DQ 1

[Name of the Writer]

[Name of the Institution]

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1. **Why is intercultural literacy needed in today's world?**

In the modern world, intercultural literacy is highly important due to the advancement in globalization. It enables a person to participate effectively in a cross-cultural setting by offering the ability to deal across different cultures (Martin & Nakayama, 2013). Intercultural literacy is important for business purposes as it encourages healthy communication among workers from different cultural backgrounds.

1. **What does it mean to take a contextual approach to studying intercultural communication?**

A contextual approach enables a person to learn something and associate that learning with a real-world situation. The contextual approach for studying intercultural communication refers to understand a specific setting that is available in the given time. By using contextual approach, a person can easily understand different scenarios and cases regarding intercultural communication in an effective manner (Neuliep, 2017).

1. **What is the relationship between macro-culture, micro-culture, and power?**

Microculture is a specific group of people that is marked by specific ethos, rules and language. However, microculture is referred to as a collection of related microcultures. It is a dominant culture in society (Neuliep, 2017). The ability to influence the perceptions and attitudes of a group of people is considered as power, which is highly important to influence individuals with different microcultures in order to establish a significant microculture.

1. **How does communication between micro-culture add to the notion that culture is dynamic and heterogeneous?**

Communication between different microcultures demonstrates the concept that culture is heterogeneous and dynamic. It adds to the notion that culture has completely unique cultural features, therefore, it gives rise to a new language (Neuliep, 2017). It also presents an idea that some aspects of the main culture are being borrowed by microculture.

1. **Where do stereotypes come from? What are some examples of Christian stereotypes present in U.S. media?**

Stereotypes usually come from traditions and local culture. It is important to mention that stereotypes are cognitive representations of a specific group of people for another group (Scollon, Scollon, & Jones, 2011). A critical examination of the US social media indicates various stereotypes against Christians. These stereotypes perceive Christians as judgmental and hypocritic.

**References**

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