

Abstract

Different factors and elements affecting the intergroup interactions have widely been investigated and discovered by researchers of various fields. This study examines the intergroup interaction among foreigners having connection to Vietnamese culture and Vietnamese people. Applying critical discourse analysis method, this study analyzed five widespread YouTube videos posted by three different foreigners and Vietnamese viewers' comments on those videos in order to understand more about their perceptions of Vietnamese culture and how they communicate with one another regarding this issue. The findings shows the importance of language use and attitudes in conveying one's opinions about a culture as well as the impacts of these two factors on the interaction patterns in intergroup interaction. Moreover, data analysis results also indicate that foreigners' opinions whether appropriate or not have significant influences on Vietnamese people's views toward their own culture, specifically shaping and reshaping their perceptions and behaviors regarding cultural elements. This paper also draws attention to noticeable tendency in intergroup attitudes of Vietnamese viewers in intergroup interaction, namely in-group favoritism and out-group preference with distancing from their own group in case of negative opinions from out-group members.