Deep Culture
The Hidden Challenges of Global Living

Joseph Shaules
## Contents

Foreword ................................................................. ix  
Acknowledgements ...................................................... xi

Introduction ............................................................... 1

### Part 1: The Intercultural Experience

1 Intercultural Contact in the Global Village ............. 9  
   Sojourns as a Learning Experience .......................... 9  
   Goals of this Book .............................................. 10  
   Deep Culture ..................................................... 11  
   Deep culture and the global village ....................... 14  
   Avoiding deep intercultural learning .................... 16  
   Perspectives on Intercultural Learning .................. 18

2 Objections to Culture ............................................. 24  
   The Struggle to Define 'Culture' ......................... 24  
   Competing conceptualizations .............................. 25  
   Edward Hall - from culture to intercultural ............ 27  
   Objections to 'Culture' ...................................... 29  
   Social identity versus communities of shared meaning 31  
   Cultural as a causal agent .................................. 33  
   Culture as Experienced by Sojourners ................. 35

3 Understanding the Deep Structure of Culture ........... 37  
   Cultural 'Rules' and Diffuse Cultural Difference .... 37  
   Culture as stable frameworks of interpretation ........ 38  
   The deep structure of cultural difference ............. 39  
   Research Into Deep Cultural Difference ............... 41  
   Linguistic relativity ......................................... 42  
   Deep culture and cognitive processes .................. 43  
   Dimensions and domains .................................... 47  
   Approaches to Understanding Value Orientations .... 48  
   Hofstede's value orientations ............................. 50
The ‘cultural onion’ model of Trompenaars and Hampden-Turner
Norms, values and hidden assumptions
Human Universals and the Biological Bases of Culture
Cultural programming and individual choice

4 Deep Cultural Difference and Increased Prejudice
Change for the Worse
Deep culture and increased prejudice
Cultural Learning as ‘Pattern Recognition’
Resisting the Demands of Cultural Learning
Deep cultural difference and absolute judgments
Level of Investment and the Depth of Intercultural Resistance
Finding Neutral Intercultural Terminology
Negative Reactions are Normal

5 What is Successful Cultural Learning?
Defining Intercultural Success
Intercultural education goals versus intercultural adaptation success
Intercultural awareness in intercultural education
Intercultural competencies in language education
Intercultural success in cross-cultural adaptation research
A Phenomenological View of Intercultural Success
Constructive marginality
Critiques of Bennett
Meaningful Versus Deep Intercultural Experiences
Relationships as a measure of cultural depth
Language learning and deep culture
Schema for describing the depth of cultural experiences
From Goals to Process

6 The Process of Intercultural Learning
Differing Results of Deep Cultural Learning
Culture Shock and Cultural Learning
The anatomy of culture shock
Environmental cues and ‘navigational demands’
Communication and ‘interactive demands’
The ‘identity demands’ of intercultural learning
Deep and Surface Adaptive Demands
Resistance, acceptance and adaptation
The Stages of Cultural Learning
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bennett’s six degrees of intercultural sensitivity</td>
<td>116</td>
</tr>
<tr>
<td>The ethnocentric stages</td>
<td>116</td>
</tr>
<tr>
<td>The ethnorelative stages</td>
<td>118</td>
</tr>
<tr>
<td>Validity of the DMIS</td>
<td>119</td>
</tr>
<tr>
<td>Validity across cultures</td>
<td>122</td>
</tr>
<tr>
<td>The DMIS and ‘mixed states’</td>
<td>123</td>
</tr>
<tr>
<td>Intercultural sensitivity and deep culture</td>
<td>126</td>
</tr>
<tr>
<td>Diagramming Intercultural Learning</td>
<td>130</td>
</tr>
<tr>
<td><strong>Part 2: A Model of Cultural Learning</strong></td>
<td></td>
</tr>
<tr>
<td>7 The Deep Culture Model</td>
<td>137</td>
</tr>
<tr>
<td>The Deep Culture Model of Cultural Learning</td>
<td>137</td>
</tr>
<tr>
<td>Definition of terms</td>
<td>138</td>
</tr>
<tr>
<td>Intercultural Success – Intercultural Failure</td>
<td>140</td>
</tr>
<tr>
<td>Deep and Demanding Intercultural Experiences</td>
<td>141</td>
</tr>
<tr>
<td>The Inevitability of Intercultural Learning</td>
<td>143</td>
</tr>
<tr>
<td>Cultural Learning Dilemmas and Orientations</td>
<td>145</td>
</tr>
<tr>
<td>The Cultural Learning Process</td>
<td>146</td>
</tr>
<tr>
<td>8 Resistance to Change</td>
<td>150</td>
</tr>
<tr>
<td>Resistance</td>
<td>150</td>
</tr>
<tr>
<td>Resistance versus dislike</td>
<td>151</td>
</tr>
<tr>
<td>Resistance and rapport</td>
<td>155</td>
</tr>
<tr>
<td>Reversal</td>
<td>156</td>
</tr>
<tr>
<td>Surface Resistance</td>
<td>156</td>
</tr>
<tr>
<td>Explicit demands and symbolic significance</td>
<td>158</td>
</tr>
<tr>
<td>Deep Resistance</td>
<td>160</td>
</tr>
<tr>
<td>Resistance versus defense</td>
<td>162</td>
</tr>
<tr>
<td>Resistance, Ethnocentrism, Racism and Prejudice</td>
<td>163</td>
</tr>
<tr>
<td>9 Acceptance of Difference</td>
<td>166</td>
</tr>
<tr>
<td>Acceptance</td>
<td>166</td>
</tr>
<tr>
<td>Like versus acceptance</td>
<td>168</td>
</tr>
<tr>
<td>Surface Acceptance</td>
<td>169</td>
</tr>
<tr>
<td>Surface acceptance with deep resistance</td>
<td>169</td>
</tr>
<tr>
<td>Minimization versus mixed states</td>
<td>170</td>
</tr>
<tr>
<td>Intellectual acceptance versus deep acceptance</td>
<td>171</td>
</tr>
<tr>
<td>Deep Acceptance</td>
<td>174</td>
</tr>
<tr>
<td>Deep acceptance and language learning</td>
<td>177</td>
</tr>
<tr>
<td>Acceptance and adaptation</td>
<td>179</td>
</tr>
</tbody>
</table>
10 Adaptation and Cultural Identity ............................................. 180
Adaptation ........................................................................... 180
Norms and values – the ‘rules’ of a new community .............. 182
Enforced adaptation – adapting because we have to .......... 185
Surface adaptation – explicit learnings and symbolic meanings ............................................................... 188
The challenges of surface adaptation ................................ 190
Deep Adaptation .................................................................. 190
Deep adaptation and language learning .............................. 192
Deep adaptation and cultural code switching .................... 193
Deep adaptation and identity shifts .................................... 195
Rapport and cultural identity .................................................. 196

11 Resistance and Rapport – Why Not Everyone Reacts the Same ... 198
Everyone is Different ........................................................... 198
Resistance and Rapport ......................................................... 198
Relationships and Language Learning ............................... 204
Cultural Distance .................................................................. 208

12 Beyond Adaptation ............................................................... 213
Defining Intercultural Success .............................................. 213
The ‘Chameleon’ ................................................................. 217
Identity Questions and Deep Cultural Learning .................. 220
Binary intercultural experiences and triangulation ............. 223

13 Implications for the ‘Global Village’ ................................. 226
Intercultural Learning Goals ............................................... 226
A vocabulary for intercultural experiences ......................... 226
Applying the vocabulary of intercultural experiences .......... 227
Explicit/Implicit Culture – Surface/Deep
Intercultural Experiences ..................................................... 229
Relationships, Language Learning and Intercultural Learning 231
Principles for Intercultural Education ................................. 232
Conclusion ........................................................................ 234

A Glossary of the Intercultural Experience ......................... 237
Background of the Sojourners ............................................. 252
References ........................................................................ 255