

# INTERCULTURAL COMMUNICATION FROM A RHETORICAL PERSPECTIVE

North Sea Region Programme - Lead Beneficiary Seminar - October 13th 2010

Camilla Gry Skovgaard

Master in Rhetoric & Sociology



## AGENDA

Part I: Cultural differences

Part II: Rhetorical tips & tricks for intercultural project communication

Part III: Your turn



**WHAT'S IN IT FOR YOU?**

A man in a light-colored suit jacket and dark trousers is lying on his back on a grassy bank next to a body of water. He is looking up at the sky with his hands clasped over his chest. The scene is captured in a blue-tinted, monochromatic style.

... DEEPER UNDERSTANDING

... GREATER INTERCULTURAL SKILLS

... CLEARER AND MORE EFFICIENT COMMUNICATION

**BETTER  
COMMUNICATORS**

... STRONGER RELATIONS

... BETTER PROJECTS

... MORE FUN



# BETTER COMMUNICATORS

# WHY AM I HERE TODAY?



MINISTRY OF FOREIGN  
AFFAIRS OF DENMARK



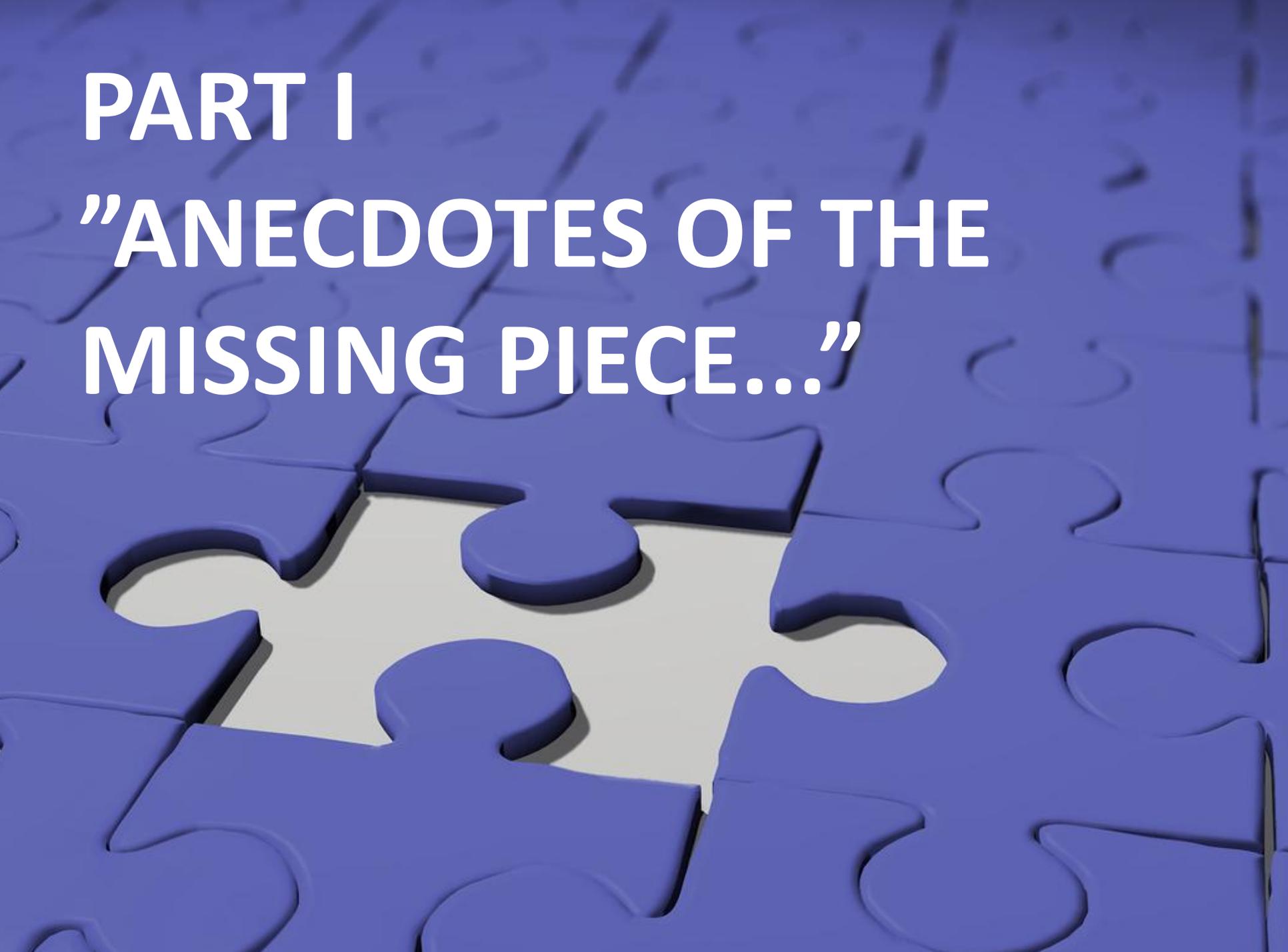
✕ + Kansas City, Kansas, US.

✕ Lived

✕ Worked

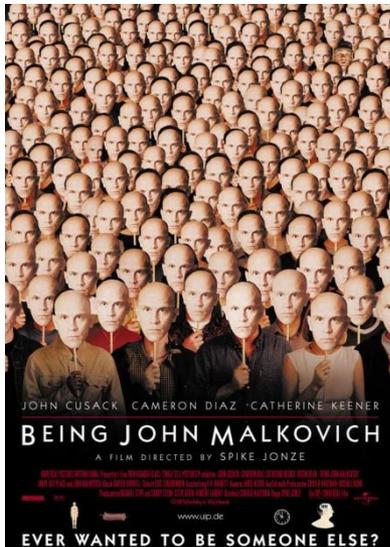
**PART I**

**“ANECDOTES OF THE  
MISSING PIECE...”**

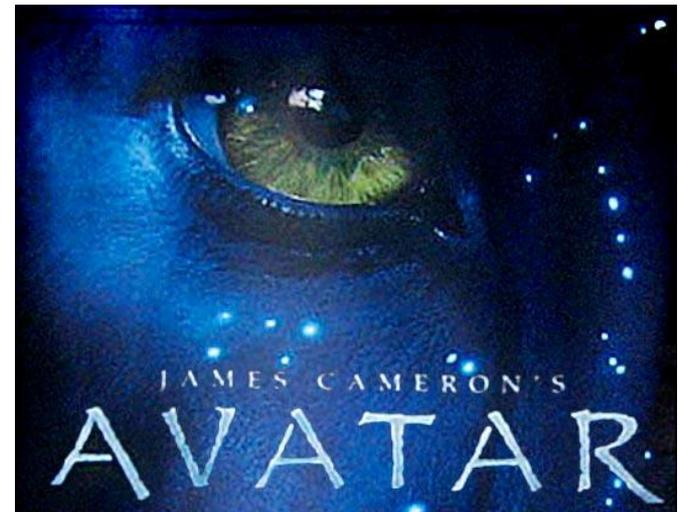


# DIFFERENT WORLDS...

[Speech impediment](#)

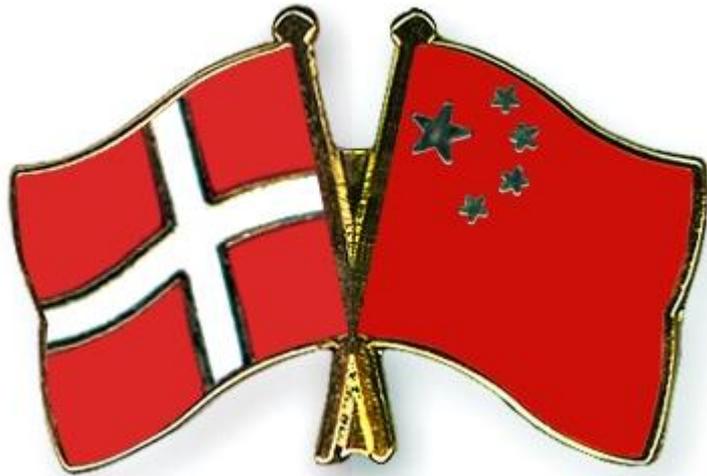


[US versus Pandora culture](#)



CHECK OUT  
THE DRESS  
CODE





**BUSINESS  
OR  
PLEASURE  
FIRST?**

# CULTURE BUSINESS CULTURE ?

“...a system of symbols, premises, rules,...”



“In short, culture is behind everything we do or say.”

# **PART II**



# **RHETORICAL INSTRUMENTS**



IT ALL  
STARTED  
WITH A  
GOAT...

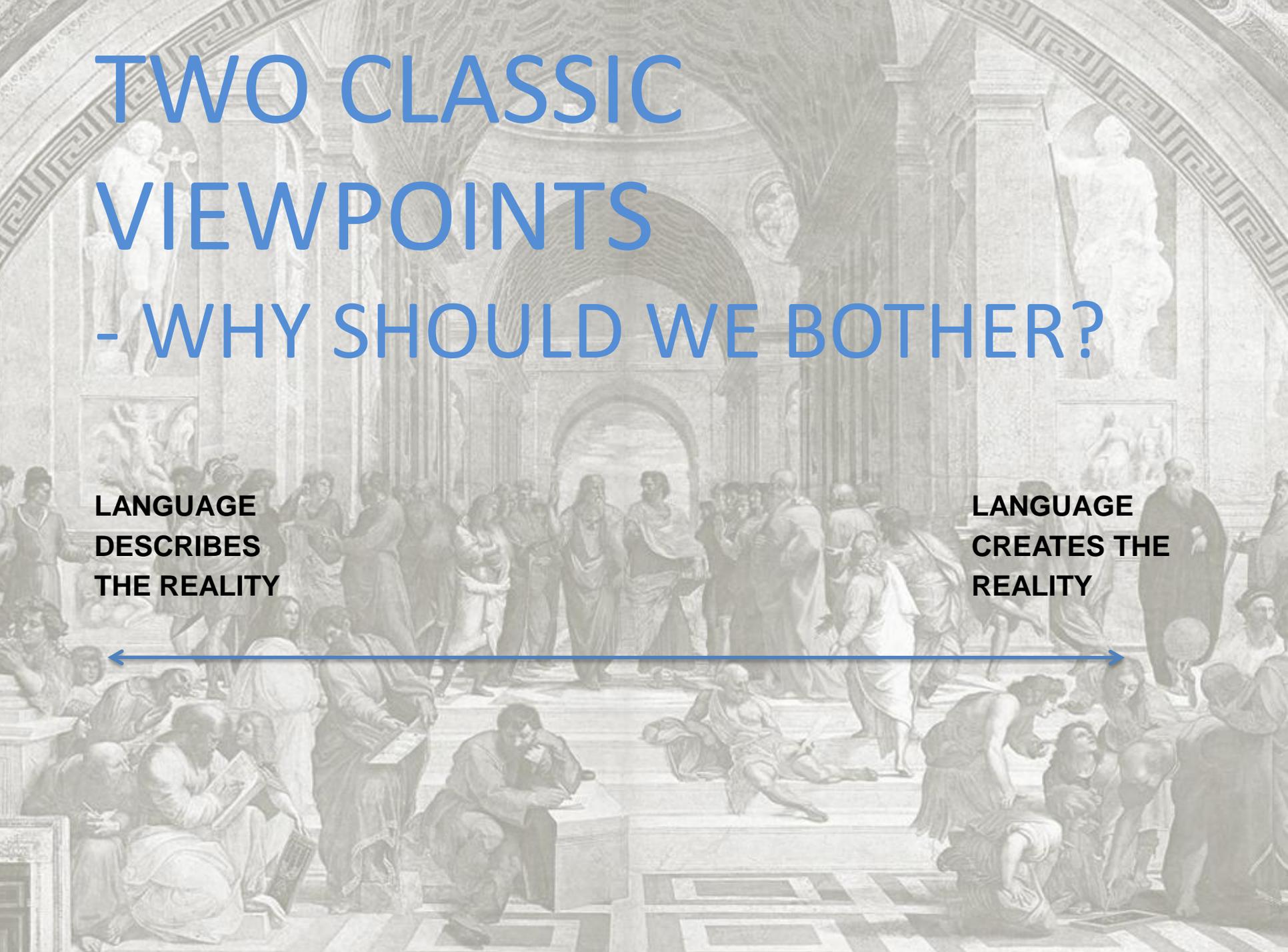


# TWO CLASSIC VIEWPOINTS

## - WHY SHOULD WE BOTHER?

**LANGUAGE  
DESCRIBES  
THE REALITY**

**LANGUAGE  
CREATES THE  
REALITY**

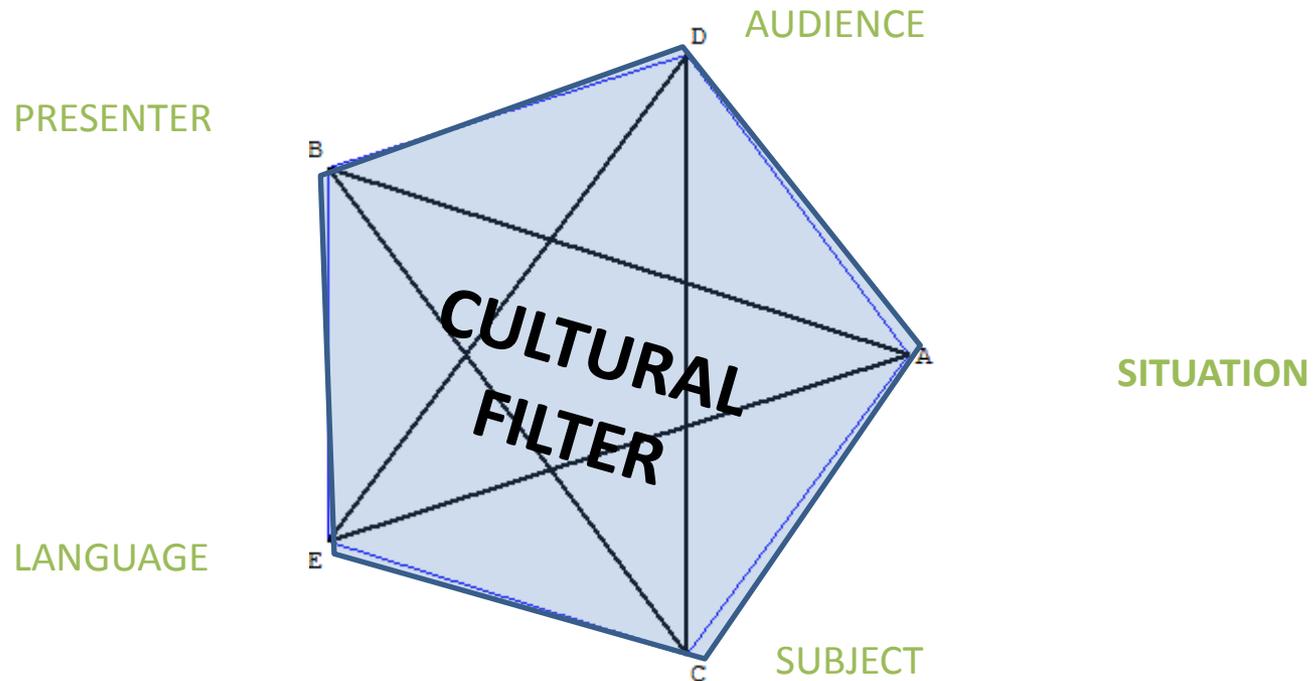




KEEP  
THIS  
PHOTO  
IN MIND



# A PENTAGON WILL HELP YOU PRIORITIZE



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CICERO EMPHASIZED INTERNAL RELATIONS IN THE RHETORICAL PENTAGON.



# SO WHAT DOES IT MEAN?

**“...CONTEXT  
IS KING...”**

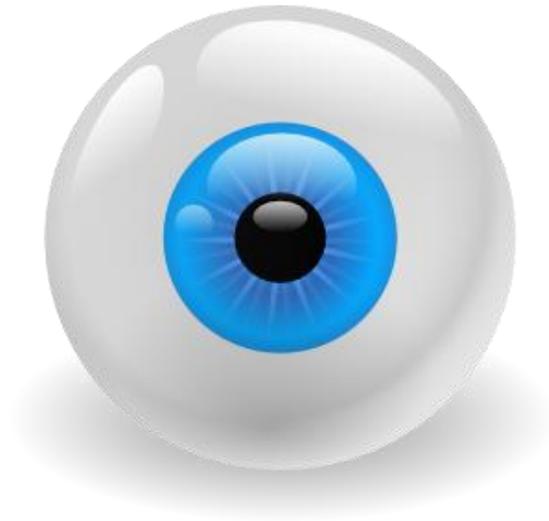


“Culture: ...a system of symbols, premises, rules,...”

**Humour +  
Politeness  
= Social code**



# SPEAKING INTERCULTURALLY

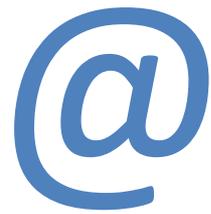


1. LISTEN FOR WHAT YOU CANNOT HEAR
2. ASK QUESTIONS
3. ASK AGAIN
4. KEEP IN TOUCH

- 
1. CLEARLY COMMUNICATE GOALS & EXPECTATIONS
  2. UPDATE BY PHONE, E-MAIL , NEWSLETTERS OR MEETING/SEMINAR
  3. MILESTONE MEETINGS – CELEBRATE SUCCESSES
  4. WALK THROUGH PLANNING & GOALS & DEADLINES & CONSEQUENCES

~~Just do it!~~  
Overdo it!





versus



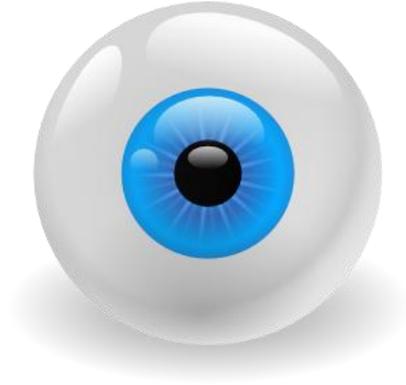


versus



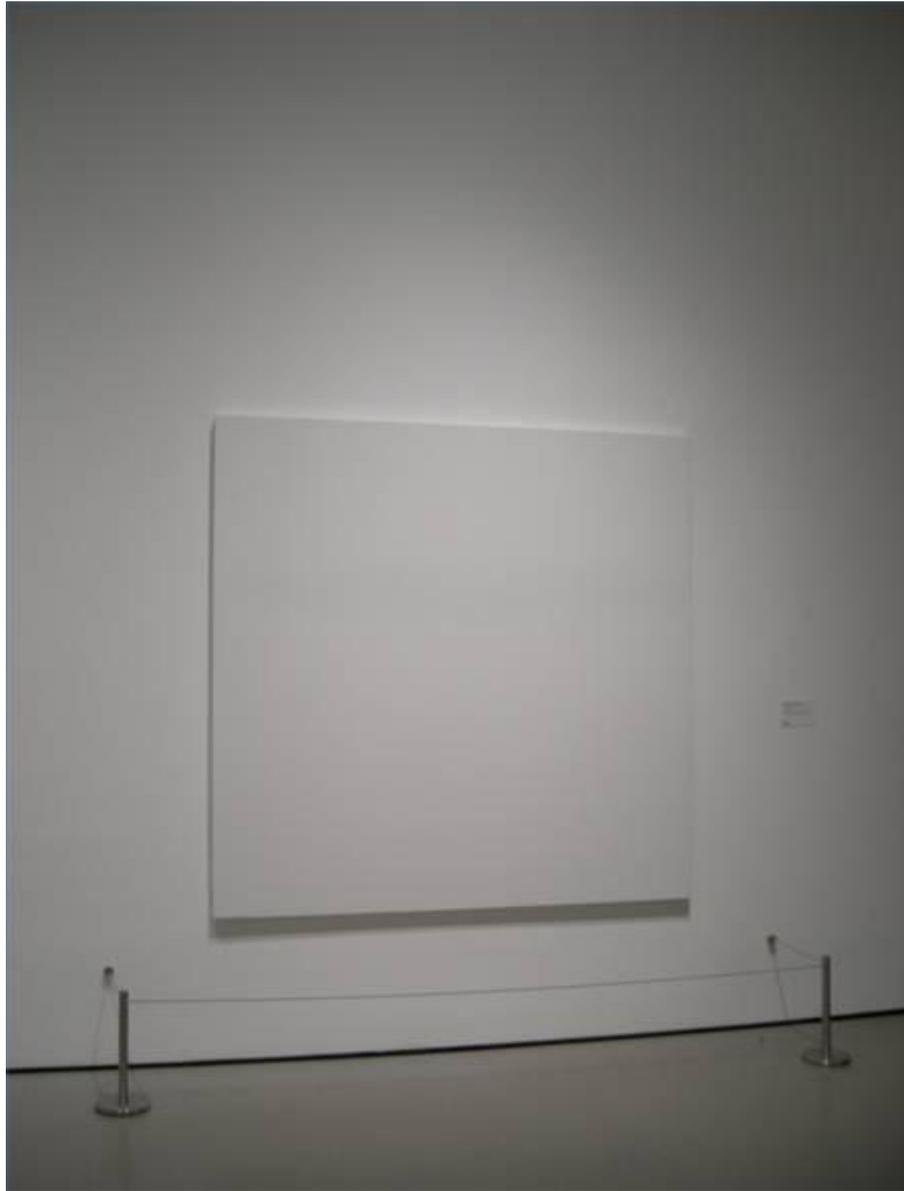


versus



Holding her  
**TONGUE**  
wasn't as EASY  
as she thought.





“tabula rasa”



**PART III**

**YOUR  
TURN**



# TASK NO. 1

**What makes good intercultural project management from your (national/regional) point of view?**

Mention at least 3 crucial parameters. (National groups)

10 minutes + presentations



# TASK NO. 2

**How do you overcome  
intercultural differences?**

What do you do when the  
parametres do not match. Give  
minimum 3 examples.

(Cross-border groups)

10 minutes + presentations

