EASTERN AND WESTERN CULTURAL PERSPECTIVES
AND INTERCULTURAL COMMUNICATION

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This paper reviews Eastern and Western perspectives on the most common bases of religion, knowledge and time, as well as differences in the “so-called” individuality and collectivity – the terms often used to explain differences in communication between people from Eastern and Western cultures. It is also noted in this paper that such perspectives should not be viewed in absolute terms. There needs to be a combination of rational and emotional cognitive patterns for us to live a more realistic and well-off life, to understand who we are, and most importantly to remove “blind points” so that we have better thinking, cognition and behavior in a world of diversity, consistency and change.

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