

# Language and Culture

p 156

# Learning the Language

- requires partnership with an insider who speaks the language
- if no translators or written expression, a challenge to learn language



“hard case” - can mean tough or angry, in New Zealand, means “a funny character”

# Sapir-Whorf Hypothesis

- language labels reality and also shapes our culture
- ex: Hanumbo people of the Phillipines, have 92 for rice
- How many words do we have for “car?”
- challenge: does lang shape culture or vice versa?





What colour is the bus?



Is your Red the Same  
as mine?

# Body Language

- Involves conscious or subconscious use of body to demonstrate communication
- Reinforces an impression, display true feelings on an issue
- Consists of facial expressions, gestures, body movements
- Interpretations of body language varies from culture to culture

- North Americans prefer “personal space”, whereas in Middle Eastern countries, it shows a sign of respect to be in close proximity of another person
- In Greece – you shake your head “yes” and nod your head “no”

