AN APPLICATION OF INTERCULTURAL COMMUNICATION THEORIES IN THE SPANISH WORKPLACE

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Guiding framework: Intercultural Communication Theories

- Anxiety-Uncertainty Management Theory: William Gudykunst
- Cultural Dimensions Theory: Geert Hofstede
- Face Negotiation Theory: Stella Ting-Toomey
- High-Context Versus Low-Context Cultures and Styles of Communication: Edward Hall

What are the theories evident at UDP?

- Anxiety-Uncertainty Management Theory: Yes
  - Speaking with bosses
  - New people on the team
- Cultural Dimensions Theory: Yes
  - Seen in social situations
- Face Negotiation Theory: Yes
  - Seen in situations of conflict
- High-Context Versus Low-Context Cultures and Styles of Communication: No
  - Speaking versus writing

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Methods

- Semi-structured interviews
- Ethnographic observations