DM2556
Intercultural communication

Lecture 11

Leif Dahlberg CSC/KTH

D i a s p o r a

A diaspora (from Greek διασπορά, 'scattering, dispersion') is a scattered population with a common origin in a smaller geographic area. The word can also refer to the movement of the population from its original homeland. The word has come to refer particularly to historical mass dispersions of an involuntary nature, such as the expulsion of Jews from Europe, the African Trans-Atlantic slave trade, the southern Chinese during the coolie slave trade. Recently, scholars have distinguished between different kinds of diaspora, based on its causes such as imperialism, trade or labor migrations, or by the kind of social coherence within the diaspora community and its ties to the ancestral lands. Some diaspora communities maintain strong political ties with their homeland. Other qualities that may be typical of many diasporas are thoughts of return, relationships with other communities in the diaspora, and lack of full assimilation into the host country. (*Wikipedia*, edited)

The African Diaspora Map — I
Based on research by Joseph E. Harris

Scope of the Dispersion to 1873

The primary purpose of this map is to show the general direction of the principal sea routes of Arab, and American trade in African slaves up to 1873. The selected destinations include slave debarkation areas, ports visited by African crewmen, locations of slaves taken on home leave to England and France holders and military officers, and points in England and Canada where slaves were taken following the War for Independence in 1783.

The overland routes in Africa supplied slaves to the northern, eastern and western coasts. Those slaves north via the Sahara Desert normally were shipped to Arab or Muslim areas across the Mediterranean from the northeast, to Asia via the Red Sea; those from the East African coast, to Asia and the Americas the West African coast, to Europe and the Americas via the Atlantic Ocean. Selected overland routes for the trade in Asia and the Americas. Finally, a series of agreements culminating with the Treaty of legally abolished the East African trade; earlier agreements had abolished the trade elsewhere in Africa.

A number of Africans was among the convict labor Britain sent to Australia from England, the W Mauritius and South Africa during the nineteenth century.

Africans also travelled and settled overseas as traders, missionaries, soldiers, adventurers, refugees, usually involved small, unsustained, temporary movements of people prior to 1873 and are not included.

Legend

Principal trade and slave routes:

- ← Arab
- ← Arab and European
- ← European
- ← Internal African
- ← Convict labor routes
- • Selected slave destinations/transit points

national boundaries c. 1989

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Produced by Clark University Cartographic

The Spanish diaspora consists of Spanish people and their descendants who emigrated from Spain. The diaspora is concentrated in countries such as Argentina, Brazil, Chile, Colombia, Cuba, Mexico, Peru, Uruguay, Venezuela and other parts of Latin America, and to a lesser extent, the United States, Canada and continental Europe. (*Wikipedia*)

German diaspora - in German, *Deutschstämmige*, historically/national social terminology also *Volksdeutsche* - are Germans and their descendants living outside of Germany. (*Wikipedia*)

| Country		
🇺🇸 United States	46,882,727 (2012) [7][8][note 1]	
🇧🇷 Brazil	12,000,000 (2000)[9][10][11]	
🇨🇦 Canada	3,203,330 (2011)[12]	
🇦🇷 Argentina	3,100,000 (2007)[13][14][15]	50,000[14]
🇿🇦 South Africa	1,200,000 (2009) [16][17][note 2]	
🇫🇷 France	1,000,000 (2010) [18][19][note 3]	93,742(2011)[20]
🇦🇺 Australia	898,700 (2011)[3][21]	
🇨🇱 Chile	500,000 (2011)[4]	
🇷🇺 Russia	394,138 (2010)	
🇳🇱 Netherlands	372,720 (2013)[22][23]	179,000[23]
🇮🇹 Italy	314,604 (2011)[24][note 4]	
🇬🇹 Guatemala		7,000-10,000(2010)[25]
🇬🇧 United Kingdom	273,654 (2011)[26][note 5]	92,000[27]
🇵🇾 Paraguay	290,000(2000)[28]	
🇨🇭 Switzerland	see note[note 6]	266,000[29]
🇵🇪 Peru	240,000 [30]	
🇰🇿 Kazakhstan	178,409 (2009)[31]	
🇪🇸 Spain	138,917 (2014)[32]	
🇵🇱 Poland	148,000 (2011)[33]	

Chinese diaspora - or 'overseas Chinese' (traditional Chinese: 海外華人; simplified Chinese: 海外华人;

pinyin: Hǎiwài Huárén) - are people of Chinese birth or descent who live outside the People's Republic of China and Republic of China (Taiwan). People of partial Chinese ancestry living outside the Greater China Area may also consider themselves overseas Chinese. Overseas Chinese can be of the Han Chinese ethnic majority, or from any of the other ethnic groups in China. (*Wikipedia*)

Two diasporas, top 20 countries

- 🔴 Chinese outside mainland China*, m
- 🟢 Indians outside India, m

2.0
1.0
0.5
0

Sources: CEIC; OCAC; MOIA; US Census Bureau

*Taiwan (23.2) not shown

Canada
1.00 | 1.35

United States
2.25 | 3.46

Trinidad and Tobago
0.55

Guyana
0.32

Peru
1.30

Britain
1.50
0.30

France
0.23

Russia
1.00

Kuwait
0.58

Qatar
0.50

Saudi Arabia
1.79

Bahrain
0.35

UAE
1.70

Oman
0.56

India
0.19

Nepal
0.60

Myanmar
0.36 | 1.10

Sri Lanka
1.60

Thailand
7.06

South Korea
0.70

Japan
0.52

Hong Kong
6.58

Macau
0.53

French Pacific
0.42

Vietnam
1.26

Philip-pines
1.15

Malaysia
1.91
6.39

Cambodia
0.34

Indonesia
7.67

Singapore
2.79
0.59

Mauritius
0.88

South Africa
1.22

Australia
0.45 | 0.69

Russian diaspora refers to the global community of ethnic Russians The term 'Russian speaking (Russophone) diaspora' (русскоговорящая диаспора, russkogovoryaschaya diaspora) is used to describe people for whom Russian language is the native language, regardless of whether they are ethnic Russians or, for example, Ukrainians, Tatars, Jews or Chechens. The number of ethnic Russians living outside of the Russian Federation is estimated at roughly between 20 and 30 million people (depending on the notion of 'ethnicity' used), the majority of them in countries of the Former Soviet Union; about 30 million native speakers of Russian are estimated to live outside of the Russian Federation (compared to 137 million living within the Russian Federation). (*Wikipedia*)
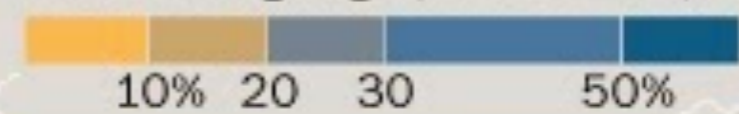
Virtual diaspora
E-diaspora
(e.g. http://www.e-diasporas.fr/)
Cybercommunities

the connected migrant

flows of globalization:

Extensity (range)
Intensity (frequency)
Velocity (high-speed
communication interaction)
Impact

assimilation: e.g. 'becoming Swedish'

integration ('soft assimilation'): social participation in host society (conducive to hyphenation and hybridization, see below)

hyphenation (-): becoming Swedish-American; possibility to become 'Swedish-German'?

hybridization: positive and negative aspects; affirmation & alienation

Assimilation vs pluralism. Four modes of adaptation

1. *Retaining cultural identity, values & customs? (yes/no)*

2. *Seeking positive relations to host society? (yes/no)*

- Assimilation (1 no; 2 yes)

- Integration (1 yes; 2 yes)

- Separation (1 yes; 2 no)

- Marginality (1 no; 2 no)

Environment & social context

Three factors:

- The receptivity of the host environment toward strangers

- The conformity pressure exerted by the host environment toward the stranger

- The strength of the strangers ethnic group within the new environment

Host receptivity is essentially a function of the collective self-confidence of host nationals and the respect, generosity, goodwill, and support they extend to strangers.

That is, a question of *hospitality.*

Host conformity pressure

- Conscious or unconscious pressure

- Assimilist ideology vs pluralist ideology

- Ideological shift (from assimilation to integration & multiculturalism) - and then (perhaps) back again to assimilation

Ethnic group strength

1. Ethnic prestige (social standing; socioeconomic standing; ethnic language)

2. Institutional Completeness (the degree to which they are organized and integrated into a collective economic, political, social, and cultural system)

3. Identity politics

Negative relationship between ethnic strength and adaptation (adaptation-impeding function of ethnic group strength)

- **Preparedness for change**: formal education; training; prior cross-cultural experience; voluntary or involuntary

- **Proximity (or distance) of their ethnicity to (or from) that of the host environment**: group level & individual level; ethnic markers & intrinsic markers

- **Personality attributes**: adaptive personality: openness; strength; positivity

Social media

Social media refers to *mediated social interaction* among people in which participants create, share, and/or exchange information and ideas in virtual communities and networks (e.g. Social Network Sites, SNS, such as Facebook, Twitter, Linkedin, Xing, YouTube, etc.). Andreas Kaplan and Michael Haenlein define social media as

> *a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.*

Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Social media introduce substantial and pervasive changes to communication between organizations, communities, and individuals. (*Wikipedia*, edited)

Social media differ from traditional/industrial mass media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the USA across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income. (*Wikipedia*, edited)

Social media and intercultural communication

Positive and negative factors
of the 'connected migrant'