

COMMUNICATING IN A GLOBAL SETTING OF DIVERGENT THOUGHT PROCESSES*

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ABSTRACT

This paper invites the reader to understand people in different parts of the world by looking at the ways of thinking peculiar to them; how such thinking is encoded in their symbolic expression of meanings; and how one could decode this expression of meaning in the fundamental realms of a) 'The' world of internal nature, b) 'Our' world of society, and c) 'My' world of internal nature. Though many seem to believe that the predominant trend among the various peoples of the world is to become a global, singular culture, there are many good reasons to expect that the ways of thinking of people will continue to be a psychological variable that is highly resistant to the forces of change leading to a global culture. Therefore, divergencies among the thought processes of various peoples are likely to remain a key variable affecting communicative interaction among them. The chief domains of communicative interaction of the emerging global culture, business and foreign policy will be increasingly characterized by the sensitivities akin to interdependence among peoples. This paper considers the case for cultural analysis on the basis of ways of thinking and its relevance for inter-cultural communication by comparing four great peoples of the world - American (U.S.A.), Indian, Chinese and Japanese.
