

# INTERCULTURAL COMMUNICATION MODELS REVISITED: THE RICHARD LEWIS MODEL, GENERATION ALPHA, AND BEYOND

Exploring diverse communication approaches across generations

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# Cross-cultural Communication



## **Study Focus**

The research examines if classic intercultural communication models stay relevant amid digitalization and generational shifts.

## **Richard Lewis Model Analysis**

The paper outlines the Lewis Model's structure and critiques its limitations in digitally mediated and transnational contexts.

## **Introduction of Mirror Model**

The Mirror Model complements the Lewis Model by focusing on self-reflection, digital skills, creativity, and ethical citizenship.

## **Theoretical Evolution**

The study advocates extending traditional models to address platform cultures, microcultures, and generational dynamics.

# RESEARCH FOCUS AND OBJECTIVES



## **Reassessing Traditional Frameworks**

Research evaluates the relevance of the Richard Lewis Model for Generation Alpha's communication in today's digital age.

## **Limitations of Nation-Centric Models**

Study identifies challenges faced by nation-focused models in explaining digitally mediated, global peer communication.

## **Addressing Generational Change**

Research highlights generational shifts as key disruptors in cultural communication theories and frameworks.

## **Introducing the Huisman Mirror Model**

The model integrates digital-native skills and internal capabilities to extend classic intercultural communication analysis.

# WHY INTERCULTURAL COMMUNICATION MATTERS



## **Global Communication Importance**

Intercultural communication is essential for global cooperation across business, education, and diplomacy.

## **Traditional Intercultural Models**

Structured models help understand communication differences and support cross-cultural training and management.

## **Digital Era Challenges**

Digital platforms complicate intercultural communication with rapid, anonymous, and continuous interactions.

## **Dynamic Intercultural Field**

Intercultural communication evolves constantly, impacting social cohesion and ethical engagement globally.



# OVERVIEW OF CLASSIC INTERCULTURAL MODELS

## **Hofstede's Cultural Dimensions**

Hofstede's model uses national indices like individualism versus collectivism and power distance to conceptualize culture empirically.

## **Trompenaars and Hampden-Turner's Dilemmas**

This model depicts culture as value-based dilemmas negotiating universalism and particularism within societies.

## **Erin Meyer's Culture Map**

Meyer's Culture Map translates cultural differences into practical managerial axes like communication context and leadership style.

## **Richard Lewis's Communication Model**

Lewis's model categorizes cultures by communication behaviour into linear-active, multi-active, and reactive types.

# SHARED ASSUMPTIONS OF TRADITIONAL MODELS

## **National Culture as Norm Source**

Traditional models assume national culture primarily determines communication norms and values.

## **Culture Stability Over Time**

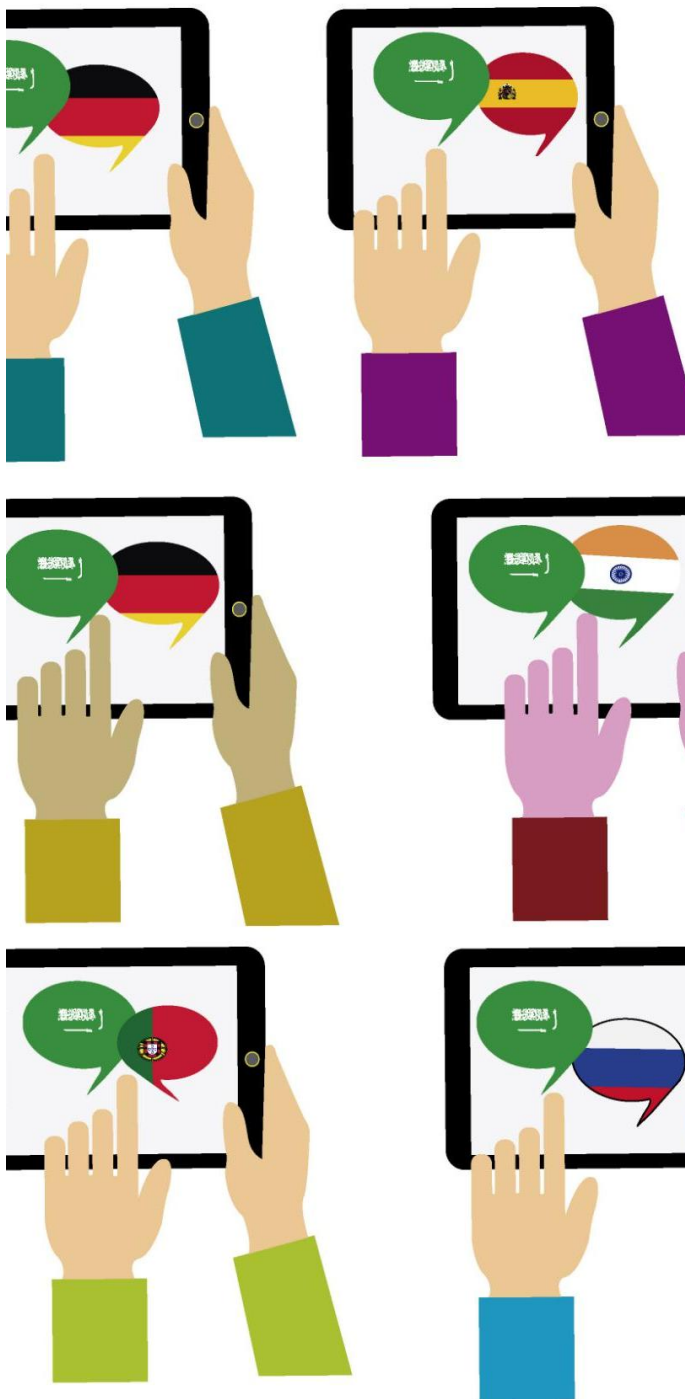
These models view culture as stable and slowly evolving across generations.

## **Face-to-Face Communication Focus**

Face-to-face interaction is prioritized as the main communication mode in traditional models.

## **Predictability by National Affiliation**

Communication styles are expected to be predictable based on national affiliation.





# THE RICHARD LEWIS MODEL EXPLAINED

## **Linear-Active Culture Traits**

Linear-active cultures emphasize planning, punctuality, task orientation, and direct communication styles.

## **Multi-Active Culture Traits**

Multi-active cultures focus on relationships, emotional expressiveness, multitasking, and flexible time use.

## **Reactive Culture Traits**

Reactive cultures prioritize listening, harmony, respect, and indirect communication in interactions.

## **Behavioral Focus of Model**

The model centers on observable interaction patterns rather than abstract cultural values or dimensions.



# LIMITATIONS OF THE LEWIS MODEL

## **Oversimplification and Stereotyping**

The Lewis Model relies on national cultural profiles, risking oversimplification and cultural stereotyping in analysis.

## **Assumes Stable Communication Norms**

The model overlooks rapid social and technological changes affecting communication norms today.

## **Limited to Face-to-Face Interaction**

Focused on synchronous communication, the model is less effective for asynchronous, multimodal digital interactions.

## **Ignores Generational Differences**

The model does not adequately consider generational shifts, especially digital immersion of Generation Alpha.



# CONTINUED RELEVANCE OF THE LEWIS MODEL

## **Contextual Relevance**

The Lewis Model remains relevant in formal education, workplaces, and intergenerational communication contexts.

## **Transmission of Cultural Norms**

Communication norms often reflect inherited national cultural patterns passed down by older generations.

## **Complementing Perspectives**

Recognizing the Lewis Model's limits encourages supplementing it with other cultural frameworks for broader insight.



# WHO IS GENERATION ALPHA?

## **Digital Native Generation**

Generation Alpha grows up entirely in a digital environment with smartphones, social media, and gaming platforms shaping their experiences.

## **Global Cultural Influence**

Their culture is shaped more by global digital platforms and peer networks than by traditional national institutions and media.

## **Fluid and Participatory Culture**

Generation Alpha experiences culture as fluid, participatory, and constantly evolving through dynamic digital interactions.

## **New Intercultural Challenges**

Their communicative practices challenge traditional intercultural models, requiring context-sensitive understanding frameworks.



# DIGITAL PLATFORMS AS CULTURAL ENVIRONMENTS

## **Platforms as Cultural Spaces**

Digital platforms actively shape communication norms and behaviors, influencing social interactions uniquely.

## **Algorithmic Influence**

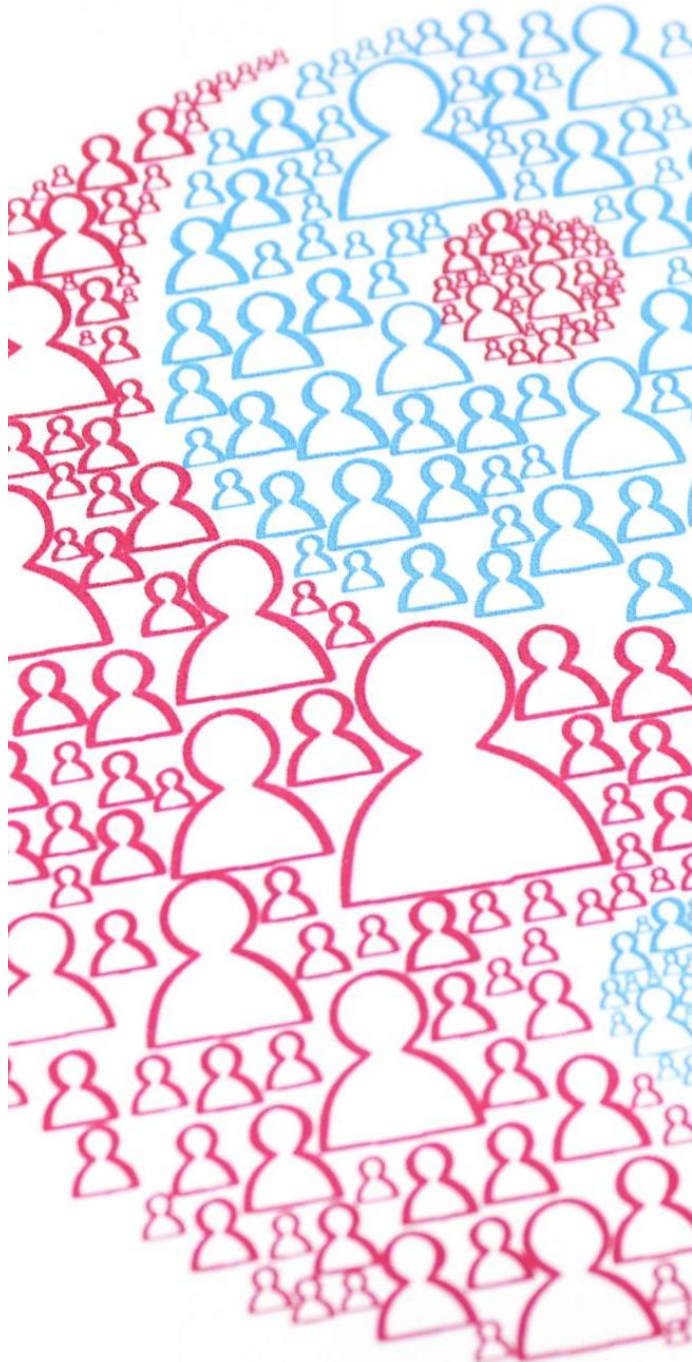
Algorithms determine visibility and engagement, creating distinct microcultures within platforms.

## **Transnational and Evolving**

Digital environments transcend geographical boundaries and rapidly evolve beyond traditional cultural limits.

## **Socialization for Generation Alpha**

For Generation Alpha, digital platforms are primary sites for socialization and identity formation.



# MICROCULTURES AND TRANSNATIONAL IDENTITY

## **Emergence of Microcultures**

Microcultures form within digital platforms, fandoms, and gaming communities, creating dynamic cultural groups.

## **Transnational and Interest-Based**

These microcultures cross national boundaries and focus on shared interests rather than geography.

## **Impact on Generation Alpha**

Microcultures strongly influence Generation Alpha, shaping communication beyond traditional national cultures.

## **Need for New Intercultural Models**

Intercultural frameworks must account for multiple, overlapping cultural identities in digital environments.

# THE PROBLEM WITH NATION-CENTRIC MODELS



## **Limitations of Nation-Centric Models**

Nation-centric models overlook digital immersion and global connectivity shaping communication behaviors today.

## **Overlooked Influences**

Platform norms, peer communities, and generational identity are key factors missing in traditional models.

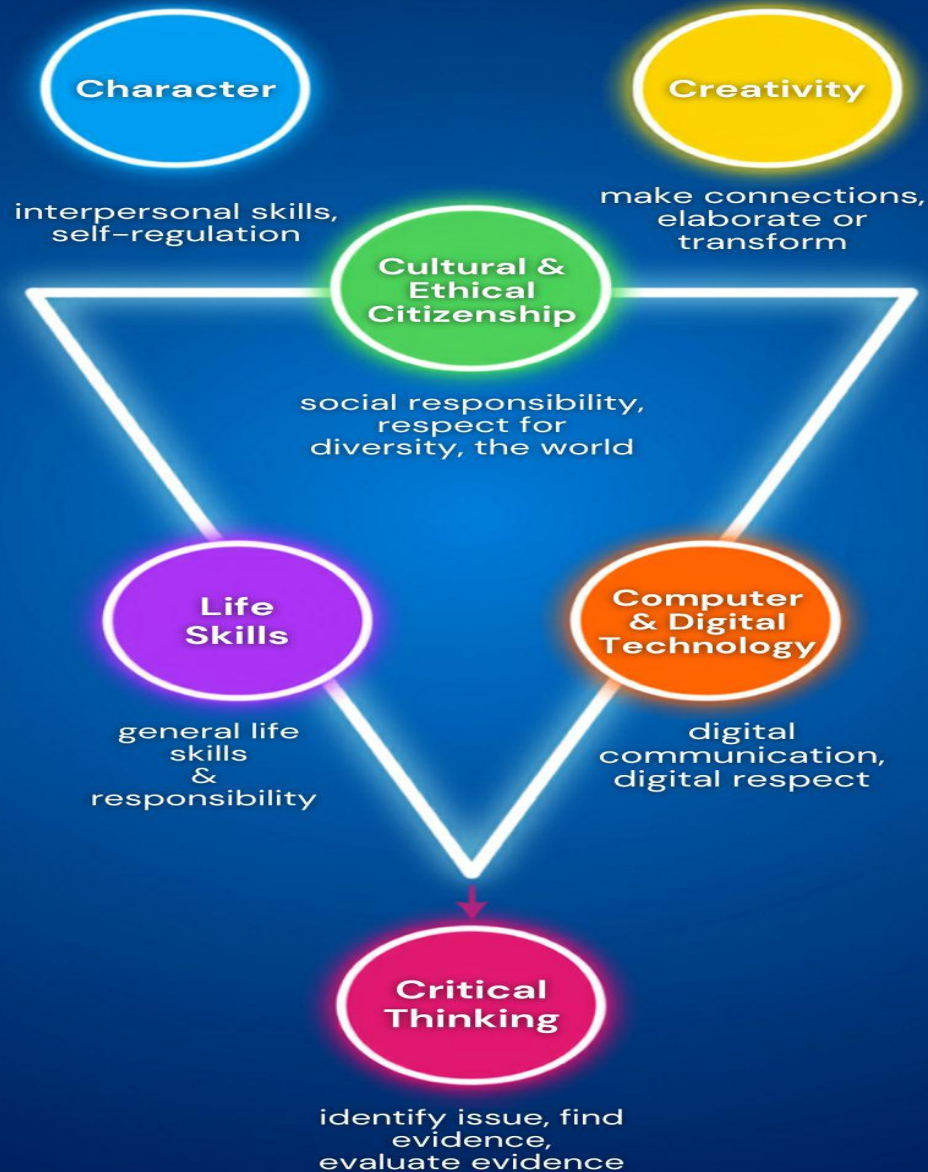
## **Fluid Communication Styles**

Generation Alpha exhibits situational, fluid communication styles that defy fixed cultural profiles.

## **Need for New Models**

Relying solely on national culture is insufficient for contemporary intercultural communication analysis.

# Huisman Mirror Model



## INTRODUCING THE HUISMAN MIRROR MODEL

### Extension of Lewis Model

The Huisman Mirror Model extends and complements the Richard Lewis Model by focusing on internal and developmental skills.

### Focus on Future Competencies

It emphasizes future-oriented competencies such as self-reflection, followship, and digital communication skills.

### Evolving Cultural Practice

The model shifts culture from a fixed profile to an evolving practice shaped by digital and global interdependence.

# KEY DIMENSIONS OF THE MIRROR MODEL



## **Self-Reflection**

Self-reflection allows individuals to understand and navigate their complex cultural identities effectively.

## **Digital Communication Competence**

Supports multimodal and platform-sensitive interactions essential for the digital era.

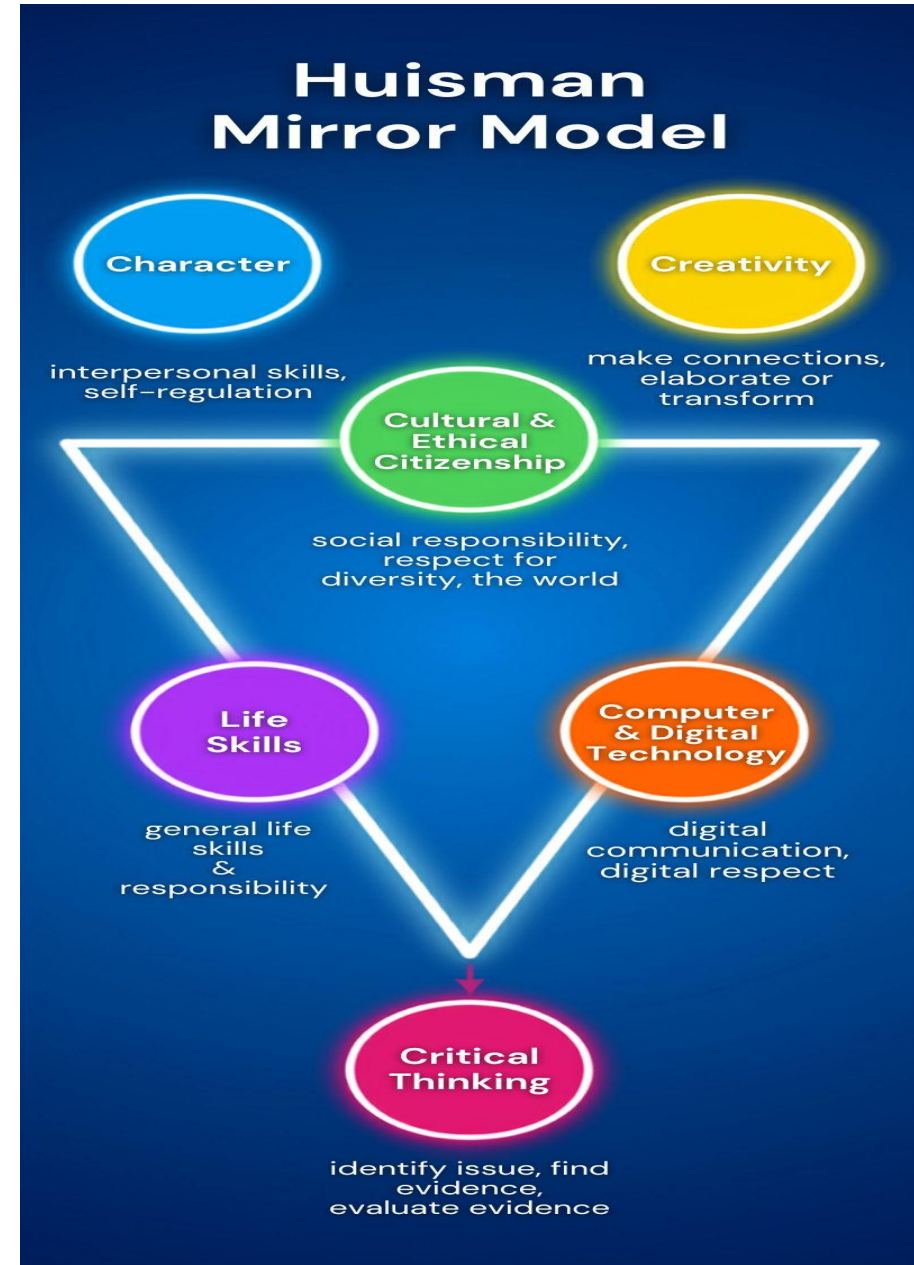
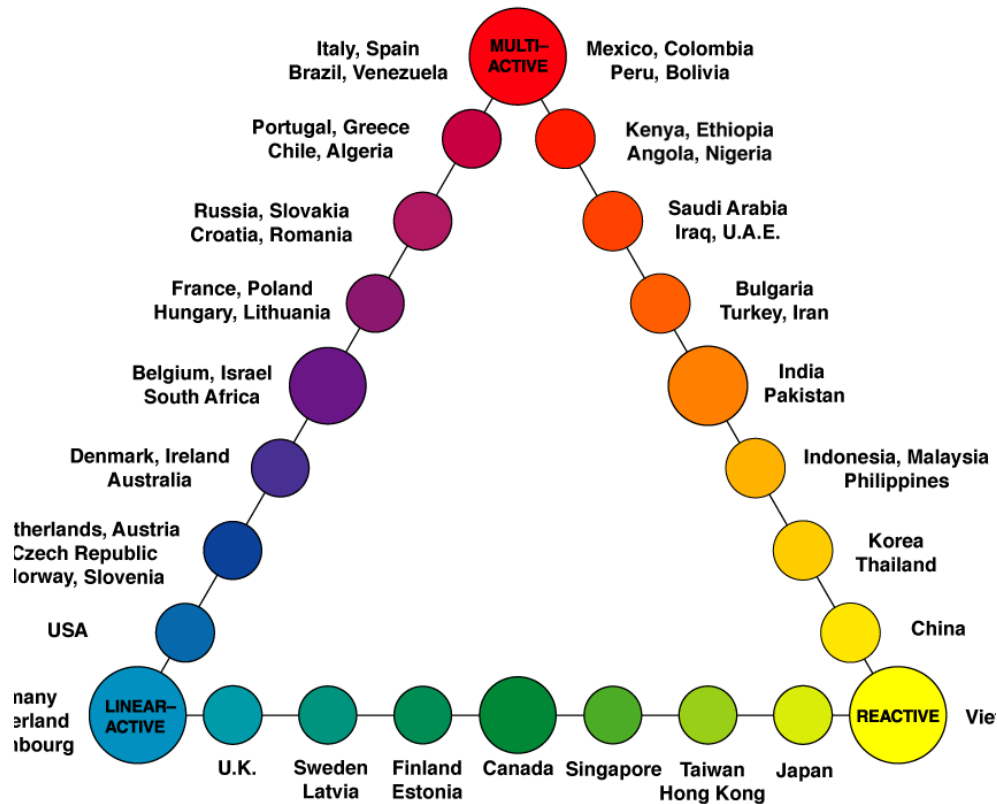
## **Collaboration and Followership**

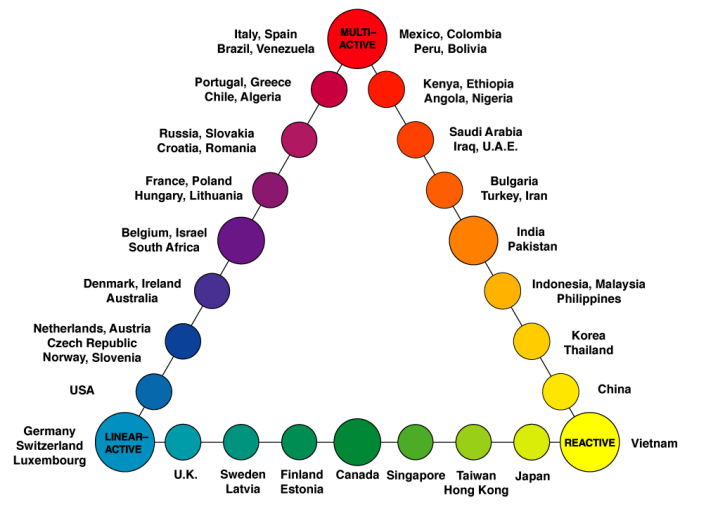
Emphasizes shared responsibility and teamwork within networked environments.

## **Creativity and Ethical Citizenship**

Creativity counters cultural stereotyping while ethical citizenship highlights global responsibility and digital ethics.

# THE TWO MODELS MIRRORED





# THE NEED FOR MODEL EXTENSION

## Evolving Communication Contexts

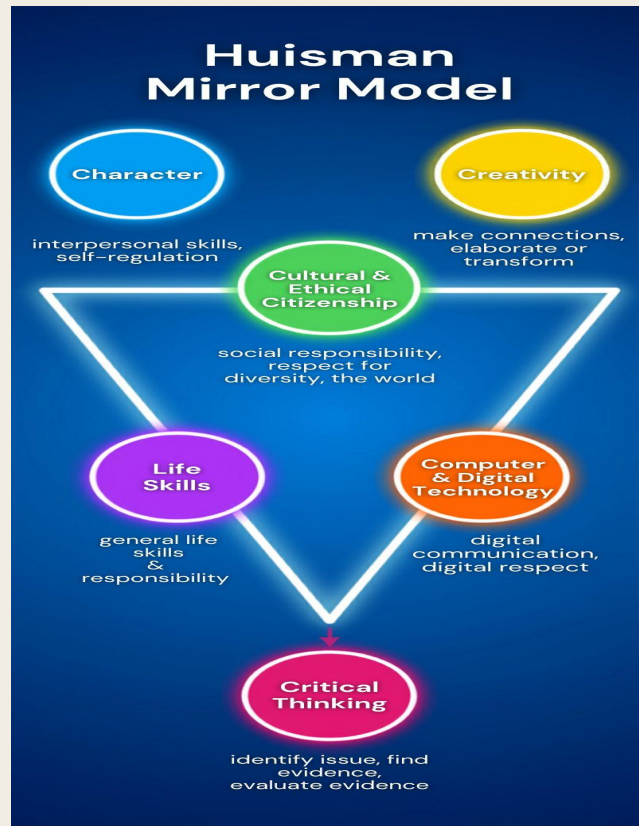
Modern communication requires models that reflect digital mediation and changing social dynamics accurately.

## Generational Dynamics Importance

Intercultural models must incorporate generational differences to properly represent emerging social realities.

## Need for Adaptive Competencies

Adaptive skills are essential in intercultural frameworks to handle evolving communication challenges.

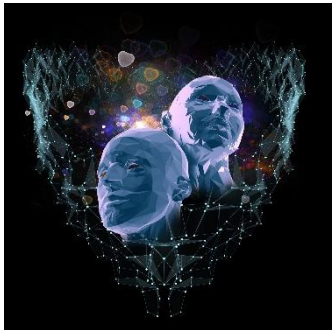


# A DUAL-LAYER INTERCULTURAL FRAMEWORK



## Lewis Model Overview

The Lewis Model analyzes external communication behaviors influenced by national culture at a macro level.



## Mirror Model Overview

The Mirror Model focuses on internal competencies shaped by digital and generational experiences at a micro level.



## Integrated Framework Benefits

Combining both models offers a comprehensive view, enhancing understanding of intercultural communication dynamics.



# KEY FINDINGS OF THE STUDY

## **Beyond National Culture**

Culture extends beyond national borders and is shaped by diverse digital platforms and environments.

## **Generational Socialization Impact**

Generational differences significantly influence communication behaviors in contemporary society.

## **Evolving Intercultural Models**

Traditional intercultural models remain valuable but require integration with competency-based perspectives.



# CONCLUSION AND FUTURE DIRECTIONS

## **Richard Lewis Model Limitations**

The Richard Lewis Model aids intercultural communication but has nation-centric limits for Generation Alpha.

## **Huisman Mirror Model Extension**

Huisman Mirror Model incorporates digital-native skills and generational dynamics enhancing communication frameworks.

## **Future Research Focus**

Future studies should explore AI-mediated communication, human-machine interaction, and interdisciplinary frameworks.

## **Impact on Intercultural Theory**

The paper contributes to debates on intercultural communication theory in a digital and globalized world.