



# Research Needs in Intercultural Communication

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## Abstract

Intercultural communication is a new field for communication researchers. So far a few researchers have been completed their work in this area. Most of the researchers completed their research in developed countries like USA and Europe. In India, still this area has not been undertaken by the researchers. In this paper, suggestions have been made for conducting a research programme in Intercultural communication and an urgent need has been indicated to create a consultative group at international level to undertake number of tasks in the area of Intercultural communication.

## 1. Introduction

Lack of research activity in Intercultural Communication has been brought out in several research meetings, seminars & conferences. In 1973 John Hwang wrote in his article on "Intercultural Communication problems in cross cultural Research" that a few researches are being conducted in this area. Hoopes and others (1973) echoed the same refrain. Samovar & Porter (1972) asserted that Intercultural Communication has not been the subject of intensive research. There are several papers published in various periodicals & journals such as the Journal of Cross-cultural Psychology, Journalism Quarterly, Current Anthropology, International Journal of Psychology & Journal of Intercultural Communication Research (JICR) confirm that there have been a few researches completed in these areas. Moreover whatever researches exists in Intercultural Communication area often appears to be fragmented, diffused and even hidden (Larry Samovor 1979). Like any new subject matter area, the growth of Intercultural Communication depends to a large extent upon the continued progress in research development of theories and models. A number of research methods such as Quantitative Field Study (Jones 1971), Participant Observation (Abraham 1968), Lab experiments and Survey Methods (Sherif 1964), Case Studies, Content Analysis (Everett Rogers 1971,

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1973 & 1976) have been successfully used to examine communication and cultural forces.

Intercultural Studies on nonverbal & small group communications are particularly needed. (Robert Shutter 1976, 1977 & 1979). Intercultural Communication researchers if use interdisciplinary research methods imaginatively too explore communicative phenomena may produce research findings which will be enlightening as well as socially significant (Robert Shutter, 1979).

## 2. Suggestions for Research Programmes in Intercultural Communication

1. Further researches and validation of the materials and instruments which have already been developed should be conducted intensively.
2. Cross cultural methodological guides to conduct cross cultural researches may be worked out.
3. Collection of detailed information on problem solving, conflict situations in cultural process etc.
4. Studies on relationship between Culture & Communication should be undertaken.
5. Influence of context on Intercultural Communication is subjective and situational. More researches to be conducted to know Influence & Impact of environment on human interactions in various cultural situations.
6. Requisite conditions for successful Intercultural Communication should be identified.
7. Research projects on diffusion of information in other culture-process & methodologies of dissemination should be launched extensively.
8. Similarities between various cultures that would tend to contribute to successful Intercultural Communication. Isolation of cultural likeness & cultural resembles.
9. Influence of language on Intercultural Communication.

“To investigate directly the use of language in context of situations, the research study must take the context of the community & investigation of communicative habits as a whole. (Hynes, 1964).”

10. We have recognised the need to test many communication theories in different cultural settings. Does cognitive dissonance follow the same patterns in Prague and Pune? These are merely cross cultural tests (Alfred G. Smith 1979).

## 3. Concluding Suggestions

An urgent need is being felt that a Consultative Group on Intercultural Communication (CGIC) at International level be formed. A smaller group at country level should be associated with it. CGIC should undertake following tasks :

1. Plan, organise and conduct short term training programmes, workshops and seminar on Intercultural Communication.
2. Develop and offer academic programmes leading to Diplomas, Undergraduate and Post-graduate degrees.
3. Conduct studies and research in Intercultural Communication related areas. It should be able to

standardise research tools based on testing and develop research methodologies.

4. Act as Resource Center for Professionals to share views, thoughts and plan for future activities.
5. Publications of Newsletters and important article and research papers on Intercultural Communication from time to time.

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