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MASTER

“LANGUAGE AND COMMUNICATION”

The Internet as means to increase the employees' intercultural awareness

Case study: The employees of exterior Bank of Algeria **CAPITALIZATION**

Dissertation submitted in partial fulfilment for the requirements of master degree in English

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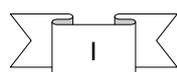
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ABSTRACT

This study aimed to investigate how the **employees**' can increase their intercultural awareness by using the internet to improve their intercultural communication skills in order to avoid misunderstanding during interaction with foreign customers. The ultimate goal of this research was to show how the internet helps the employees learn more about intercultural awareness. This research used a descriptive explanatory case study in which a questionnaire was given to the employees of the Exterior Bank of Algeria for the data collection. The results showed that employees' intercultural communication competence improves due to the use of internet instead of a direct and face-to-face interaction with the customers. We assumed that the internet helps them learn and understand more about cultural differences that exist between their home culture and other foreign cultures. At the end of this research, we came out with the conclusion that interactivity and other abilities of internet have become influential aspects to improve employees' knowledge of foreign cultures.

Key words: culture, intercultural awareness, internet, intercultural communication and competence, globalization.



DEDICATION:

This thesis is dedicated to:

The sake of Allah, my Creator and my Master,

My great teacher and messenger, Mohamed (May Allah bless and grant him) who taught us the purpose of life,

My great parents, who never stop giving themselves in countless ways, especially my dad (May your soul rest in peace),

My dearest husband, who leads me through the valley of darkness with light of hope and support,

My beloved sisters, particularly the oldest one who stands by me when things look bleak,

My beloved son who gave me this year the courage to keep going. To my little family, the symbol of love and giving,

My friends who encourage and support me,

All the people in my life who touch my heart,

I dedicate this research.

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First and foremost, I must acknowledge my limitless thanks to Allah, the Ever-Magnificent; the Ever-Thankful, for His help and blessing.

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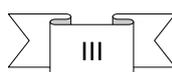
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General introduction

The globalization of the world has led to cultural diversity or multiculturalism in all aspects of life. In other words, intercultural awareness increases awareness of cultural differences in order to develop the individual's communication skills to avoid misunderstandings in intercultural interactions. Therefore, globalization has marked a world in which people of different cultural backgrounds are increasingly becoming dependent on one another. To understand and accept cultural differences is nowadays imperative to be effective in intercultural communication reformulate in a global society.

Interacting with customers can be quite easy; however, communicating effectively with them might be a difficult task. Thus, the major objectives of this study are firstly to highlight the notion of culture and intercultural awareness from the perspective of employees at the Exterior Bank of Algeria. The second objective of this study is to determine how the internet can help the employees to avoid cultural misunderstanding while interacting with customers especially the ones from other countries. The last one is to show how the internet can help them increase their intercultural communication skills.

In other words, regarding the importance of culture as a part of interaction, the current study aims at discovering the role of internet in shaping the employees' intercultural awareness.

Therefore, the following research questions are asked:

- What do culture and intercultural awareness mean to employees?
- What are the intercultural experiences of the employees?
- To what extent does intercultural awareness affect their interaction with customers?

To answer these research questions, three hypotheses were set out:

- The examination of **the views of employees' staffs** towards the concepts of culture and intercultural awareness.
- The examination of the intercultural experiences of the employees. UNCLEAR
- The investigation of the employees' perceptions towards the significance of intercultural awareness and how it affects their relationship with customers.

Since the aim of this research is to discover the impact of internet on the employees' intercultural awareness, the researcher used an explanatory case study dealing with the employees of the Exterior Bank Of Algeria at Mostaganem city. The main research tool in this study was a questionnaire which was distributed to the employees.

The present dissertation consists of three chapters. The first one is concerned with a theoretical background in order to introduce some concepts related to our study and provide the reader with their definitions. The second is about the research design and methodology used to collect data from the selected informants. And the last chapter, which represents the practical part of our study, is concerned with the analysis and discussion of our data collected from employees' questionnaires in order to answer the research questions. Furthermore, some limitations and recommendations are provided too.

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CHAPTER I: Theoretical Background

Introduction

While cultures around the world value their individual traditions, beliefs, morals, and norms that make them unique, internet links people around the world regardless of their differences and geographical boundaries. In this perspective, it is argued that globalization makes human beings live in a world without borders. As a matter of fact, to have an efficient communication skill, the best way is to link culture and communication together. This was the main reason behind the criticism of Chomsky's views of communication by Dell Hymes, who introduced the term communicative competence and after Byram reoriented this competence to intercultural communicative competence.

Therefore, the present chapter provides the reader with explanations of different notions like culture, the concept of intercultural awareness, its advantages and disadvantages, the communicative competence, and finally the intercultural communicative competence.

1. ON THE NOTION OF CULTURE

1.1 The definition of culture

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. The Center for Advance Research on Language Acquisition goes a step further, defining culture as shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization. Thus, it can be seen as the growth of a group identity fostered by social patterns unique to the group.

‘Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet our visitors,

how we behave with loved ones, and a million other things,' **Cristina De Rossi, an anthropologist at Barnet and Southgate College in London told Live Science.** THE

REFERENCE IS NOT PUT PROPERLY The word

'Culture' derives from a French term, which in turn derives from the Latin 'Colere', which means to tend to the earth and grow, or cultivation and nurture. 'It shares its etymology with a number of other words related to actively fostering growth', De Rossi said.

Claire Kramsch (1998) perceives culture as: 'common system of standards for perceiving, believing, evaluating, and acting'. These standards are shared by individuals in a giving society like the family, so they learn these standards through their interaction with each other, and then they would reinforce them through social institution like the school or the workplace.

1.2 The notion of culture in the 21st century: (Popular Culture)

Culture is a large presence in any society. It influences people's ethics and morals, the way they interact with others and even the way they think. The power that culture has on our behavior is of high significance. PLAGIARISM

<https://www.shoutoutuk.org/2015/09/11/meaning-western-culture/>

With the proliferation of new technologies in the everyday life of people, everywhere in the world culture is changing. There is a new culture developing and spreading across the world. This is due to the technology of the modern world that makes the world's population connected in a way that it has never been before. Now, more can be shared, and exchanged. Currently, scholars and researchers are referring to a new notion of culture: 'popular culture'. The latter is a modern cultural phenomenon. It can be used to describe popular music, films, books and even popular ways of thinking. Since its beginning, popular culture has been different from other cultures in its lack of historical and geographical foundation. Now, it has a new way of spreading: the internet.

The internet clearly has a large impact on culture as people share their thoughts and experiences. Songs, videos, articles, and images can become viral, thus entering mainstream culture. In this way, a single culture can be shared by a wide range of participants.

The culture created by the internet is an extension of fashionable, popular culture in the real world that spreads trendy new words and concepts. The word 'Selfie', the concept of being a 'basic' person, the phrase 'Yolo', all have entered mainstream usage and are examples of the way that a shared culture has been created by the internet.

People around the world are sharing the same culture in a way that would not have been possible without social media. A culture has been created through the virtual space; space that we share and has become an extension of popular culture.

1.3 Cyber culture

Since the boundaries of cyber culture are difficult to define, the term is used flexibly, and its application to specific circumstances can be controversial. It generally refers at least to the cultures of virtual communities, but extends to a wide range of cultural issues relating to "cyber-topics", e.g. cybernetics, and the perceived or predicted cyborgization of the human body and human society itself. It can also embrace associated intellectual and cultural movements, such as cyborg theory and cyberpunk. The term often incorporates an implicit anticipation of the future.

The Oxford English Dictionary lists the earliest usage of the term "cyber culture" in 1963, when Alice Mary Hilton wrote the following, "In the era of cyber culture, all the plows pull themselves and the fried chickens fly right onto our plates." This example, and all others, up through 1995 are used to support the definition of cyber culture as "the social conditions brought about by automation and computerization." The American Heritage Dictionary broadens the sense in which "cyber culture" is used by defining it as, "The culture arising

from the use of computer networks, as for communication, entertainment, work, and business". However, both OED and the American Heritage Dictionary fail to describe cyber culture as a culture within and among users of computer networks. This cyber culture may be purely an online culture or it may span both virtual and physical worlds. This is to say, cyber culture is a culture endemic to online communities; it is not just the culture that results from computer use, but culture that is directly mediated by the computer. Another way to envision cyber culture is as the electronically enabled linkage of like-minded, but potentially geographically disparate (or physically disabled and hence less mobile) persons.

PLAGIARISM https://en.wikipedia.org/wiki/Internet_culture

2. THE CONCEPT OF INTERCULTURAL AWARENESS

Globalization marks a world in which people of different cultural backgrounds increasingly come to depend on one another. To understand and accept cultural differences becomes imperative to be effective in intercultural communication in a global society.

2.1. Definition of intercultural awareness

Intercultural awareness is having an understanding of both one's own and others' cultures, and particularly the similarities and differences between them.

These similarities and differences may be in terms of values, beliefs, or behavior. They may be large or small, and they matter very much when you are meeting or interacting with people who are from another cultural background. Understanding that people from different cultures having different values is the foundation to good intercultural relationships.

PLAGIARISM
<https://www.skillsyouneed.com/ips/intercultural-awareness.html#:~:text=Intercultural%20awareness%20is%2C%20quite%20simply,similarities%20and%20differences%20between%20them.&text=They%20may%20be%20large%20or,are%20from%20another%20cultural%20background.>

Yassine (2006) claims that intercultural awareness is the development of awareness and understanding of one's own cultures, intercultural awareness occurs when people no longer assume that their culture's way of looking at things is the best way or the only way, and when people therefore begin to evaluate other perspectives. We adopt the definition proposed by Korzilius and Plank (2007) because it is more practical and understandable when compared with other definitions they claim that intercultural awareness is the ability to empathize and to dissent. More specifically in a communication situation it is the ability to take on the perspective of conversation partner from another culture or with another nationality and of

their cultural background and thus to be able to understand and take into consideration interlocutor's perspectives simultaneously.

2.3. The **advantages** of Intercultural Awareness

Intercultural skills improve communication abilities, social benefits, job opportunities and job stability. Intercultural awareness is an enriching lifestyle and mindset, not an obligation or

one-time training. In a multicultural world, most of us need at least some intercultural awareness every day. In this vein, Research from British Council suggests that employers value intercultural skills, including foreign languages, but in particular intercultural awareness, understanding of different viewpoints, and demonstrating respect for others. Having cultural awareness makes us global citizens! It helps us break down cultural barriers and build cultural bridges.

Being able to work and communicate with people from different backgrounds and cultures is essential in today's world and workplace. A global skill set ensures a bright future and an interesting and more enriching life path.

http://www.sideroad.com/Cross_Cultural_Communication/global-awareness.html

Also, people who know about other cultures are more able and adept at working in today's world. People who know how to work across cultures can turn differences into opportunities and can find success in situations where others find only failure. They can communicate effectively, solve problems creatively, and keep an open mind when others shut down. This means a job well done.

Finally, people who are interculturally aware are generally open-minded, they engage in compelling conversations in a wider variety of settings, take advantage of opportunities that others shy away from, and think with an adventurous and open mindset that enriches their lives and life experiences. They have interesting things to say and can express themselves well.

2.3 The disadvantages of Intercultural Awareness

Having a culturally diverse workforce can also result in several disadvantages for organizations. Nancy J. Alder (2008) stated that overgeneralization and ethnocentrism is the cause of many culturally specific disadvantages. Increasing intercultural skills and intercultural competency can decrease the incidence of overgeneralization and ethnocentrism. Intercultural skill is defined as the ability to understand and appreciate those from other cultures. Yu (2012) suggested that multicultural organizations should focus on the issues of cultural sensitivity, cultural awareness, and behavioral skills as the first step toward increasing general intercultural competency. Again it should be noted that intercultural skills and intercultural competency are based on the acquisition of intercultural communication skills (Varner & Beamer 2011). Alder (2008) added specific communication-related disadvantages of cultural diversity in the workplace. Among those disadvantages were increased ambiguity, complexity, and confusion due to miscommunication. She noted the impacts of cultural diversity on problem-solving, decision-making, and consensus-building each of which stands or falls on the quality of the communication process.

2.4 Cultural Globalizations

Cultural globalization refers to the rapid movement of ideas, attitudes, meanings, values and cultural products across national borders. It refers specifically to idea that there is now a global and common mono-culture – transmitted and reinforced by the internet, popular entertainment transnational marketing of particular brands and international tourism – that transcends local cultural traditions and lifestyles, and that shapes the perceptions, aspirations, tastes and everyday activities of people wherever they may live in the world .

<https://revisesociology.com/2017/05/25/cultural-globalization-definition-examples/>

Migration is an important aspect of cultural globalization, and in this sense, this process has been going on for several centuries, with languages, religious beliefs, and values being spread by military conquest, missionary work, and trade. However, in the last 30 years, the process

of cultural globalization has dramatically intensified due technological advances in both transportation and communications technology. PLAGIARISM

Another aspect is the phenomena of refugees. Refugees are migrants forced to abandon their country due to the threat of violence or disaster. Internally displaced persons are those who leave their home but do not leave their countries. Though refugees leave their home nations, the majority remain in the region of origin. In the 1951 Refugee Convention, states that signed the document became legally committed to protect the rights of refugees who arrive in their country. The convention also enforces the principle of non-refoulment, which prohibits the deportation of refugees to places where their lives or freedoms could be in danger.

It is normal to see people who fail to communicate with those two categories because of their lack of cultural understanding or insufficient knowledge. This led us to introduce the new concept 'Communicative Competence'.

3. THE COMMUNICATIVE COMPETENCE

The concept of communicative competence (a term coined by linguist Dell Hymes in 1972) grew out of resistance to the concept of linguistic competence introduced by Noam Chomsky. Most scholars now consider linguistic competence to be a part of communicative competence.

PLAGIARISM <https://www.thoughtco.com/what-is-communicative-competence-1689768>

3.1 Definition

Communicative competence is a term in linguistics which refers to a language user's grammatical knowledge of syntax, morphology, phonology and the like, as well as social knowledge about how and when to use utterances appropriately. The term was coined by Dell Hymes in 1966, reacting against the perceived inadequacy of Noam Chomsky's distinction between competence and performance. <https://www.thoughtco.com/what-is-communicative-competence-1689768>

To address Chomsky's abstract notion of competence, Hymes undertook ethnographic exploration of communicative competence that included "communicative form and function in integral relation to each other". https://worddisk.com/wiki/Communicative_competence/

The approach pioneered

by Hymes is now known as the ethnography of communication. Debate has occurred regarding linguistic competence and communicative competence in the second and foreign language teaching literature, and scholars have found communicative competence as a superior model of language following Hymes' opposition to Chomsky's linguistic competence.

This opposition has been adopted by those who seek new directions toward a communicative era by taking for granted the basic motives and the appropriateness of this opposition behind the development of communicative competence.

https://www.cosa.k12.or.us/sites/default/files/materials/events/65_communicative_competence.pdf

3.2 The components Of Communicative Competence

In "Theoretical Bases of Communicative Approaches to Second Language Teaching and Testing" (Applied Linguistics, 1980), Michael Canale and Merrill Swain identified these four components of communicative competence:

a. **Grammatical Competence:** words and rules

It consists of knowing how to use the grammar, syntax, and vocabulary of a language.

Linguistic competence asks: What words do I use? How do I put them into phrases and sentences?)

b. **Sociolinguistic Competence:** appropriateness

It consists of knowing how to use and respond to language appropriately, given the setting, the topic, and the relationships among the people communicating. Sociolinguistic

competence asks: Which words and phrases fit this setting and this topic? How can I express a specific attitude (courtesy, authority, friendliness, respect) when I need to? How do I know what attitude another person is expressing?

c. **Discourse Competence:** cohesion and coherence

It consists of knowing how to interpret the larger context and how to construct longer stretches of language so that the parts make up a coherent whole. Discourse competence asks: How are words, phrases and sentences put together to create conversations, speeches, email messages, newspaper articles?

d. **Strategic Competence:** appropriate use of communicative strategies

It consists of knowing how to recognize and repair communication breakdowns, how to work around gaps in one's knowledge of the language, and how to learn more about the language and in the context. Strategic competence asks: How do I know when I've misunderstood or when someone has misunderstood me? What do I say then? How can I express my ideas if I don't know the name of something or the right verb form to use?

<https://essentialsoflanguageteachingnet.wordpress.com/principles/teaching-goals-and-methods/goal-communicative-competence/#:~:text=Discourse%20competence%20is%20knowing%20how,make%20up%20a%20coherent%20whole.>

4. INTERCULTURAL COMMUNICATIVE COMPETENCE (ICC)

Intercultural communicative competence, or ICC, is defined as the ability to understand cultures, including your own, and being able to use this understanding to communicate with people from other cultures successfully. According to Byram M et al.(2009), intercultural communicative competence means being able to interact and communicate with others, to accept other's views of the world, to tolerate, to mediate between different cultures, perspectives, and to be aware of the evaluation of their judgment of differences. He adds that the concept of ICC in a foreign language teaching consists of partial competence, discourse competence, linguistic competence, sociolinguistic competence and intercultural competence

that are relevant importance for each (p.49). At the end Byram illustrates his theory by giving a model composed of five (5) savors.

4.1 Byram's Model of Intercultural Communicative Competence:

In 1997, Michael Stuart Byram, a British linguist created this model of ICC, including the five 'Savoirs' that people must know when learning intercultural competence.

- **Intercultural attitudes (savoir être):** curiosity and openness, readiness to suspend disbelief about other cultures and belief about one's own.
- **Knowledge (savoir):** of social groups and their products and practices in one's own and in one's interlocutor's country, and the general processes of societal and individual interaction.
- **Skills of interpreting and relating (savoir comprendre):** the ability to interpret a document or event from another culture, to explain it and relate it to documents or events from one's own.
- **Skills of discovery and interaction (savoir apprendre/faire):** the ability to acquire new knowledge of a culture and cultural practices and the ability to operate knowledge, attitudes and skills under the constraints of real-time communication and interaction.
- **Critical awareness (savoir s'engager):** the ability to evaluate, critically and on the basis of explicit criteria, perspectives, practices and products in one's own and other cultures and countries.

Conclusion

In this chapter we conclude that living in today's multicultural world employees need to develop not only their linguistic competence but also their intercultural communicative competence to overcome both linguistic and cultural barriers that they may encounter in interaction with people from other cultures. And this is why we should concentrate on developing the cultural components by engaging employees in cognitive, behavioral and

affective aspects of culture learning through a variety of interactive tasks and activities in which they develop their cultural knowledge, skills and attitudes required for effective communication and interaction with people from other cultures.

CHAPTER I / TOO LONG

CHAPTER II: Research design and methodology

INTRODUCTION

The second chapter is mainly concerned with the practical framework of this extended essay. It aims at collecting data on the impact of internet on employees' intercultural awareness through a definite research methodology. To fulfill this purpose, the researcher has tried to investigate how the employees of the Exterior Bank of Algeria at Mostaganem consider the role of internet in developing their knowledge and understanding of intercultural awareness. Therefore, this chapter presents the research design and methodology. It also deals with the description of the participants and the research instrument used to gather the needed data and the necessary information, specifically a questionnaire for employees of BEA (Banque Extérieure d'Algérie). In addition, this chapter clarifies all the procedures used to analyze data.

1. RESEARCH DESIGN

A research design is a practical plan used by researchers in order to answer questions logically, precisely and objectively. According to Leedy (1997), research design is defined as a plan for study, providing the overall framework for collecting data. MacMillan and Schumacher (2001) define it as a plan for seeking subjects, research sites, and data collection procedures to answer the research question(s). They further indicate that the goal of sound research design is to provide results that are judged to be credible. **Through a research design the researcher decides for and communicates to others his regarding what study design he proposes to use** badly put, how to collect information from the respondents, how to select the respondents, how the collected information is to be analyzed and to communicate the findings.

This research is merely a case study dealing with the employees of BEA at Mostaganem city. In fact, a case study is a research strategy and an empirical inquiry that investigates a phenomenon within its real-life context. According to Anderson (1993) a case study is

concerned with how and why things happen, allowing the investigation of contextual realities and the differences between what was planned and what actually occurred. Robson (1993) defines the case study as ‘A strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its context using multiple sources of evidence’. In other words it is a situation in real life that can be looked at or studied to learn about something.

During the process of our investigation at the BEA of Mostaganem, we have adopted the descriptive explanatory research methodology. Its major concern is to investigate the employees’ perceptions towards intercultural awareness through the internet.

1. DATA COLLECTION

According to Syed Muhammad Sajjad Kabir (2016), data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test, hypotheses, and evaluate outcomes. In other words, Kabir believes that the main goal for all data collection is to obtain qualitative evidence that can be translated into rich data analysis in order to allow convincing and credible answer to the problem that have been raised.

In this regard, we have collected data from a questionnaire that was intended for employees in order to gather the data needed to provide a very satisfiable research project which helps to facilitate a good understanding and valuable information to this topic.

Also, the data were collected from primary and secondary sources: a questionnaire was used as the primary source to the study and as secondary sources we have used documents, and related book and articles that tackle the topic of intercultural awareness.

2.1 Sample of Population

It is often acknowledged that any research investigation requires selected population sampling. In this respect, a sample is 'a smaller (but hopefully representative) collection of units from a population used to determine truths about that population' (Field, 2005). From this previous definition, it may become clear that a sample should evidently generate a set of characteristics including: representativeness, generalizability and homogeneity superfluous. Accordingly, this research is based upon the responses of twelve employees of the Exterior Bank of Algeria (BEA) who responded to the questionnaire.

2.2 Primary Source

In this case study, we have utilized a questionnaire to investigate the research questions.

Brown (2001) states that questionnaires are any written instrument that presents respondents with a series of questions or statements to which they are asked to react either by writing out their answers or selecting from among existing answers'. By this definition, we can understand that a questionnaire is a systematic data collection technique that consists of a set of questions asked to the target respondents which should be simple and easy to answer. Too theoretical, go straight to the point

Both open and close ended questions can be used in the design of the questionnaire to collect data. This is beneficial as it means that both quantitative and qualitative data can be obtained. Therefore, this questionnaire contains 19 items that was given to the employees of the Exterior Bank of Algeria classified in terms of rubrics according to the research questions. These items have to be answered by the employees after filling their age and sex. It contains different types of questions: close-ended questions that contain a definite set of answers to choose from mixed questions that ask the participants to select one of the possibilities, then justify their answers and open-ended questions which request the participants to give their different points of view.

2.3 Secondary Sources

The secondary sources in this research that we have used are published- related books, articles and Google scholars in order to clarify some issues.

The key words that we used while surfing on the internet were: intercultural awareness, the notion of culture, intercultural communication, etc.

a. The Description of the Questionnaire

The questionnaire in this research was used as qualitative research instrument. The objective was to discover employees' perceptions of intercultural awareness while using the internet and how it can help them increase their awareness in the workplace. The questionnaire is composed of 19 items that tackle different aspects, yet all seek to unveil the employees' understanding of intercultural awareness: two questions were related to general information, nine close-ended questions answerable by 'yes' or 'no', then two proposition question and six open-ended questions that can be responded spontaneously. The table below illustrates the aims of questions that were asked to the employees of BEA.

TABLE: Types of questions and Aims

- **General Information**

Questions	Aim of the Questions
The gender	The purpose is to identify the larger gender involved in the research
Age	The purpose is to discover the employees age and see how mature they are

- **Yes / No Questions**

<p>Do you think intercultural awareness should be spread around the globe?</p>	<p>The purpose is to examine the employees' assumption regarding the globality of intercultural awareness.</p>
<p>Do you think the internet should continue to be a means of spreading awareness?</p>	<p>The aim here is to see if the internet can still be a good source of spreading awareness information.</p>
<p>Do you think intercultural awareness can be beneficial to you in your workplace?</p>	<p>The aim is to see if understanding other cultures can be useful in the workplace.</p>
<p>Would you be able to work with black-skinned people as a means to promote intercultural awareness?</p>	<p>The aim is to determine how conducive an employee can be when dealing with other races or people with different skin colors.</p>
<p>Do you think language is a barrier when it comes to communicate with the customers based on the perspectives of intercultural awareness?</p>	<p>The aim is to know how languages affect the communication skills between an employee and a customer.</p>
<p>Have you once faced difficulties to communicate virtually with a customer from another country?</p>	<p>The aim is to determine how to deal with situations of customers from a different country.</p>

Can the internet help you to learn about intercultural awareness in order to avoid communication problems between you and your customers?	The aim is to determine how useful the internet can be in relations to intercultural awareness.
Have you once undergone a public display of culture with a customer?	Here the aim is to see if and how the employees' reacted when seen a customer displaying his or her culture in appropriate place.
As employees, do you think that the knowledge of cultural differences is important in your interaction with customers?	The aim of this question is to see if knowing about cultural differences is helpful for a positive interaction.

- **Proposition Question**

In 10-20 years' time, how far do you think intercultural awareness will spread?	The aim is to know how far intercultural awareness will help in the future.
Do you face problems to communicate with your foreign customer if there is any?	The aim is to know if they found difficulties while communicating with their foreign customers.

- **Open Questions**

<p>How would you define the notion of culture?</p>	<p>The aim of this question is to gather information about the employees' own perception of culture.</p>
<p>In your opinion what is intercultural awareness?</p>	<p>The aim of this question is to discover the employees' perception and background on the notion of intercultural awareness.</p>
<p>How can intercultural communication improve awareness especially between two ethnic groups?</p>	<p>The aim is to create intercultural awareness around the globe with the help and aid of employees.</p>
<p>What are the benefits of intercultural awareness? How well do you think the internet affect our daily life and our culture?</p>	<p>The aim is to know how far the internet is ready to provide information and help us in our daily life.</p>
<p>How can one improve his/her intercultural understanding by using the internet as a means of communication?</p>	<p>The purpose is to see if the internet can help the employees increase their intercultural understanding and communication skill.</p>
<p>How does internet help you as an employee to increase your cultural awareness?</p>	<p>The aim is to see how far the internet helps you as an employee</p>

CONCLUSION

To sum up, this chapter was an attempt to describe the practical framework of our research work. In this chapter, we provided an overview of the research design and methodology, as well as the participants and the research instruments. The following chapter will deal with the analysis of what we did collect from the sample population. Also, further interpretations and recommendations will be displayed in the last chapter.

CHAPTER III: Data Analysis and Discussion

Introduction

Since all the data needed have been gathered through the use of a questionnaire, the purpose of this current chapter is to present the analysis, interpretation and discussion of the results. In this chapter, the researcher will attempt to deal with research issue from employee's perspectives in order to check the impact of the internet on their cultural awareness.

1. Data analysis and Discussion

As it was previously mentioned, this part is concerned with the analysis of the data collected from the employees' of BEA.

1.1 The Analysis of the Employees' Responses

The questionnaire consists of 19 items, and it was addressed to twelve employees of BEA at Mostaganem City.

- **General Information**

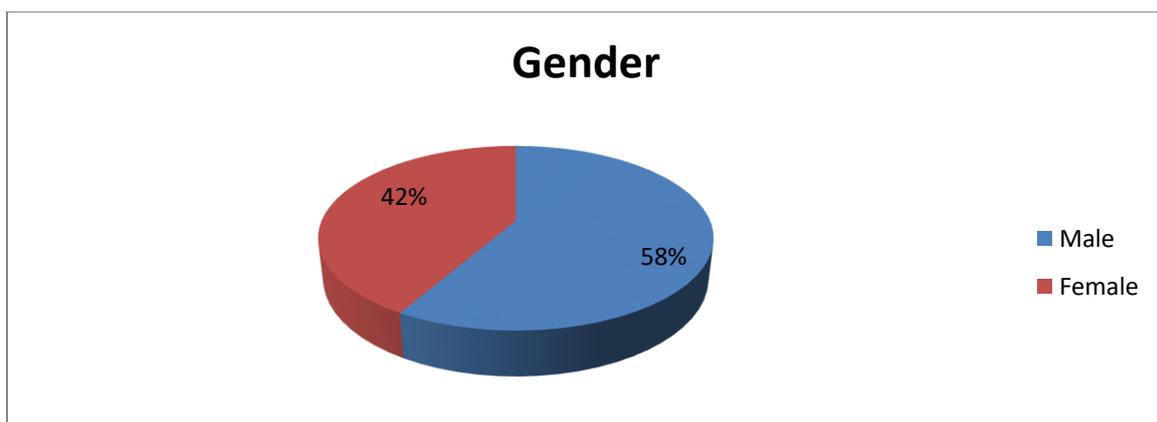


Figure1: Gender Distribution

As we wanted to conduct our study anonymously, the first question of our questionnaire as one can see in the figure above was concerned with the gender distribution of the participants who accepted to help us through our case study. Therefore, the results we found show that 58% (7 persons) were males and 42% (5 persons) of the participants were female

Age	Number of participants	Proportion
29	2	24% ?
39	2	17% ?
41	2	17%
45	1	8%
43	1	8%
47	2	14%
51	1	6%
53	1	6%

Table1: Respondents' Age

According to table 1, the selected employees' age varies between 29 to 53 years old. This reflects that our participants are mature workers who are able to give their opinion about intercultural awareness.

- **Yes / No Questions**

a. Do you think the internet should continue to be a means of spreading awareness?

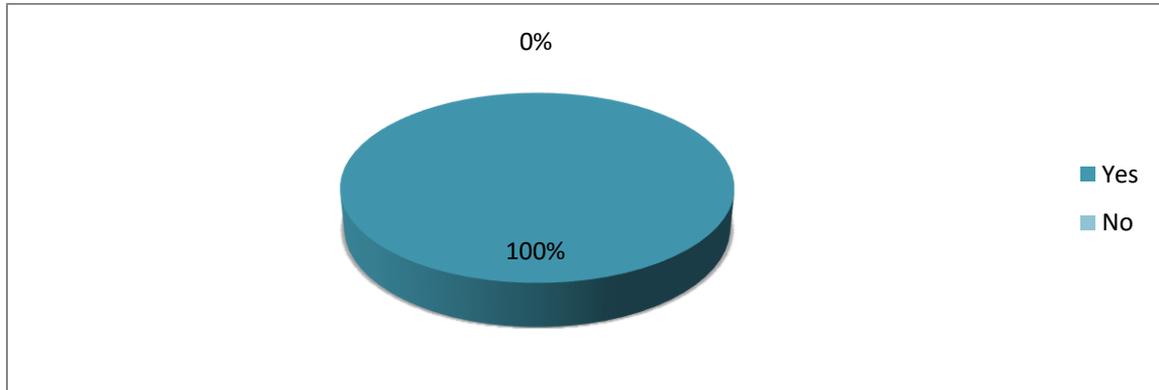


Figure2: The internet as a means of spreading awareness.

From the obtained result, it is clear that all the employees consider the internet as a means of spreading awareness around the world.

b. Do you think intercultural awareness should be spread around the globe?

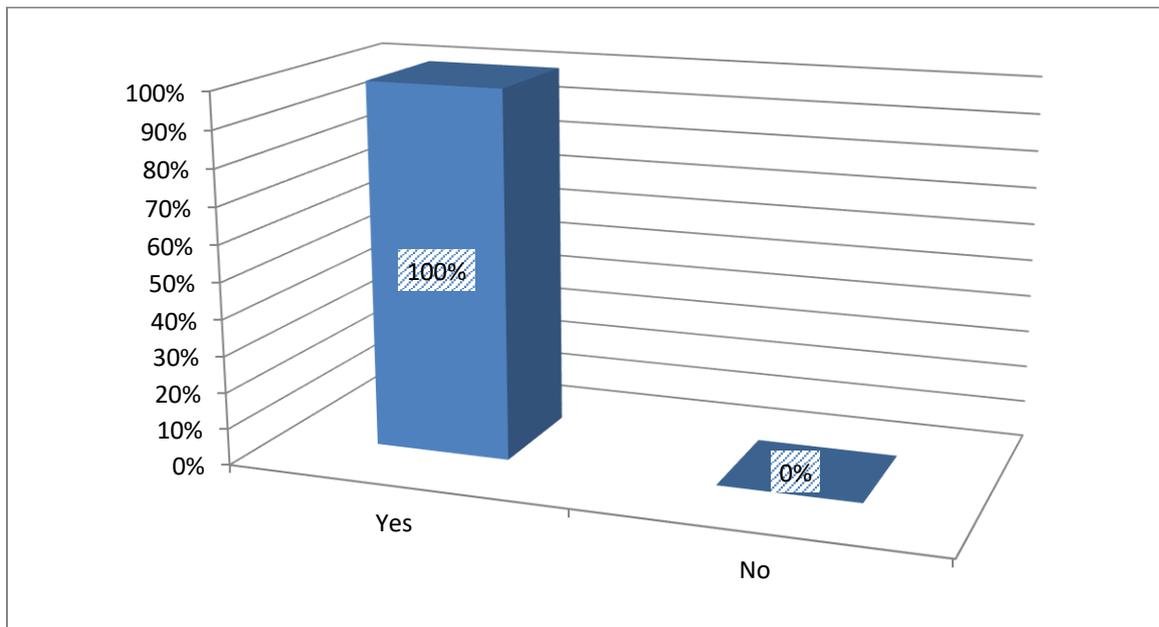


Figure3: The spreading of intercultural awareness.

As we can see in figure 3, all employees have responded that ~~the~~ intercultural awareness should be spread around the world in order to make others more aware about cultural differences and to not take everything for granted.

c. Do you think intercultural awareness can be beneficial to you in your workplace

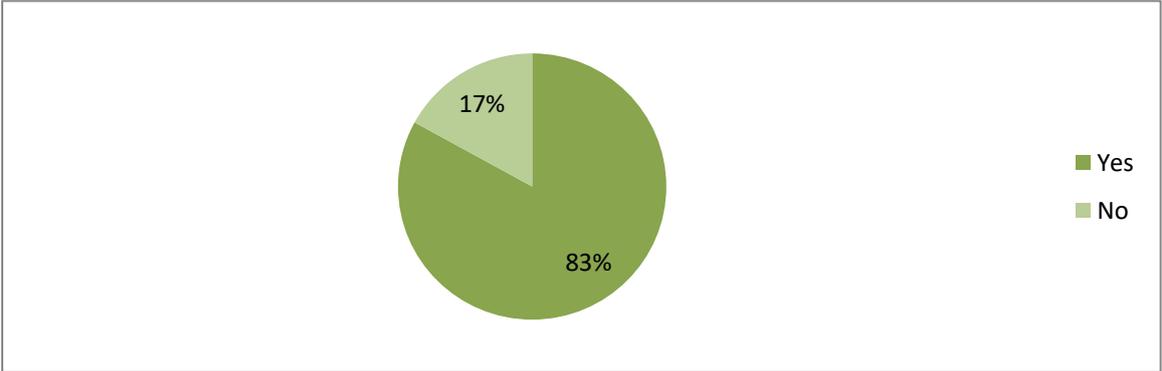


Figure4: The benefits of intercultural awareness in the workplace.

83% of the employees think that knowing about other cultures can be quite beneficial to them as it will help them avoid misunderstanding during interactions with other people from a different country; however, the remaining 17% do not think in the same way.

d. Would you be able to work with black-skinned people as a means to promote intercultural awareness?

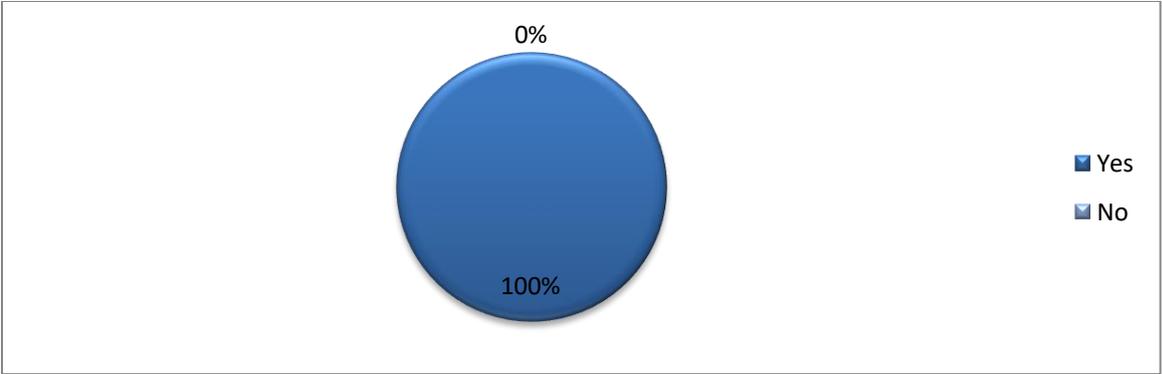


Figure5: Working with black-skinned people.

From the obtained result, it is obvious that all employees' are ready to work with black-skinned people as a means to promote intercultural awareness. As they said, it is not the skin that matters for them but the most important thing is to ensure respect and good collaboration between the employees and others (customers or foreign employees).

e. Do you think language is a barrier when it comes to communicate with the customers based on the perspectives of intercultural awareness?

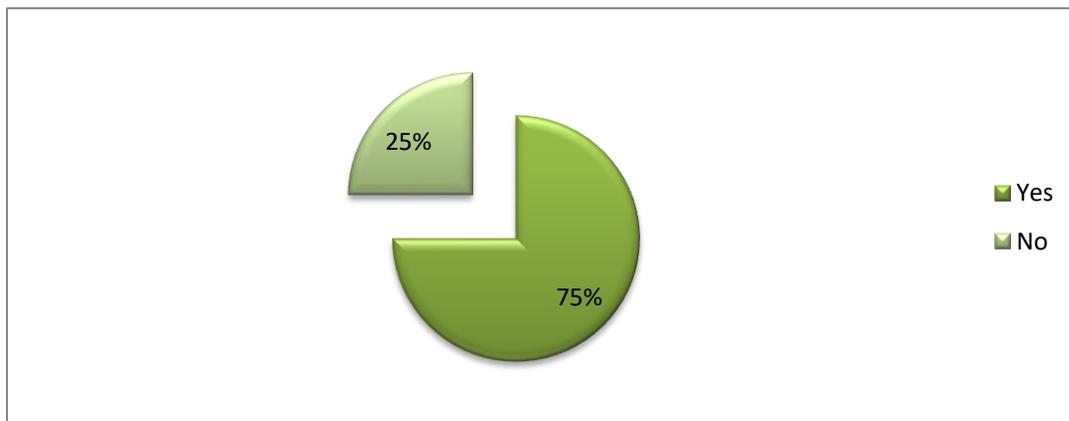


Figure6: Difficulties of communication with customers.

From the above result, we can see that the majority of them have encountered difficulties while communicating with a customer from another country because of the language. As they explained, it is easier for them to communicate with customers who share the same language.

As shown in the figure above, 81% of the employees think that internet is indeed helpful for them because it permits them to learn more about other cultures in order to avoid some offenses and communication problems through some gestures and ways of talking. Nonetheless, the remaining 19% do not share the same opinion. as theirs because it helps them explain things with more confidence and even more easily than with the ones who do not share the same language.

f. Have you ever faced difficulties to communicate virtually with a customer from another country?

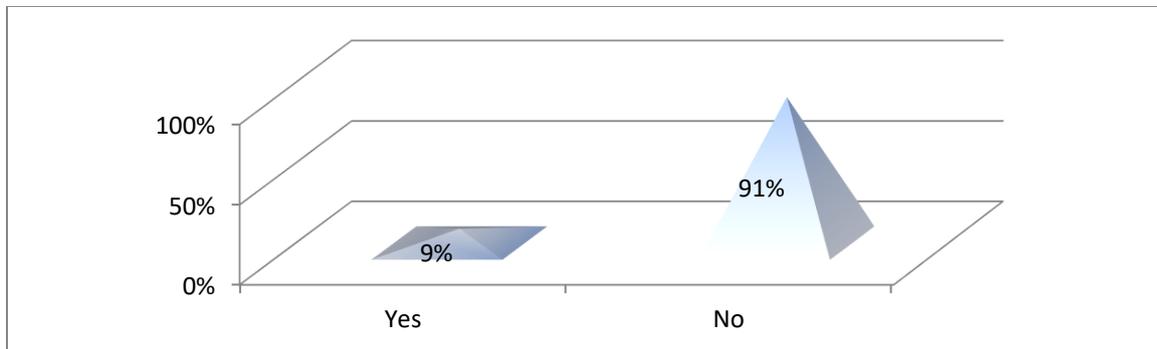


Figure7: Virtual communication problems with customer.

It is clear that the employees of BEA have hardly any financial encounters with foreigners in their country; therefore, this often makes virtual communication with foreign customers difficult to proceed.

g. Can the internet help you to learn about intercultural awareness in order to avoid communication problems between you and your customers?

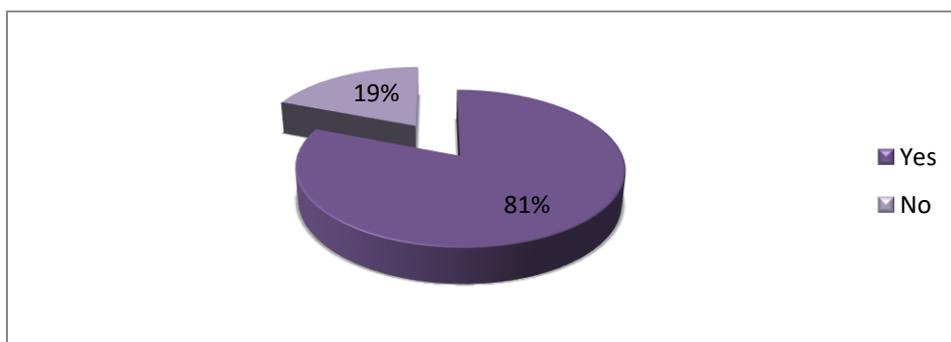


Figure8: Internet as a means of helping employees to avoid communication problems with customers.

h. Have you once undergone a public display of culture with a customer?

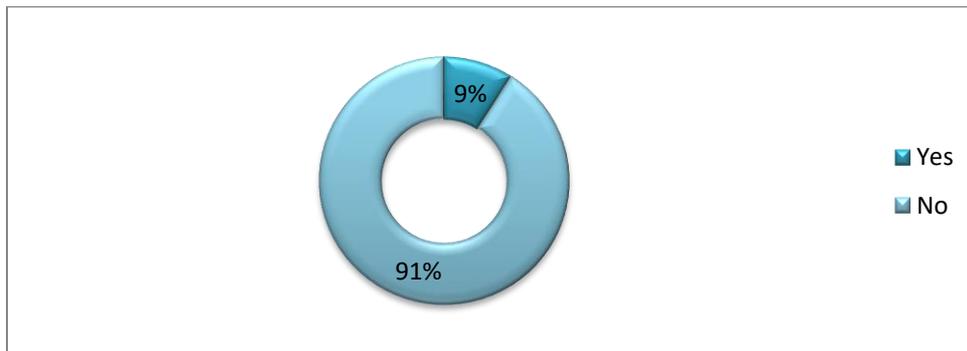


Figure9: Public display of culture with a customer

From the result obtained, we can see that 85% of the employee' did not encounter a public display of culture while the remaining 15% faced this situation.

i. As employees, do you think that the knowledge of cultural differences is important in your interaction with customers?

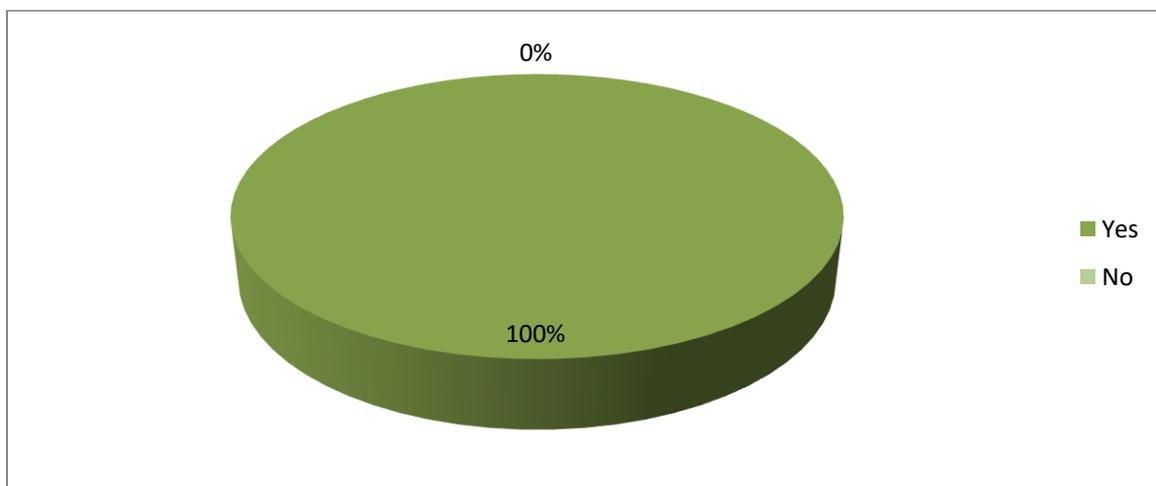


Figure10: The importance of cultural differences in interaction

The results show that all the employees agree that the knowledge of cultural differences is quite important and helpful while interacting with customers. As they explained, it helps them understand each other, create a mutual respect, and avoid misunderstanding.

- **Proposition Question**

a. **In 10-20 years' time, how far do you think intercultural awareness will spread?**

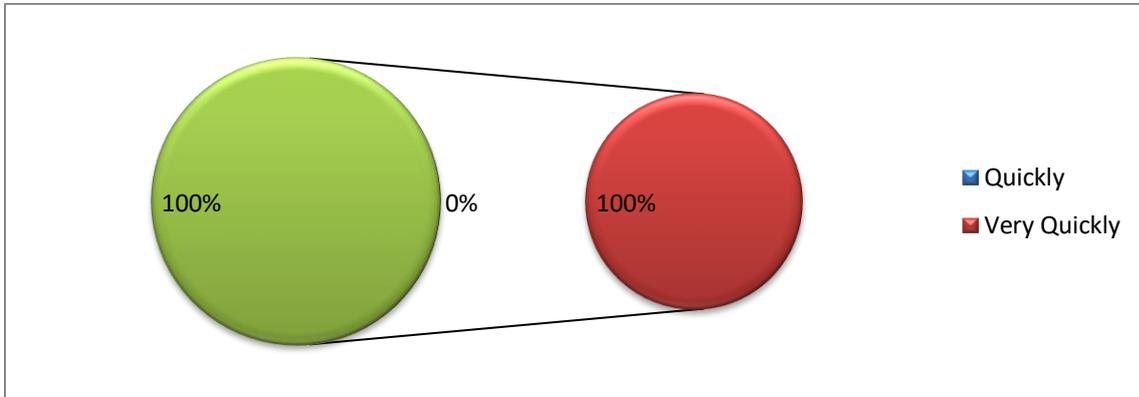


Figure11: The spreading of intercultural awareness in 10-20 years' time.

As one can see in the above figure, all the employees think that in 10-20 years' time the intercultural awareness badly put will be spread very quickly around the globe due to the excessive usage of the internet and other social platforms like Facebook, Instagram and twitter by millions of people from different continents and countries around the world.

b. **Do you face problems to communicate with your foreign customers if there are any?**

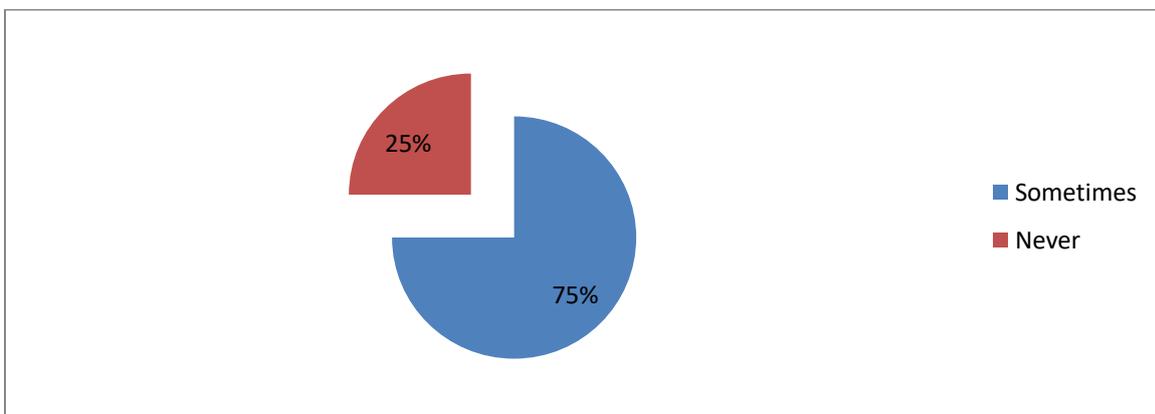


Figure12: Problems of communication with foreign customers.

As we can see in the figure above, sometimes employees find difficulties to communicate with foreigners from other countries because of the language. Also, as they said, there is a lack of trust because both of the employee and the customer do not quite understand each other, and this may lead back to communication difficulties.

- **Open-ended Questions**

- a. How would you define the notion of culture?**

The majority of employees did refer to culture as a way of life which defines people into their specific ethnicity and tradition. However, one informant said that culture is a set of knowledge of values and behaviors that facilitates the functioning of a society.

- b. In your opinion, what is intercultural awareness?**

As a response to this question, the majority of employees defined intercultural awareness as a knowledge awareness and understanding of relation (similarities and distinctive differences) between the world of origin and the world of the target community. And one informant defined it as the in-change and exchange of knowledge about different people, and their types of culture, then how they go about their daily life.

- c. How can intercultural communication improve awareness especially between two ethnic groups?**

The selected employees said that communication is the key of all interactions in life, so knowing how to communicate interculturally is indeed helpful. When it comes to awareness between two ethnic groups, inter-cultural communication brings people with different cultural backgrounds together through cultural exchange on the platform of communication.

d. What are the benefits of intercultural awareness? How well do you think the internet affects our daily and our culture?

For the employees, intercultural awareness first brings two or more ethnics together. Also, they said that togetherness can be easily achieved through intercultural awareness. Some people also said that the internet is the main form of communication in these modern days as it enhances and improves one's knowledge about other cultures through its social platforms content.

a. e. How can one improve his/her intercultural understanding by using the internet as a means of communication?

The employees suggested that one can improve his or her cultural understanding by watching YouTube videos, reading online articles, and online magazines about different cultures and even sometimes by exchanging ideas online with people from different countries in order to learn more.

b. f. How does internet help you as an employee to increase your cultural awareness?

As the employees suggested, internet helps workers to be aware of their common differences in terms of cultural values through online learning, for example traditional festivals, foods, and public holidays of each other cultural values and thus improves work relationship and efficiency. Also, they said that internet helps to promote intercultural balance through online projects that are related to their working exercises which would bring them together to communicate and engage with information that is quickly accessible on internet.

2. Limitations and Recommendations

2.1 Limitations

Our study was limited by some factors which can be gathered as follow: the unavailability of the selected employees' due of the lack of time and some problems of language between the researcher and the employees because some of the informants were not able to answer the questionnaires properly. Also, the researcher encountered some difficulties concerning the lack of sources because most of the articles were talking more about intercultural communication in general not in the context of using the internet as means to increase the awareness of the employees.

Even though the researcher has faced these limitations, some useful recommendations are provided for employees' in order to increase their intercultural awareness.

2.2 Recommendations:

To finish our study that was based on the importance of internet as means to increase the employees intercultural awareness, we state some recommendations that will be helpful for the employees' in order to increase their intercultural awareness therefore facilitate their interactions with their foreign customers.

- The cultural aspects should be included as part of curriculum of what? for employees in order to make them aware of the existence of many cultures and the ability to understand them.

- The **employees'** must acknowledge that a person's culture affect the way she or he behaves in the workplace so it is important to be aware of cultural differences in order to avoid conflicts with their customers that are related to diversity.
- The creation of guidelines and policies surrounding diversity must be a step for ensuring that the employees' are culturally aware.
- The employees to understand the rules of what is acceptable in the workplace in order to interact well with their customers.
- They should be more open to diversity so they can avoid miscommunication and misunderstanding with their foreign customers.
- Employees' should be aware that people from different cultural backgrounds have different styles of verbal and physical communication.
- When working with clients from other countries, employees' should spend some time researching the communication norms of their cultures so they can understand the physical and verbal differences.

CONCLUSION

To conclude, this chapter was devoted to the interpretation of the employees' answers that they provided us with when answering the questionnaire. The data collected were analyzed and interpreted so as to reach conclusions and results about the major query of this research work which is to find out about the importance of intercultural awareness for the employees of BEA. Furthermore some limitations and recommendations were given too.

GENERAL CONCLUSION

Our study aimed to unveil the importance of internet as a means to increase the awareness of the employees. Cultural awareness is important when we have to interact with people of different cultures.

In this study, the researcher attempted to clarify some important concepts in order to explain the research problems. We firstly tackled the theoretical part of our dissertation by introducing some concepts and their definitions that are related to our study like the notion of culture and intercultural awareness etc. Then, the second chapter was devoted to presenting research design and methodology in which we have used a descriptive explanatory case study with the employees of BEA through a questionnaire. The last chapter was devoted to the analysis and interpretation of our data collected.

The results have unveiled the major role of the internet on employees' intercultural awareness especially how it helps them learn more about other culture (foreign customers).

However, some limitations have been encountered while trying to accomplish this work like the lack of time of the selected informants, lack of sources and also a problem of language between the researcher and the employees, they were not helpful when answering the questionnaire as some did not fully respond to some questions. But we ended up by giving some useful recommendations for further research.

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APPENDIX

Dear employees,

At present, I am working on a research about how the internet can be a means of increasing the employees' intercultural awareness.

I would be very grateful if you could answer the following questions to help me in my research for a master degree in Language and Communication.

1- Gender

Male

female

2- Age.....

3- How would you define the notion of culture?

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.....
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.....

4- In your opinion, what is intercultural awareness?

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5- How can intercultural communication improve awareness especially between two ethnic groups?

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6- What are the benefits of intercultural awareness? How well do you think the internet affects our daily life and our culture?

.....
.....
.....

7- How can one improve his/her intercultural understanding by using the internet as a means of communication?

.....
.....
.....

8- Do you think intercultural awareness should be spread around the globe?

Yes

No

Explain.....
.....
.....

9- In 10-20 years' time, how far do you think intercultural awareness will spread?

Quickly

Very Quickly

Explain why.....
.....
.....

10- Do you think the internet should continue to be a means of spreading awareness?

Yes

No

Why.....
.....
.....

11- How does internet help you as an employee to increase your cultural awareness?

.....
.....
.....

12- Do you think intercultural awareness can be beneficial to you in your workplace?

Yes No

13- Would you be able to work with black-skinned people as a means to promote intercultural awareness?

Yes No

14- Do you face problems to communicate with your foreign customers if there are any?

Yes No

15- Do you think language is a barrier when it comes to communicate with the customers based on the perspectives of intercultural awareness?

Yes No

16- Have you once faced difficulties to communicate virtually with a customer from another country?

Yes No

17- Can the internet help you to learn about intercultural awareness in order to avoid communication problems between you and your customers?

Yes No

18- Have you once undergone a public display of culture with a customer?

Yes No

19- As employees, do you think that the knowledge of cultural differences is important in your interaction with customers?

Yes No