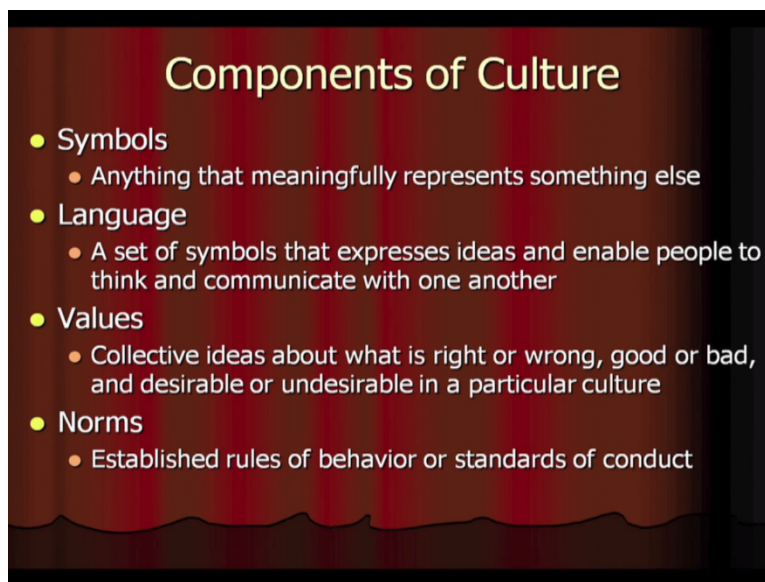


Emotional Intelligence
Prof. R. K. Pradhan
Department of Humanities and Social Science
Indian Institute of Technology, Kharagpur

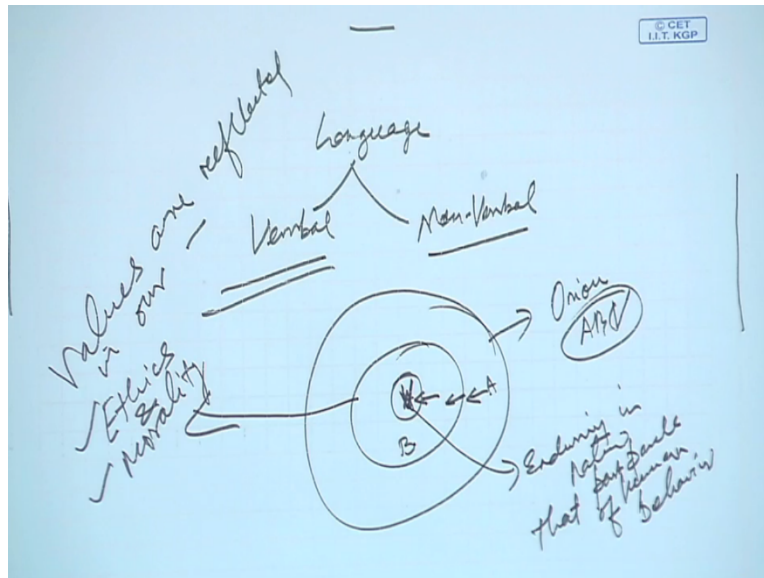
Module No # 8
Lecture No # 38
Role of EI

Yeah, as we are discussing about different symbols, even language plays a very important role in terms of communicating cultures. Language is nothing but a set of symbols that expresses ideas and enables people to think and communicate with one another.

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Say for examples, we have seen that non-verbal languages, Language can be verbal, language can be no-verbal. Non-verbal behaviors are very complex behaviors. We have seen that a single you know, a single kind of this kind of intention no, non-verbal forces it convey so many things. This things means you want a very little, you know.

In one culture, the same gestures or postures indicates different meaning in other cultures. Like it is different for Greece people it is conversed different meaning for Italian peoples. So simply in other cultural context we have observed that non-verbal language also plays a important role in terms of communications.

Simply, few examples simply a hand shake you know Americans you know require a different kind of handshake which is different from Europeans while Indians always want a very strong handshake. If you are not holding their hand very strongly it conversed as if you are not interested in them. So you are interaction may not go a longer period of time. So that is why you know non-verbal languages are more powerful than verbal languages.

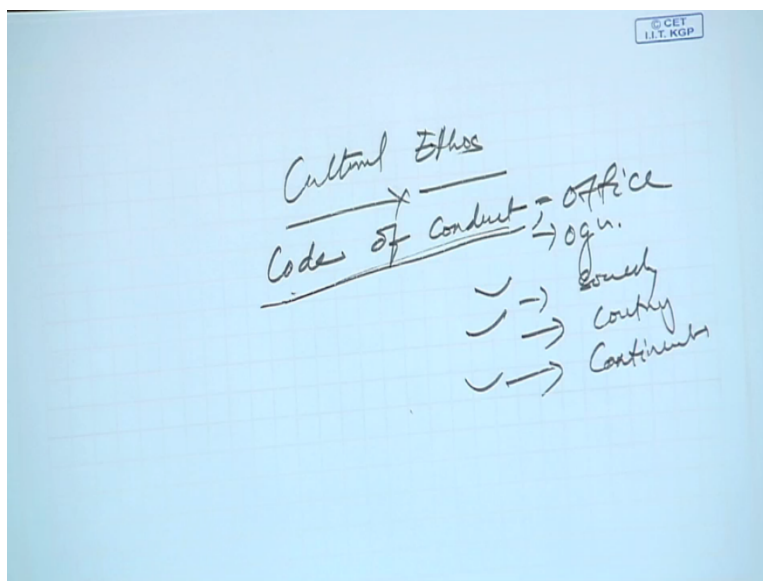
And most of our emotions are communicated through non-verbal languages or non-verbal communications. However we have seen that the values have been very important components of culture, you know, attitudes, beliefs, and you know attitude, beliefs and values. So we call it as the onion model of ABC, attitude, beliefs, ABV, attitude, beliefs and values. So you know,

attitudes are organized into values sorry, attitude attitudes are organized into beliefs and beliefs are organized into values.

So values are nothing but the core component of human beliefs. That is so enduring these are so enduring in nature. That becomes part and parcel of human behavior. So our culture is reflected in our behavior that holds our beliefs, values and attitudes. These are collective ideas about what is right, what is wrong, what is good, what is bad, what is desirable what is undesirable in a particular culture. So this is nothing even this values also indicate our ethics and moralities.

Values are often reflected in our ethics and morality because ethics is nothing but whatever we do we do it in terms of what is right and what is wrong. Morals are what are good, what is bad. And attitudes are also reflected what is desirable, what is undesirable. Going further, there are certain norms that guide our culture. So what you call the cultural rules and regulations, cultural ethos.

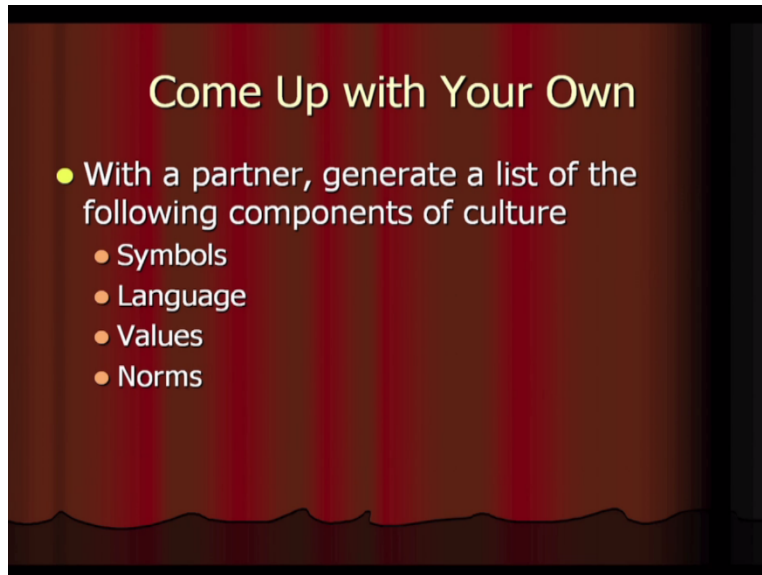
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Cultural ethos is very enduring in nature this has become the part and parcel of our everyday behavior. So these cultural ethos, grow out of the practice of existing norms, established rules of behavior or standards of conduct. We often call it as the code of conduct in terms of office, organization, society, country or continent so why social groups differ, why countries differ, why

continent differs? There is nothing because every one of them they believe in their guided by unique code of conduct, unique established rule of behavior or standard of rules.

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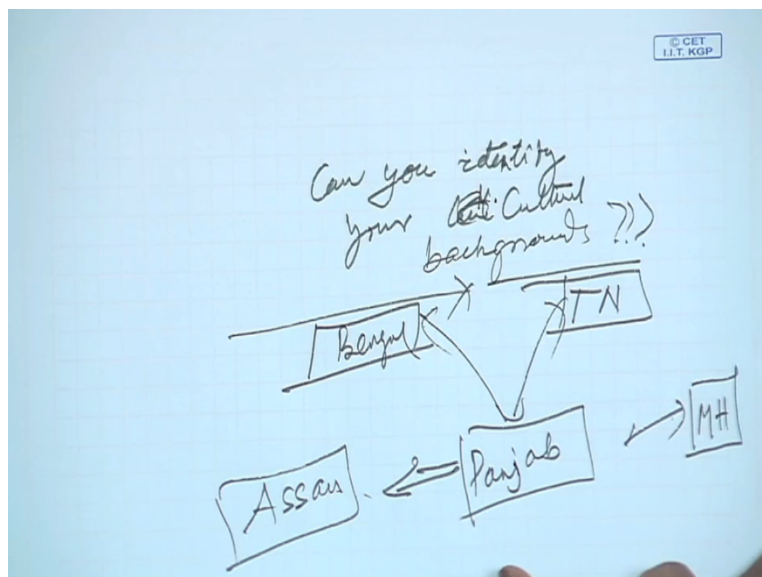


Come Up with Your Own

- With a partner, generate a list of the following components of culture
 - Symbols
 - Language
 - Values
 - Norms

So therefore, let us then we come up with the, your own systems, when you are asked that what is your cultural competence, can you identify your cultural backgrounds?

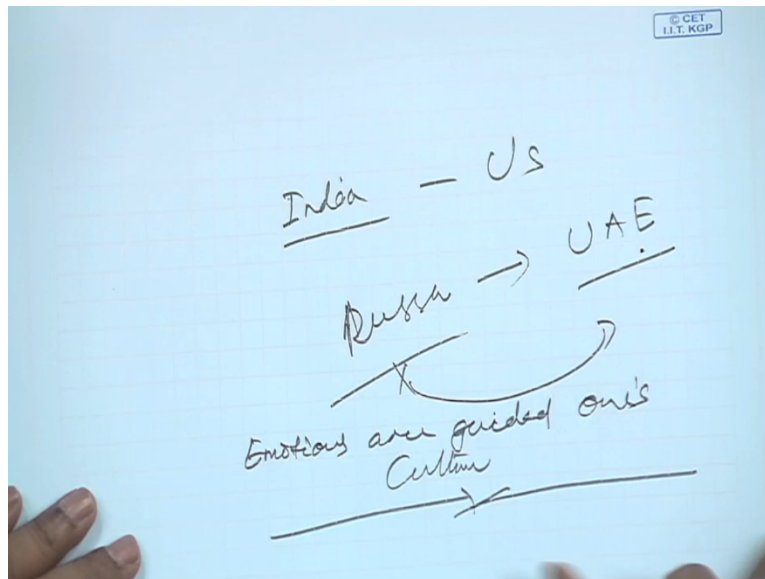
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So, when you try to identify your cultural backgrounds, you try to relate to the symbols, the language, the values and the norms that you relate yourself. So with a partner, generate a list of the following components of culture, say for example somebody in India, we have you know various types of cultural practice.

Say for you have a good friend from down south from Tamil Nadu interacting with his or her friend with West Bengal, so, can you map each other's culture? One side says Bengal and the other side is Tamil Nadu can there be a culture belonging to Punjab which is different from Assam which is different from Maharashtra. So this is how even you can find behavioral patterns within the same nations.

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When you compare yourself with different other countries say for like you know India and US, Russia, UAE. You will find different kind of a person belonging to Russia, holds a different cultural behavioral patterns than a person belonging to United Arab Emirates. So, then the question is that how culture and emotion they are interrelated.

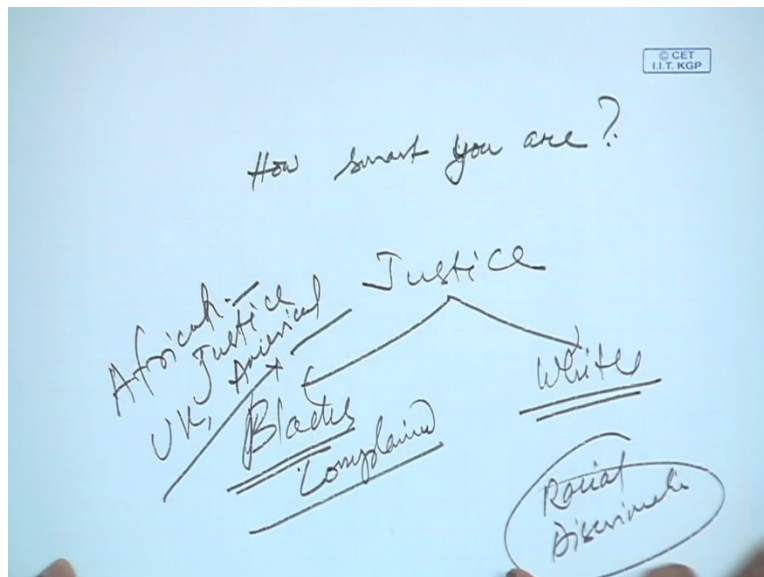
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Emotion and Culture

- How cultural rules and regulations monitors our emotional perception, expression and regulation????
- Self- awareness
- Self- regulation
- Motivation
- Empathy
- Social Skills

Yes, culture and emotions are interrelated in the sense that our emotions are guided by one's culture or cultural ethos or cultural rules or standards. So therefore there is a direct relation between emotion and culture.

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Then who makes it that how smart you are? So then what decides that you are a smart guy, How who decides that you are more intelligent than others? So this smartness, intelligent, extraordinary these are certain connotations or adjectives that we use looking at the cultural expressions of the person in terms of say when you say that emotions requires particular type of awareness. If you are aware of the emotional state of affairs of Japanese you will be able to better interact.

If you can regulate your emotions in a proper way in a balanced way you will be appreciated in other cultures, emotions sometimes also regulate motivations. So therefore, emotion and motivation they go side by side. You cannot express empathy towards other culture unless you understand the emotional state of affairs of your counterpart. So therefore, it is also related to emotional intelligence. So, and social skills we have been seen how socially you are composed.

How socially you are compatible, unless or until you understand the tricks of the trade of social equation or interpersonal relations so therefore, Goleman says that these are the five dimensions hat always interrelated so therefore there is a direct relationship between emotion and culture.

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Cultural Differences in Emotion Antecedent

- Cultural differences exist in **frequencies of antecedents** that bring about an emotion
 - Death of family/close friends, physical separation from loved ones, and world news triggered sadness for Europeans and Americans more frequently than it did for Japanese; Problems in relationships triggered sadness more frequently for Japanese
 - Situations involving relationships triggered anger more frequently for Americans than Japanese; Situations involving strangers triggered anger more frequently for Japanese
-

So therefore, there are situations that involve relationships triggered anger more frequently for Americans than Japanese. Situations involving strangers triggered anger more frequently for Japanese.

So, you know where there are strangers Japanese feel more anger but when there are relationship situations that trigger more anger for Americans. So this shows the last paragraph shows that there is there are cultural differences in relation to expression of emotions.

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Cultural Differences in Emotion Appraisal

- Cultural differences also exist in appraisal processes requiring **judgments of fairness and morality**.
 - African countries appraised situations as more immoral, more unfair, and more externally caused than other countries
 - Latin America appraised situations as less immoral than other countries

Cultural differences also exist in appraisal processes requiring judgements of fairness and morality. If you look into the justice systems justice delivered to blacks and whites. So blacks have always complained the quantum of punishment have been delivered in the court of you know, whites court of law of whites where whites are judges.

White judges have delivered high level of punishment to blacks compared to the whites. So that is always a racial decimation reported. So therefore, there are national cultural differences that African compliances about justice than Europeans or Americans.

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Cultural Differences in Expressive Behavior: Display Rules

- **The Original Display Rule Study:**
 - Despite evidence for the universality of emotional expression of basic emotions, there are also cultural differences. This discrepancy can be explained by cultural display rules.
- **Cultural Display Rules:** Rules that dictate how universal emotional expressions should be modified according to specific social situations.
 - Deamplification, Amplification, Neutralization, Qualification, Masking, Simulation**

Cultural differences also we found in expressive behavior like display rules similarly you know when you study in terms of emotional labor there are certain cultures they can consume more you know emotional adjective situation than other cultures. Like the original display rules study says that despite evidence for the universality of emotional expression of basic emotions, there are also cultural differences. This discrepancy can be explained by cultural display rules.

Cultural display rules, say for example like rules that dictate how universal emotional expressions should be modified according to you know specific social situations. Like you know there are particular training being delivered to call center executives, to hotel industry executives, to bank executives that you know when you are dealing with human behaviors it is quite natural to experience in a high level of anger. So therefore, how to manage that emotional situations they are being learning don't over react.

Do not get excited, they are your customers; this is part of your job. So, accordingly you amplify, you amplify, you neutralize, you qualify, you know mask, and also sometimes you know through simulation also. See these are the behavioral you are likely to experience during your interactions. So you need to maintain company compos. So that is why there are certain cultures say for in like you know collective cultures where seniority is always respected without any reason.

Blindly people follow it, so therefore the training starts from their family you know anybody who is senior always say pranam, namaskar, touch their feet, so touching somebodies feet is an indication of one's respect and honor. So if you say hi, how are you? That will be an insulting behavior in Indian context. Still in Indian remote villages people cannot take it how modern you are how you know how educated you are but the cultural ethos still remain unchanged.

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Cultural Differences in Expressive Behavior: Display Rules

- **The Original Display Rule Study:**
 - Ekman (1972), Friesen (1972): American and Japanese participants viewed highly stressful films in two conditions

Condition	Americans	Japanese
Alone	Showed disgust	Showed disgust
With Experimenter	Showed disgust	Smiled

Then cultural differences in expressive behavior say for examples you know this is a study long back during nineteen seventies conducted by Paul Ekman and Friesen, American and Japanese participants viewed highly stressful films in two conditions. Condition one is alone, condition two is with experimenter you know Americans showed disgust when they are alone watching a movie. While Japanese showed also disgust.

But with the experimenter American also showed disgust but the Japanese smiled, so when somebody is there even in Indian context you know when you are alone you feel afraid when there is somebody like your closed one sitting next to you feel empowered you feel safe. So, that creates a comfort zone. So this is difference in between collective society individualistic society.

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Recent Cross-Cultural Research on Display Rules

Cross-cultural study in 30 countries

	Type of culture	
	Individualistic	Collectivistic
Self-Ingroup Relations	Okay to express negative feelings; less need to display positive feelings	Suppress expressions of negative feelings; more pressure to display positive feelings
Self-Outgroup Relations	Suppress expressions of negative feelings; okay to express positive feelings same as toward ingroup	Encouraged to express negative feelings; suppress display of positive feelings reserved for ingroups

These are also, several other differences related to you know self-in group relations where in individualistic society it is okay to express negative feelings, less need to display positive feelings. So if you are feeling irritations you know American do not bother to express it. They simply say please stop it, I do not like it. But if you are senior to whom you respect cause them some discomfort. But in India, you know people will consume like it has poison.

Because they respective too much, so they value their relationship so much, you know even during you know family fighting or fight between couples you know the Indian, so called house wife, always tolerates non-senses of husbands, is not? So that comes out of our collectivistic approach to our cultural tolerance. So because we try to suppress expressions of negative feelings more pressure to display positive ones. In case of self-outgroup relations, but Indians are very good.

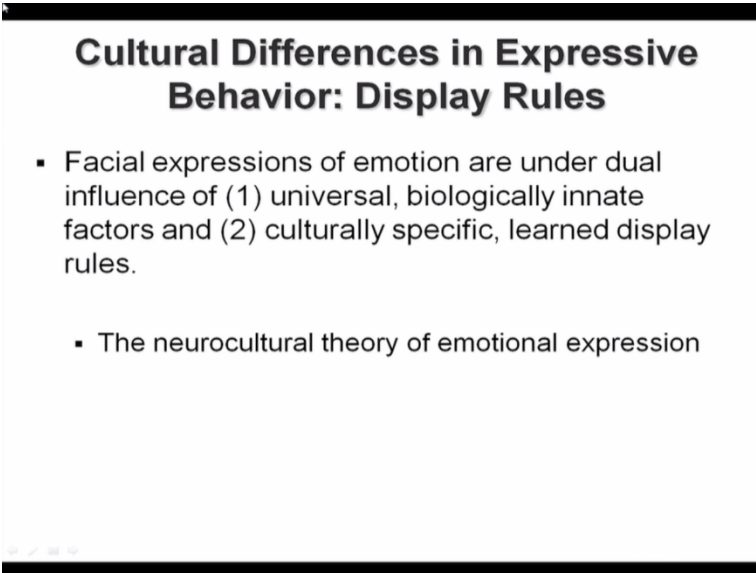
You know very reacting to somebody from outside his group from outside his locality or society. Say for examples people in individualistic culture they suppress expression of negative feelings okay to express positive feelings same as towards in group. But in collective societies people encourages to express negative feelings because, that is why you know we always give training when you are travelling alone in train, buses or anywhere do not interact much with strangers.

But this is just opposite to individualistic society, you look at Americans, you look at Europeans, you know there is famous joke behind this you know there are people who travelled all from their different countries on a tourist tour to Paris. You know the famous tower Eiffel tower. So people from United States, Europe, Germany, Japan and India they get together you know one American male encounter a female. They get introduced with Hi, where are you from?

They introduce their we are from America so they get together and they became good friends same things happens to German people, same things happen to Japanese people, but when it came to Indians you know there are two strangely one male and one female, one from one state and another from another state but still the each other you know like waiting for each other that let him come to me the lady is thinking and introduce to me then the gentleman is thinking I do not know her let her come to me and introduce.

And throughout their journey they never get a chance to introduce with each other's. So that signifies or you know cultural differences

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Cultural Differences in Expressive Behavior: Display Rules

- Facial expressions of emotion are under dual influence of (1) universal, biologically innate factors and (2) culturally specific, learned display rules.
- The neurocultural theory of emotional expression

Cultural differences in expressive behavior also facial expressions of emotions are under dual influence of universal, biologically innate factors and second reason is culturally specific and learned display rules. When we are learning certain rules and regulations you must not go beyond this boundary line.

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Are there cross-cultural differences in recognition accuracy rates?

Americans are better at recognizing anger, disgust, fear, and sadness than Japanese

- Cultural source of these differences may be individualism.
- Individualism is associated with better recognition of anger, fear, and happiness.

So we restrict our expressions, the neurocultural theory of you know emotional expression that indicates that we are biologically regulated or programmed to express certain kind of display or behavior. Americans are better at recognizing anger, disgust, and sadness than Japanese. Cultural source of these differences may be individualism. Individualism is associated with better recognition of anger, fear, and happiness because they are encourage don not tolerate your discomfort always try to express.

Many time you know we Indians hope for many types of problems but we do not allow anybody to let us know. Because we are not expressive, because we often possessive that it is my problems why should I express to others, in the process we do not get any assistance from others. So that is said back in our culture. Cultural differences in judging emotions in others, but there are some certain situations in public places, public platforms, we also, we are not so open to express our feelings.

You know few years back, when one of the Hollywood hero who was doing an advertisement for AIDS or something in India, he repeatedly you know caught hold of Shilpa Shetty and kissed her on the platform, but kissing a lady in United States is not a big affair, but kissing a lady in India, it becomes a national issue.

So during that time it has become a huge national issue and you know most of the news channels it was coming as breaking news. So what is there to make it a big news, which is a because it not culturally easy going in our countries so therefore cultural differences do matters in the expression of our emotions and behavior.

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Cultural Differences in the Concept and Social Meaning of Emotion

- **The Meaning of Emotions to People and to Behavior**
 - In US, emotions inform oneself about self.
 - In other cultures, emotions are statements about relationship between people and environment.
- **The very concept, definition, understanding, and meaning of emotion differ across cultures..**

So the meaning of emotions to people and to behavior like in US, emotions inform oneself about self. In other cultures, emotions are statements about relationship between people and environment. So these are varied meanings of emotions that conveyed from culture to culture. Therefore the very concept, definition, understanding, and meaning of emotion that differ from culture to culture or across cultures.

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Cultural constructionist approach to emotion

- Emotions are a set of “socially shared scripts” that are inextricably linked with culture and develops as individuals are enculturated into culture.
 - Emotion reflects cultural environment, and is a integral part of culture.
 - Culture shapes emotion.
 - Challenges universality or biological innateness of emotions.
-

So therefore cultural constructionist approach to emotion is that emotions are a set of socially shared scripts that are inextricably linked with culture and develops as individuals are enculturated into cultures therefore this is you know emotion reflects cultural environment that is where I said that you know culture is nothing but man-made.

So emotion reflect cultural environment and is an integral part of one’s culture, culture shapes our emotions. Challenges universality or biological innateness of emotions sometimes you know culture, when you are going to China you must learn how does Chinese express their emotions. It is not that emotion takes care of your culture it is culture that takes care of your emotions. Similar you know in India while there is lot of restriction when a boy talks to a girl.

The parents never allow the free interaction between their grown up daughter and sons. So that creates that is nothing but a social taboo that this is a bad thing. That should not be encouraged in Indian cultures. Even some parts of India also boys and girls cannot walk together hand by hand holding hands together on the road and this is a cultural restriction for expression of ones feelings towards others.

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Conclusion on Cultural Differences

- There are universal and culture-specific aspects of human emotions.
 - Basic emotions are universal.
 - Subjective experience and emotion language may be culture-specific.
-

So the conclusion on cultural differences is that there are universal and culture-specific aspects of human emotions. Therefore the basic emotions one needs to be studied very carefully because they are certain emotions they are universally applicable. But however there are some emotions they are culture specific. Subjective experience and emotion language may be culture-specific.

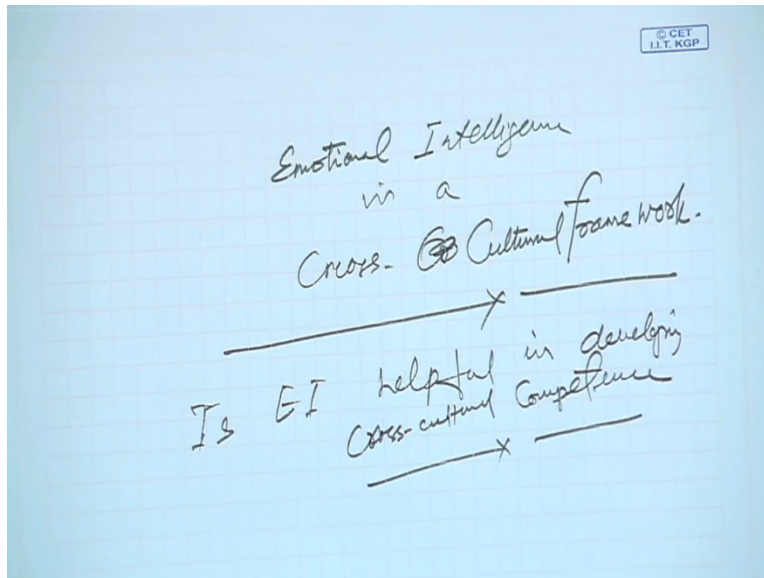
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Developing Cultural Competence Through Emotional Intelligence

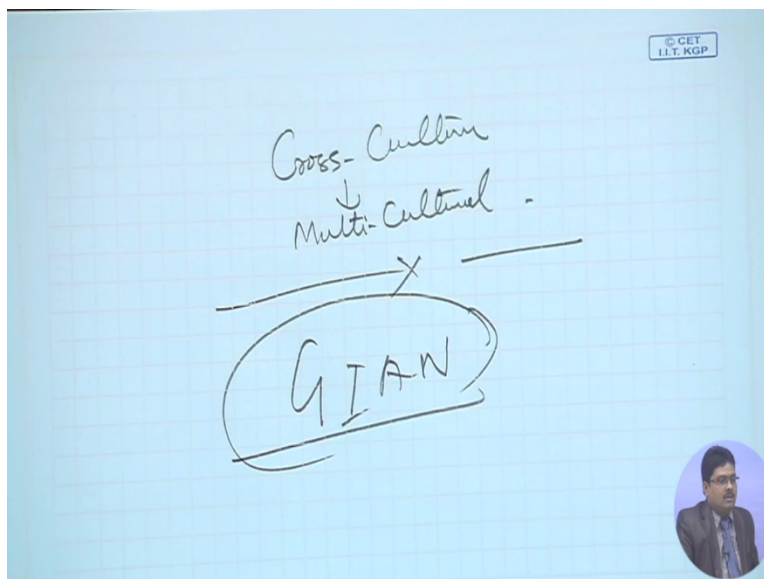


So therefore, taking lessons from here let us practice it in the framework of cross-cultural competencies.

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Where we will try to relate the understanding of emotional intelligence so our understanding of emotion and culture in different national culture now leading us to apply emotional intelligence in a cross-cultural framework is emotional intelligence, is EI helpful in developing cross cultural competence? Let us examine why do we need cross cultural competence and how EI can be very helpful us? So when you talk about cross cultural we are actually talking about multi-culturalism
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Cross cultural is nothing, it can be studied as multi-cultural. Multi-cultural maybe in terms of nation, in terms of language, in terms of colors, in terms of caste, religion, etc.
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Multiculturalism in education

CQ ?????



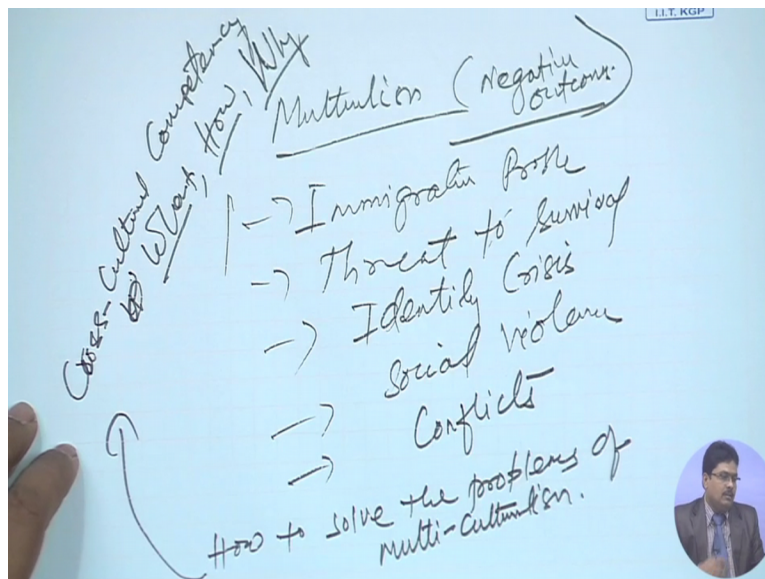
So therefore, let us begin with our educational systems, so when you know after globalizations we are not entering into, we are living in a state of global village. Is not it? So educational institutions across countries, across nations, have become multi-cultural in India even government is also creating policies that ten to fifteen post seats must be available to other continental so that India becomes able to you know reach it global outreach programs.

You know in recent times you know many IIT's the minister of HRD is coming up in a big way in terms of GIAN, you know the global Indian you know outreach international programs. This programs are basically introduced just to bridge the gap between different countries in terms of regulations sorry in terms of educations, in terms of social exchange, in terms of you know cultural exchanges, so that we can build up better relationship with other countries, we can know each other in a better way, which will be helpful for you know creating a positive world or a better world for tomorrow. So therefore, if you examine or if you look at this slide.

You can find people from many countries, many cultures, you know many nationalities are sitting here and discussing about something so similarly when you are engaged in some multicultural discussions. How do you relate each other's? You know there will be differences in your pronunciations, there will be differences in your expressions, facial expressions. So, is it good for individuals, organizations, countries? So let us examine it, what is the cost and benefit of multiculturalism.

We just have highlighted what could be the possible benefits but what could be the side effects of multi-culturalism or you know collective stage in or pluralistic society or pluralism and right now what American are suffering from the threat of multi-culturalism. Every institutions, every college, every university there is shooting, killing, kidnapping is going on. There is you know growing sense of hatred is spreading all over America.

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So now Americans are very cautious that is why they are talking about immigrations. So multi-culturalism is causing immigration problem. So that is threat to their survival. Identity creating, identity crises, social violence you know conflicts, inter group conflicts. So these some of you know side effects of negative outcomes of multi-cultureless but is there any way out, how can we fight out? How to solve the problems of multi-culturalism?

Yes, the only answer is cross cultural competencies. So how can do that, so then question is what, how and why? So these, what, how and why will answer the question of multiculturalism.

Thank you.