impatient	Impatient	Patient
Limited body language	Unlimited body language	Subtle body language
Respects officialdom	Seeks out key person	Uses connections
Separates the social and professional	Mixes the social and professional	Connects the social and professional

The Lewis Model of cultural types

- ❑ The **Linear-active** group: English-speaking world – North America, Britain, Australia and New Zealand, and Northern Europe, including Scandinavia and Germanic countries.
- ❑ The **Reactive** group: in all major countries in Asia, except the Indian sub-continent, which is hybrid.
- ❑ The **Multi-active** group: Southern Europe, Mediterranean countries, South America, sub-Saharan Africa, Arab and other cultures in the Middle East, India and Pakistan and most of the Slavs.

The Lewis Model of cultural types



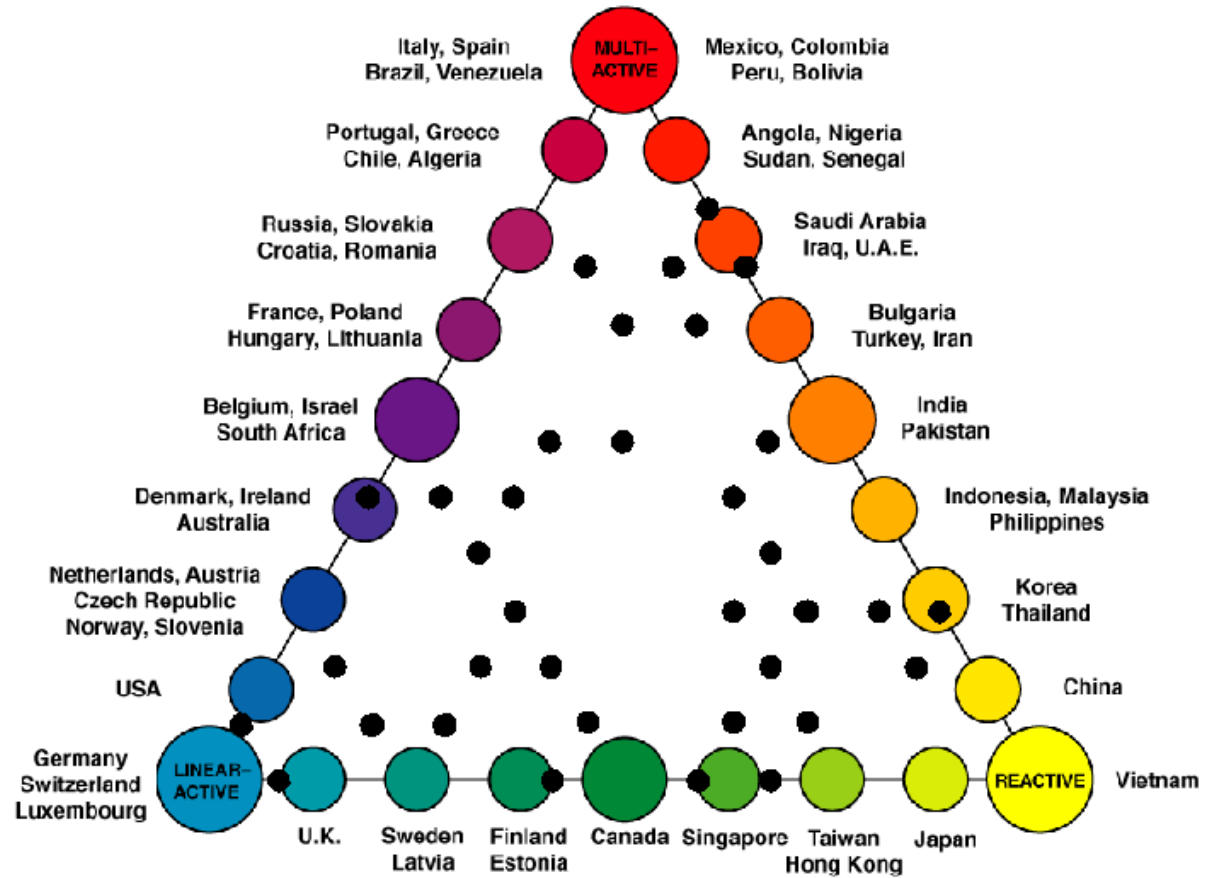
The Lewis Model of cultural types

Description	Type	Needed to
task-oriented, highly-organized planners, who complete action chains by doing one thing at a time, preferably in accordance with a linear agenda	LINEAR-ACTIVE	organise, plan, see problems, analyse consequences, follow consistent policies, access rational thought, generate data, and challenge us objectively
emotional, loquacious and impulsive people who attach great importance to family, feelings, relationships, people in general. They like to do many things at the same time and are poor followers of agendas	MULTI-ACTIVE	generate enthusiasm, motivate, persuade, create a positive social atmosphere, access emotions, generate dialogue, and challenge us personally
good listeners, who rarely initiate action or discussion, preferring first to listen to and establish the other's position, then react to it and form their own opinion	REACTIVE	harmonise, act intuitively, be patient and see the big picture, think and act long-term, access feelings, listen, empathize and challenge us holistically



Individual cultural profiles and deviations from the national norm

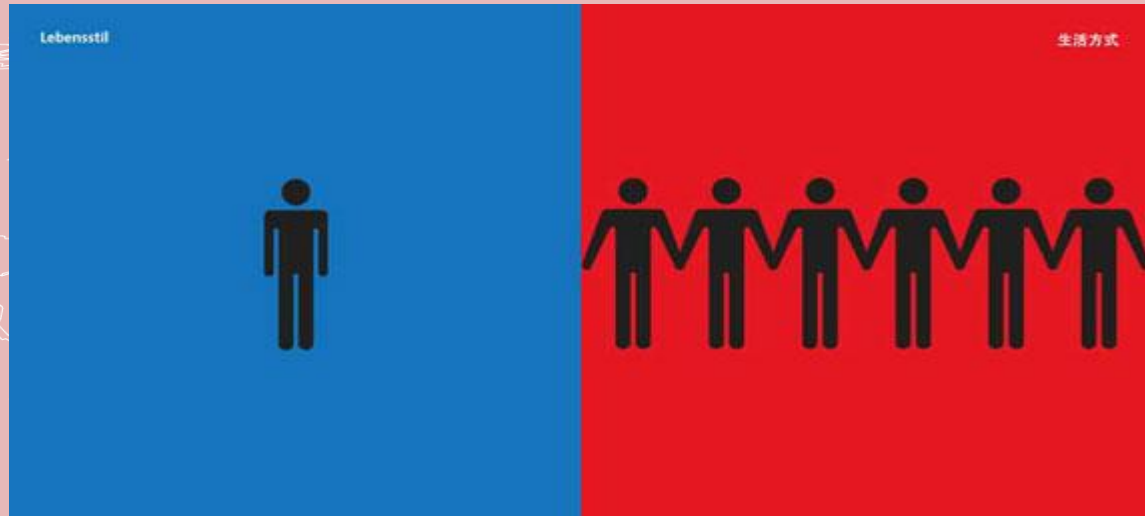
The profile indicates not only how much affinity people's behaviour has to that of other countries but also shows their similarity to or deviation from their own national norm, as well as their compatibility with other people tested.



12 dimensions of culture

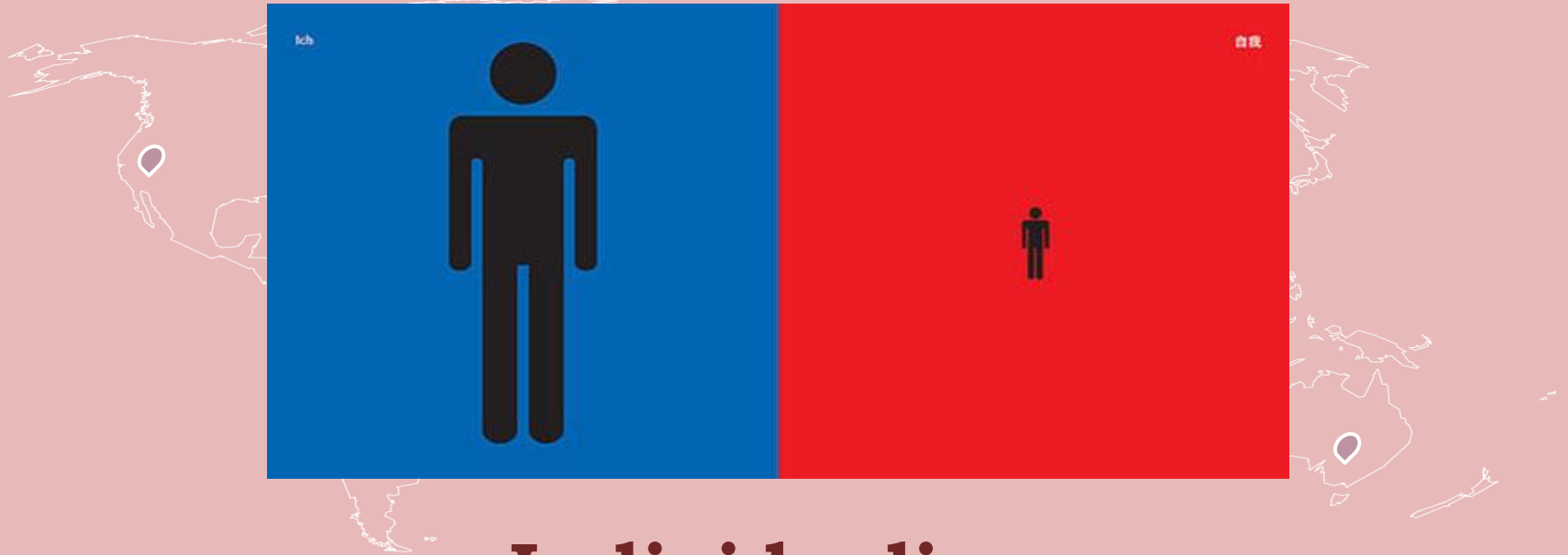


Differences of the “Western” and “Eastern” cultures



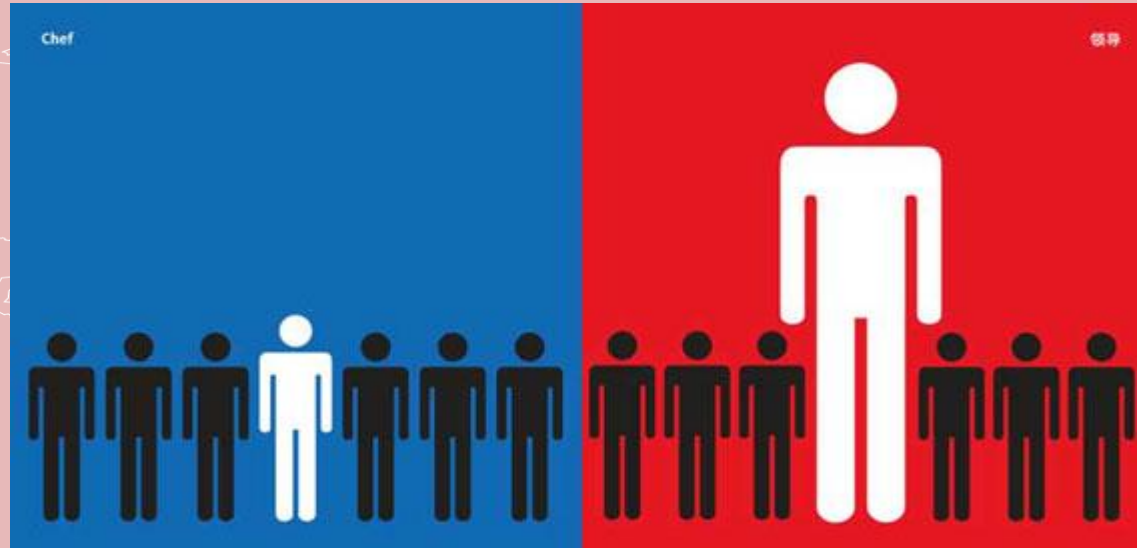
Collectivity and independence

Differences of the “Western” and “Eastern” cultures



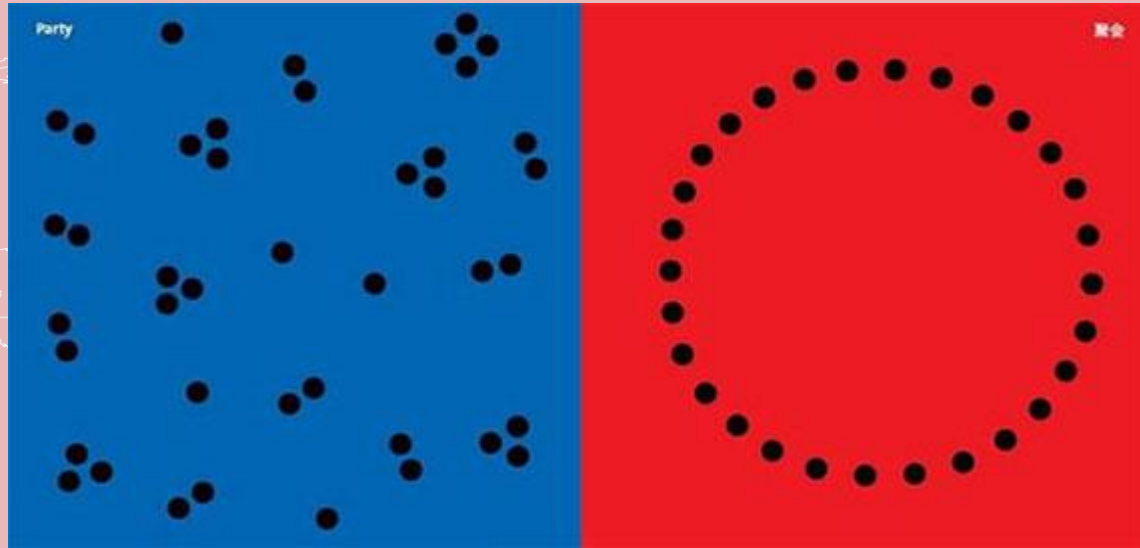
Individualism

Differences of the “Western” and “Eastern” cultures



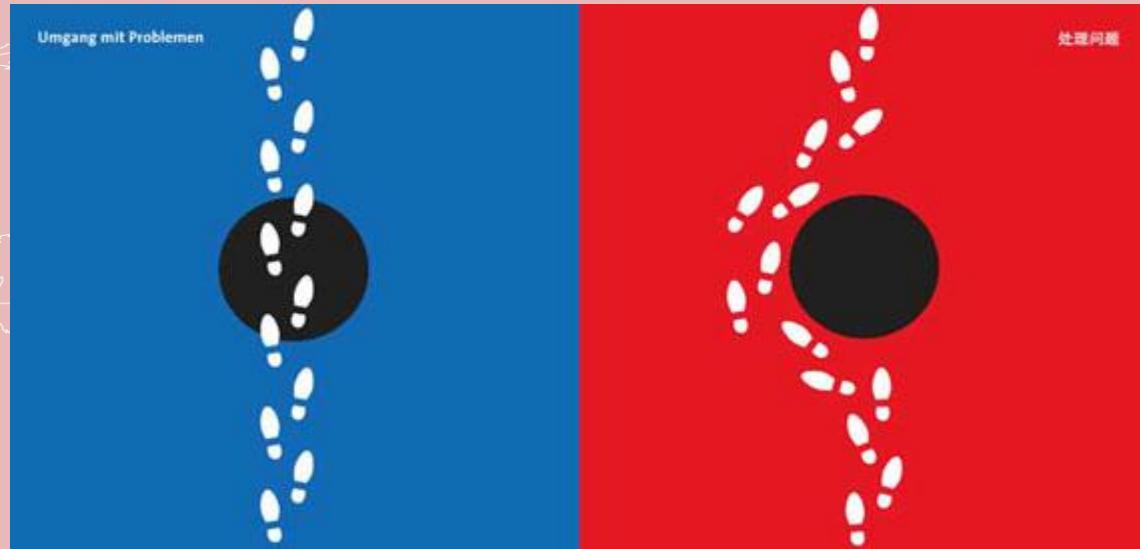
Attitude to authority

Differences of the “Western” and “Eastern” cultures



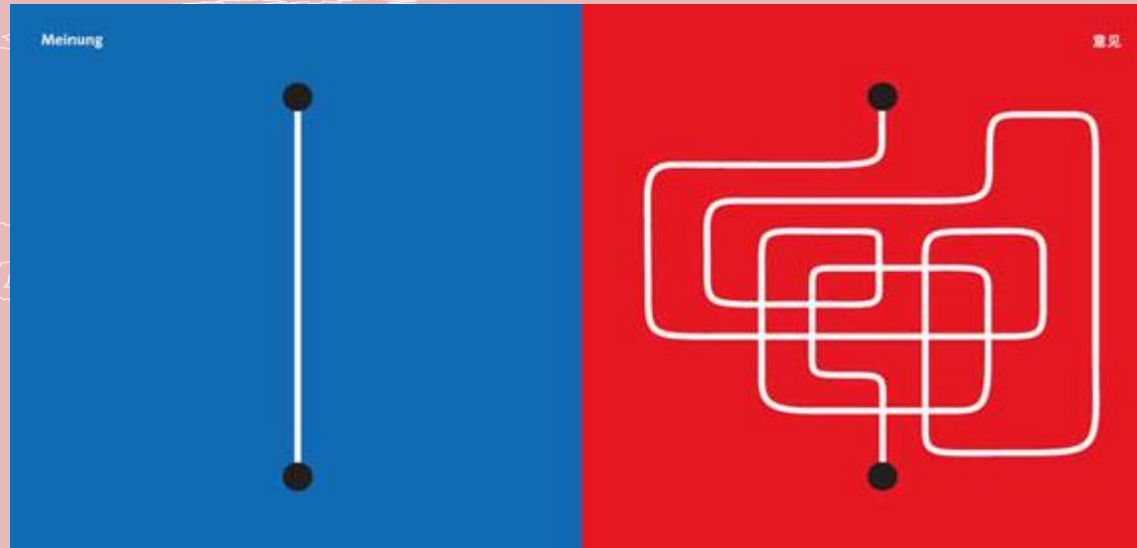
Public behaviour

Differences of the “Western” and “Eastern” cultures



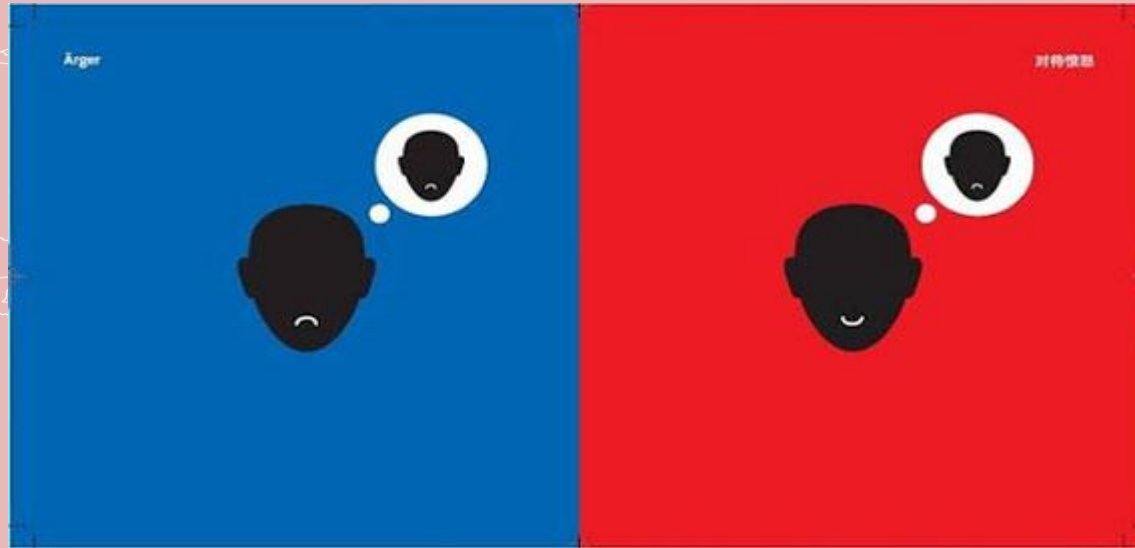
Approach to solving problems

Differences of the “Western” and “Eastern” cultures



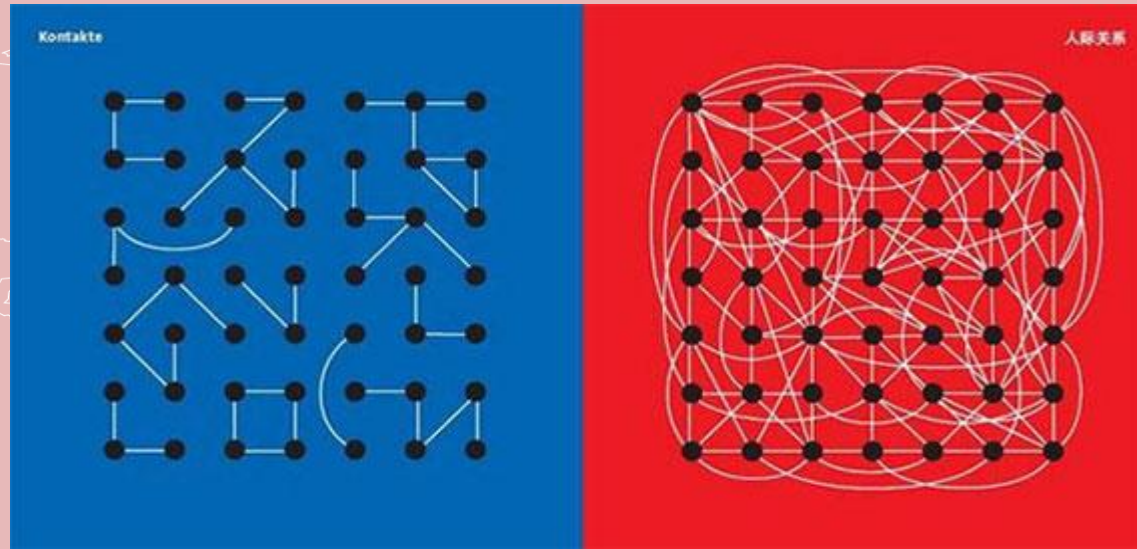
Complexity of self-expression

Differences of the “Western” and “Eastern” cultures



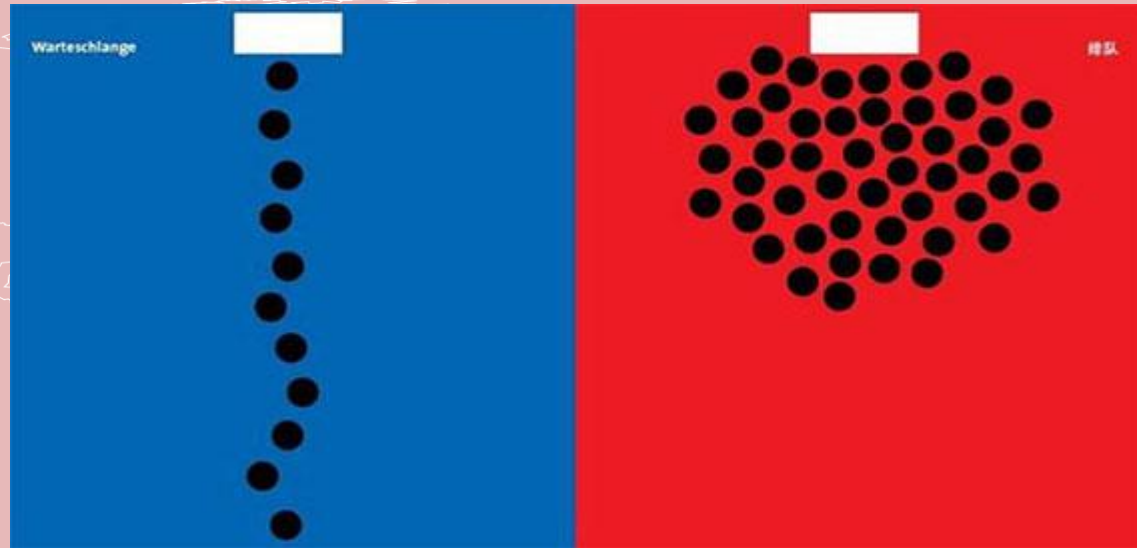
Expression of discontent

Differences of the “Western” and “Eastern” cultures



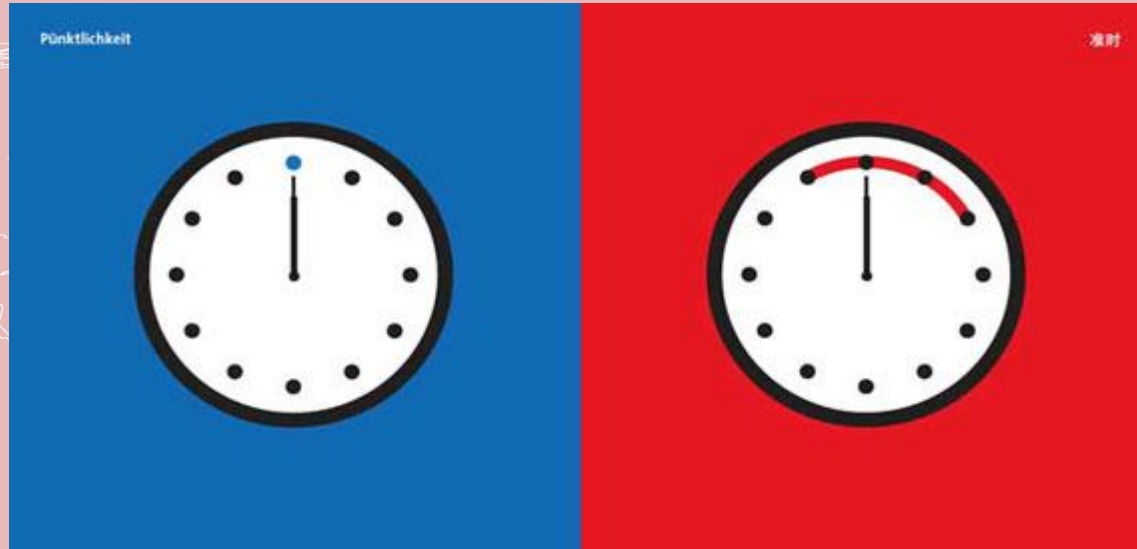
Social connections

Differences of the “Western” and “Eastern” cultures



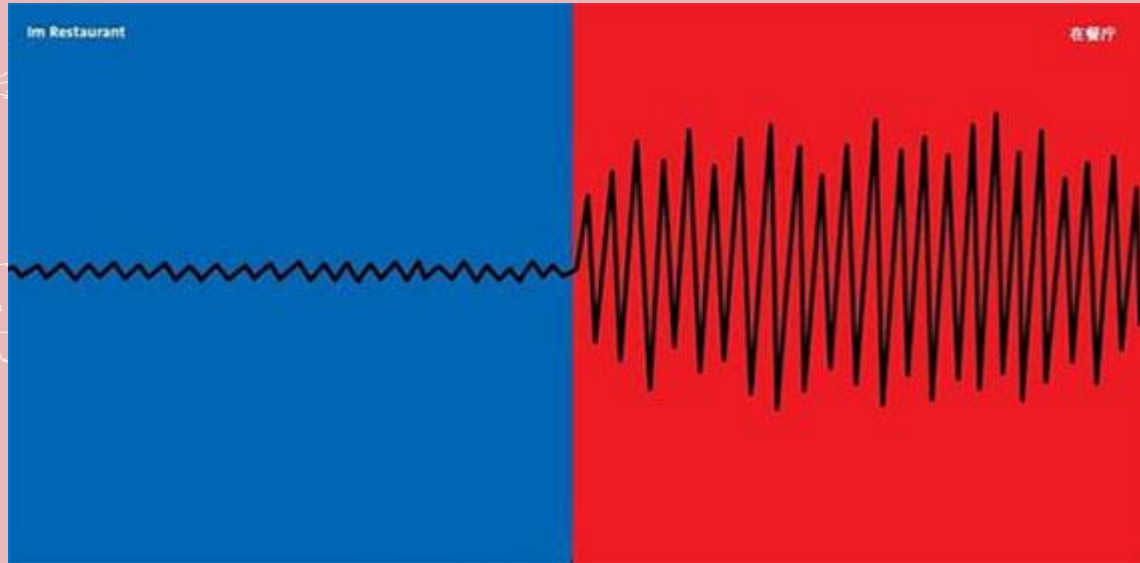
Culture of queuing

Differences of the “Western” and “Eastern” cultures



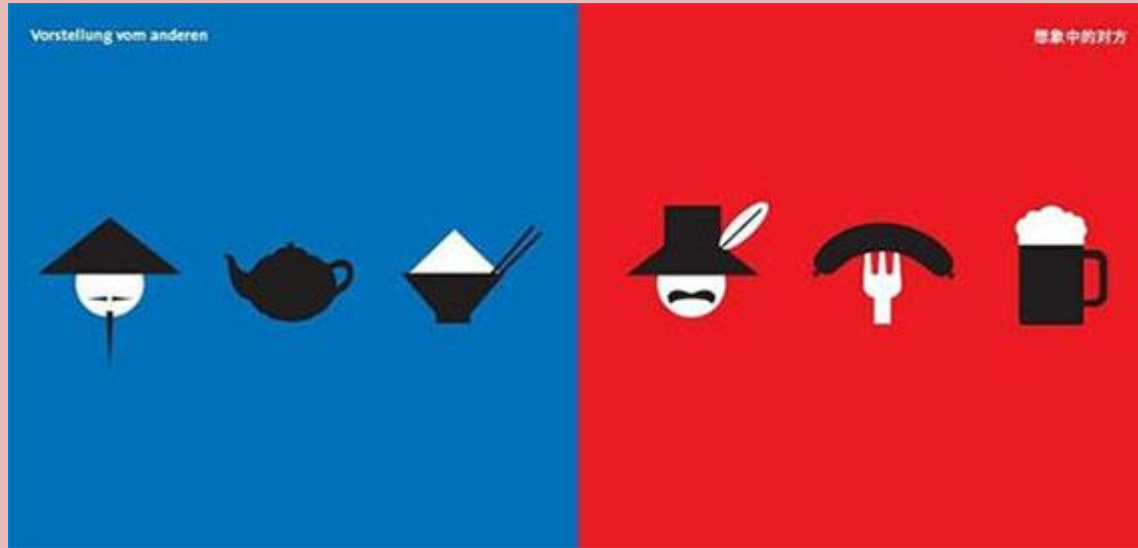
Perception of time

Differences of the “Western” and “Eastern” cultures



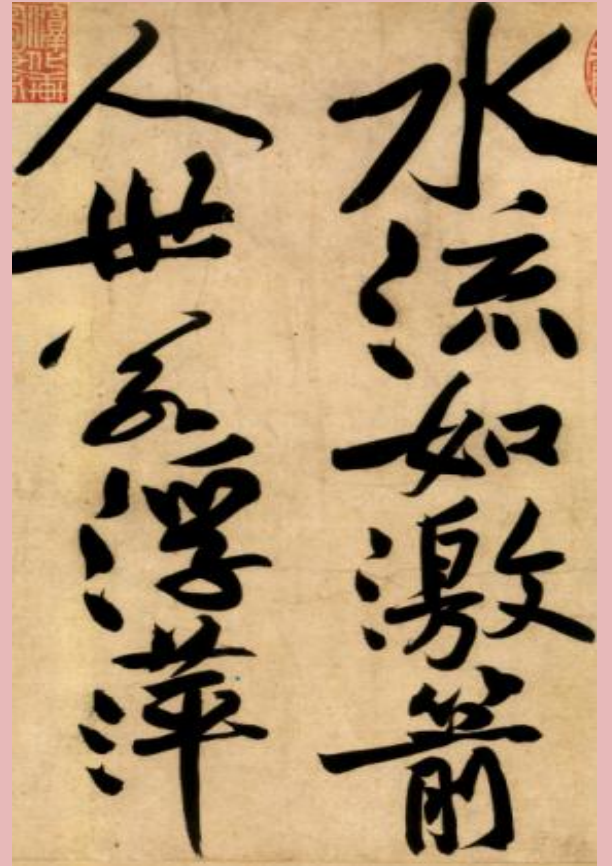
**The level of noise
during communication**

Differences of the “Western” and “Eastern” cultures



**Mutual perception of Europeans
and Asians**

***National
characters
& features
of communication
in the West and
East***



China and the Chinese



National character

- Traditionalism
- Collectivity
- Hierarchy
- Rationality
- Pragmatism
- Logic
- Strong feeling of “面子”
- Indirectness
- Politeness
- Modesty
- Formality
- Endurance
- Diligence
- Fast and slow moving
- Chasing fortune



Japan and the Japanese



National character: “Asia’s Germans”

- Traditionalism
- Conservatism
- Hierarchy
- Rationality
- Coolness
- Calmness
- Politeness
- Inscrutability
- Measure
- Careful planning
- Slow moving
- Orientation on details
- Lacking dynamism



Korea and the Koreans



National character: “Asia’s Italians”

- Traditionalism
- Hierarchy
- Individualism
- Energy
- Emotionality
- Directness
- Politeness
- Measure
- Quickness
- Fast moving
- Risk taking
- Nervousness
- Rough-and-ready



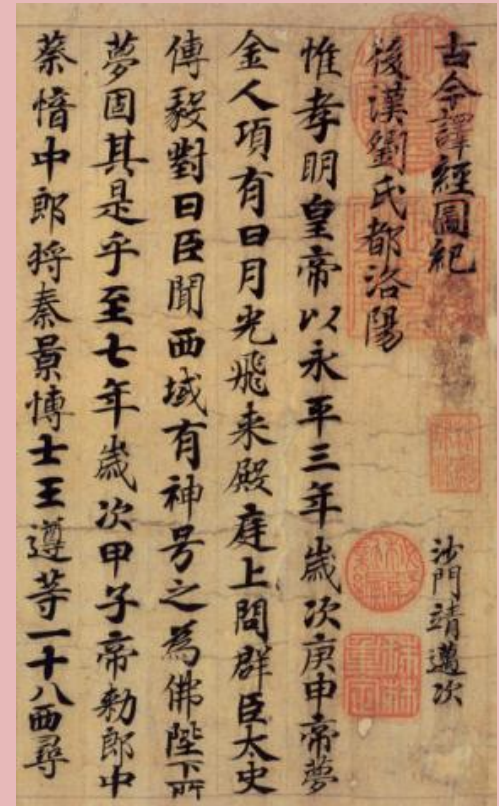
***Regional features of
communication in English***



Paragraphing

- ❑ Paragraph is a building block of a paper
 - “a group of sentences or a single sentence that forms a unit” (Lunsford and Connors, 116)
- ❑ Paragraph is a sentence or group of sentences that support one main idea
- ❑ **the unity and coherence** of ideas among sentences is what constitutes a paragraph

<https://writingcenter.unc.edu/tips-and-tools/>



Requirements for a good paragraph

- ✓ **Unified:** All of the sentences in a single paragraph should be related to a single controlling idea (often expressed in the topic sentence of the paragraph)
- ✓ **Clearly related to the thesis:** The sentences should all refer to the central idea, or thesis, of the paper
- ✓ **Coherent:** The sentences should be arranged in a logical manner and should follow a definite plan for development
- ✓ **Well-developed:** Every idea discussed in the paragraph should be adequately explained and supported through evidence and details that work together to explain the paragraph's controlling idea

(Rosen and Behrens, 119)

Thank you for attention!

**Let's have
some tea!
请喝茶!**

