



INTERCULTURAL COMMUNICATIONS

[NSRP COMMUNICATIONS SEMINAR]

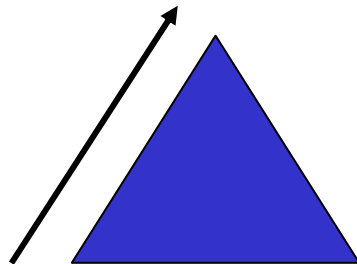
2 December 2010, Billund, Denmark

Intercultural Communication

A BASIC UNDERSTANDING WILL PROVIDE YOU WITH

Aim of session

- General preparedness (it exists, it has an influence on your work)
- Specific preparedness (concrete examples, your own experiences)
- Readiness
- Flexibility
- Insight



Culture, what is it really?

NOT EVERYTHING IS CULTURE, BUT A LOT OF IT IS...

NARROW INTERPRETATION

(Internal)

- Behaviour
- Thoughts

COMBINATION

- Education
- Healthcare

WIDE INTERPRETATION

(External – Expressions)

- Technology
- Economy
- Agriculture



Cultural Variations

SOME BASIS DISTINCTIONS.

Culture from nature

- Men – Women – Children
- Young – Adults – Old
- Geography

Culture from Social

- Social Class
- Occupation
- Ideology – Religion
- Nationality

Culture from Action/Activity

- Negotiations
- Doctor – Patient
- Salesperson – Customer

Intercultural Communication

IT IS EVERYWHERE. AND SO ARE THE MISUNDERSTANDINGS...

Language: Honda Fitta

Dress Code: Dress up for meeting or for dinner?

Undress Code: Naked in the public shower or not?

Power/Social Gestures: Kissing strangers on cheek or hand shake?

Cultural Humility: Who will pay the bill, who will pour the wine?



Ich Bin Ein Berliner...



... Berliner or A Berliner?

Human Communications #1

A FEW BASIC POINTERS BEFORE WE MOVE TO CULTURAL ASPECTS.

Expressions

- Body Language (Darwin: 7 basic facial expressions)
- Vocabulary
- Grammatics
- Sound (phonetics, prosody)

Human Communications #2

BUILDING FURTHER ON FROM EXPRESSIONS WE HAVE...

Content

- Factual
- Emotional
- Identity
- Physiological state
- Communicative regulations

Interaction

- Turn-taking
- Re-connecting
- Sequence

Intercultural Communications

PEOPLE EVEN HAVE DIFFERENT IDEAS OF THE MEANING OF INTERCULTURAL (COMMUNICATION) DIFFERENCES.

Perspectives on intercultural differences:

Guiding principles

Statistical differences

Differences in communication between peoples:

Production and Interaction

Interpretation and understanding

The Big Five in Intercultural Communications

THE GROWING INTEGRATION BETWEEN CULTURES AND INTERCULTURAL COMMUNICATIONS HAVE AN INFLUENCE ON ALL MAJOR ASPECTS OF SOCIETY.

Perspectives on intercultural differences

- Communications (daily life, societal interaction)
- Psycho-Social (integration-assimilation)
- Economy (work force)
- Medical (medical care, elderly-demographics)
- Political (nationalism, societal participation)

Geert Hofstede

TAXONOMY – STRUCTURES OF CLASSIFICATION. THERE ARE MANY IN INTERCULTURAL COMMUNICATIONS. MOST ARE SIMILAR, HOFSTEDES IS VERY COMMON.

- Power Distance (PDI)
- Individualism (IDV)
- Masculinity (MA)
- Uncertainty Avoidance (UAI)
- Long-Term Orientation (LTO)

Geert Hofstede TRANSLATED

TAXONOMY – STRUCTURES OF CLASSIFICATION. THERE ARE MANY IN INTERCULTURAL COMMUNICATIONS. MOST ARE SIMILAR, HOFSTEDES IS VERY COMMON.

- **Individualistic – Collectivistic** (Personal opinions matter, personal values very important, or group more important?)
- **Low Context – High Context** (Is being outspoken and loud the model, or is the real meaning between the lines?)
- **Masculine – Feminine** (Clear role divide between sexes, strict male and feminine territories in society?)
- **Low Uncertainty – High Uncertainty** (No need or great need for rules, flexible or need to avoid failure?)
- **Vertical – Horizontal** (Value youth or old age, quick results or build for future?)



Geert Hofstede EXAMPLES

ITS A MODEL. THE PEER GROUP IS LARGE, BUT THE INDIVIDUAL ALWAYS COMES BEFORE THE GROUP IN INTERPRETATION.

- [Iphone application](#)
- [Comparisons country by country](#)
- [Geert Hofstedes website](#)

Hofstede in practice: You VS Your Countrymen

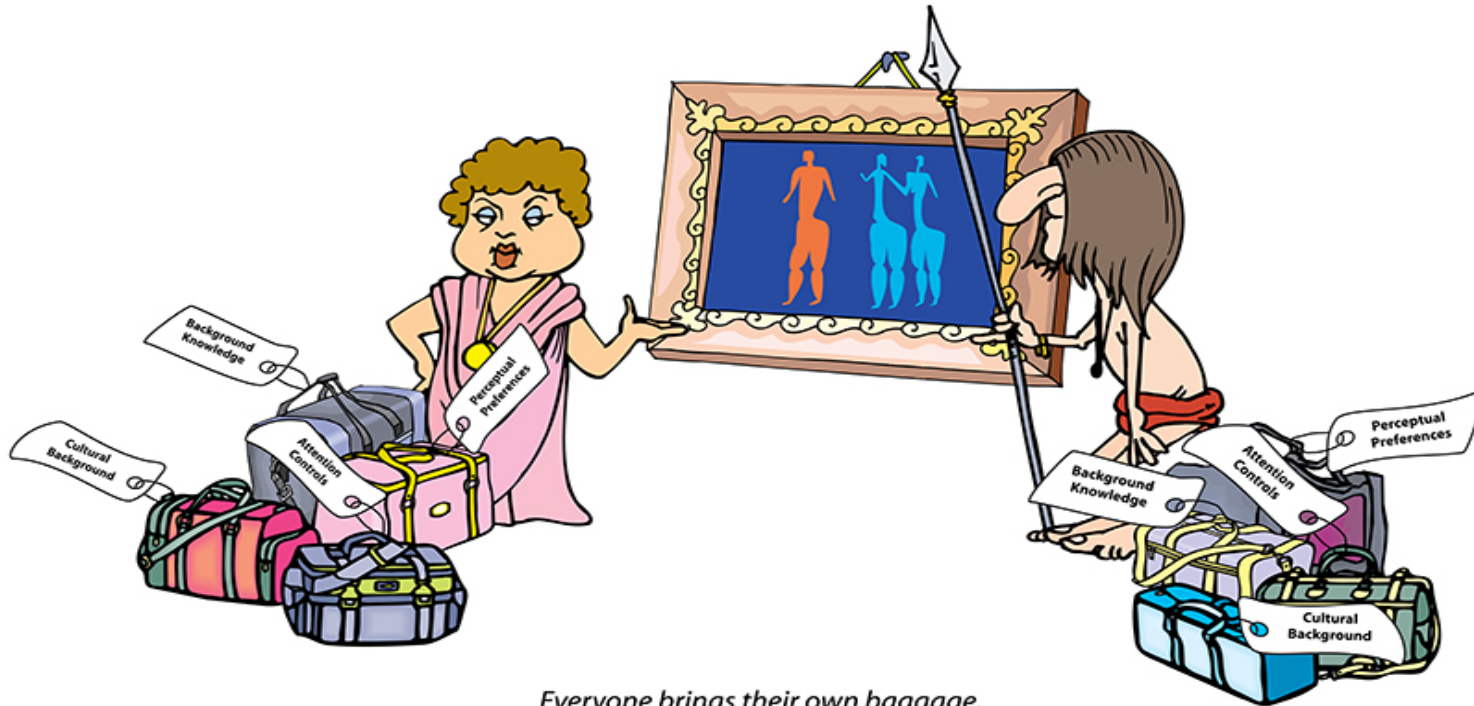
WORKSHOP – GENERALISATION AND PREJUDISM.

- Individual work
- 5 minutes
- Grade yourself according to the 5 categories (scale 0-100)

If you have time, discuss with people at your table if you feel like typical or atypical to how people from your country are generally perceived.

Q: Do you often talk about people in terms of being in a certain way due to them being from a country or specific cultural origin?

The individual is a mix...



Everyone brings their own baggage.

Effective COM VS Ineffective – A Model

SUPPORTIVE

- Describe
- Problem-oriented (specific)
- Empathy
- Equality
- Spontaneity

YES

DEFENSIVE

- Evaluate
- Control
- Neutral
- Evaluate
- Superiority
- Strategic

NO



Effective Intervention Model

TRY TO...

- Be open – reduce defensive position
- Keep conversation going
- Listen, listen, listen... then speak
- Try to connect with other person



Indirect VS Direct and Messaging – STEP 1

WORKSHOP – ONE MESSAGE ON DIFFERENT LEVELS.

- Individual Work
- 5 minutes
- Write down a sentence with 1-3 factual statements about yourself in a direct manner.



Indirect VS Direct and Messaging - STEP 2

WORKSHOP – ONE MESSAGE ON DIFFERENT LEVELS.

- Individual Work
- 5 minutes
- Rephrase the same statement in an indirect way



Indirect VS Direct and Messaging - STEP 3

WORKSHOP – ONE MESSAGE ON DIFFERENT LEVELS.

- Team up in pairs with people you do not know (if possible)
- 5 minutes
- 1 person should try to explain the statement in the indirect way and the other one should try to guess the statement



Indirect VS Direct and Messaging - DEBRIEF

WORKSHOP – ONE MESSAGE ON DIFFERENT LEVELS.

- Did you manage to convey the message?
- Was it possible to guess it?
- When did you guess it? – Did you listen well and long enough before making the guess?



LEGO TIME!

30 MINUTE COMMUNICATIONS GAME PLAY WITH LEGO...



End of Day 1

Dinner at 19:00

Start Day 2 at 09:00 – Jon Worth on Social Media