

# Intercultural Communication Competence

A Waikato Management School Case Study

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# What is Intercultural Communication Competence?

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- \* “Intercultural communication competence (ICC) is, “the ability to communicate effectively and appropriately in intercultural situations based on one’s intercultural knowledge, skills and attitudes”

\* Deardorff, 2006



# Waikato Management School (WMS) Case Study

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What does it mean for graduates of WMS to be effective and appropriate in culturally diverse local and global contexts?

19 participants: 10 students, 6 alumni, 3 professors

14/19 participants speak languages other than English  
Languages spoken: Afrikaans, Arabic, Cantonese, English, Kannada, Mandarin, Māori, Samoan, Singhalese, Tamil and Vietnamese

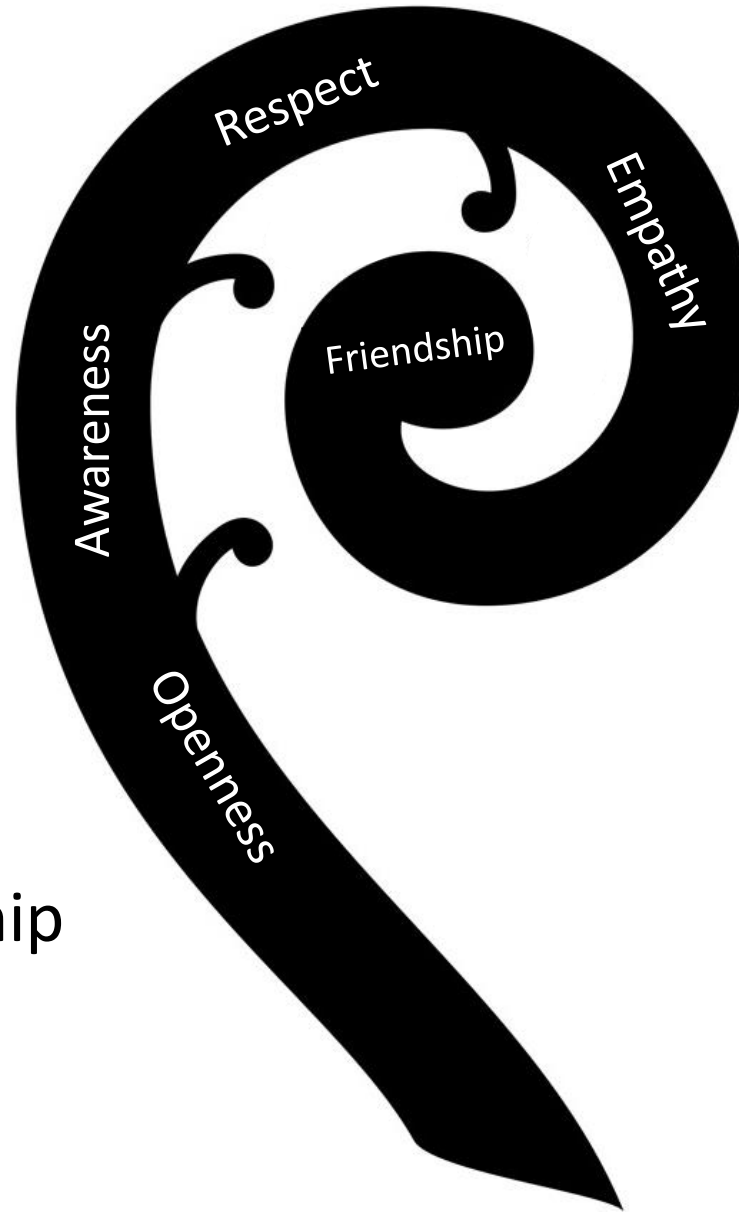
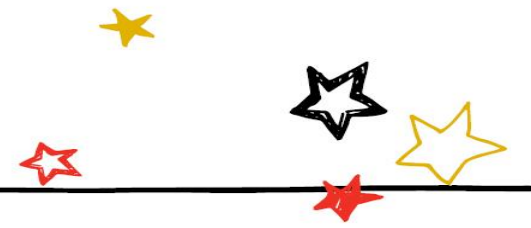


# Findings

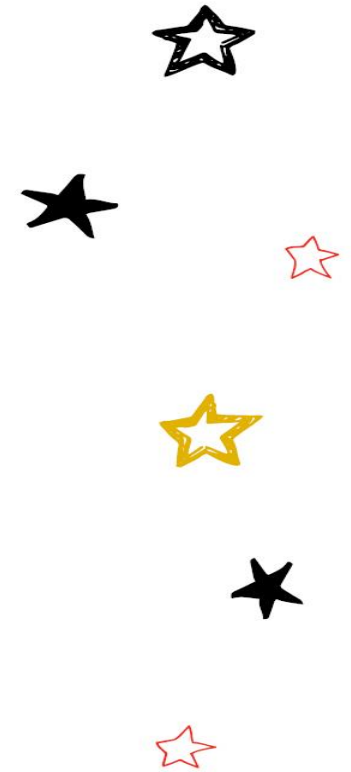
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- + Cultural humility
- + Bicultural communication competence
- + English language proficiency

# Cultural Humility



Openness  
Awareness  
Respect  
Empathy  
Intercultural friendship



# Bicultural communication competence

## Tensions:

- + Lack of value put on Māori culture and sometimes active resistance to learning Māori perspectives
- + White privilege
- + Practical constraints



# English language proficiency



# Implications for International Education

- + Nurturing a University environment, with events and support, which grows cultural humility
- + Prioritizing bicultural communication competence for all international and domestic students
- + Ongoing support for English language development and emphasis on learning other languages for domestic students

