**Lecture 7: Context, Culture, and Intercultural Communication**

To communicate effectively, grammatical competence is insufficient. We need a communicative competence that incorporates social and pragmatic aspects. Dell Hymes and other linguists emphasized the importance of sociolinguistic and cultural competence as integral parts of effective communication. Recognizing that language is deeply connected to cultural norms, values and social contexts, Hymes highlighted the need to consider cultural aspects for a comprehensive understanding of communicative competence.

**1/ Communicative Competence (Hymes/ Canal and Swain)**

 It refers to a person’s ability to use language effectively in various social contexts. This includes both verbal and non-verbal communication skills. It involves not only grammatical competence but also understanding cultural norms, social cues, and appropriateness of language in different situations. It is deeply connected to culture and context.

**2/Communication, Context and Culture**

 Ever since the introduction of the concept of communicative competence, it was taken for granted that communication, context and culture are inevitably connected. According to Lustig and Koester (2010 p.13), « Communication is a symbolic, interpretive, transactional, contextual process in which people create shared meanings.» While context refers to the circumstances surrounding a particular event/ communication providing a framework for understanding meanings, culture refers to the set of norms, values, attitudes, assumptions and beliefs shared by a society. The definition of culture may be extended to include more elements that may be visible or invisible.

**3/Intercultural Communication**

 Intercultural communication is communication between people from different cultures. It is a main concern of applied linguistics because it is filled with problems that are related to language. In other words, intercultural communication is filled with miscommunication as people draw from their own cultures in their attempt to fathom meanings while interacting with others.

**4/ Cultural Awareness**

Cultural awareness involves understanding and recognizing different aspects of various cultures. Bennet (1986) suggested that people explore cultural differences differently. They may go through a stage of denial, defense, minimalization, acceptance, adaptation or integration.

**5/ Intercultural Communicative Competence**

 Intercultural communicative competence refers to the ability to communicate effectively and appropriately i various cultural contexts. According to Byram (1997), An intercultural competent person has to attain five knowledge areas that contribute to intercultural competence. These are known as the five savoirs: savoir, savoir etre, savoir comprendre, savoir faire et savoir s’engager.