

INTERCULTURAL COMMUNICATION FROM A RHETORICAL PERSPECTIVE

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

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AGENDA

Part I: Cultural differences

Part II: Rhetorical tips & tricks for intercultural project communication

Part III: Your turn



WHAT'S IN IT FOR YOU?



... 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



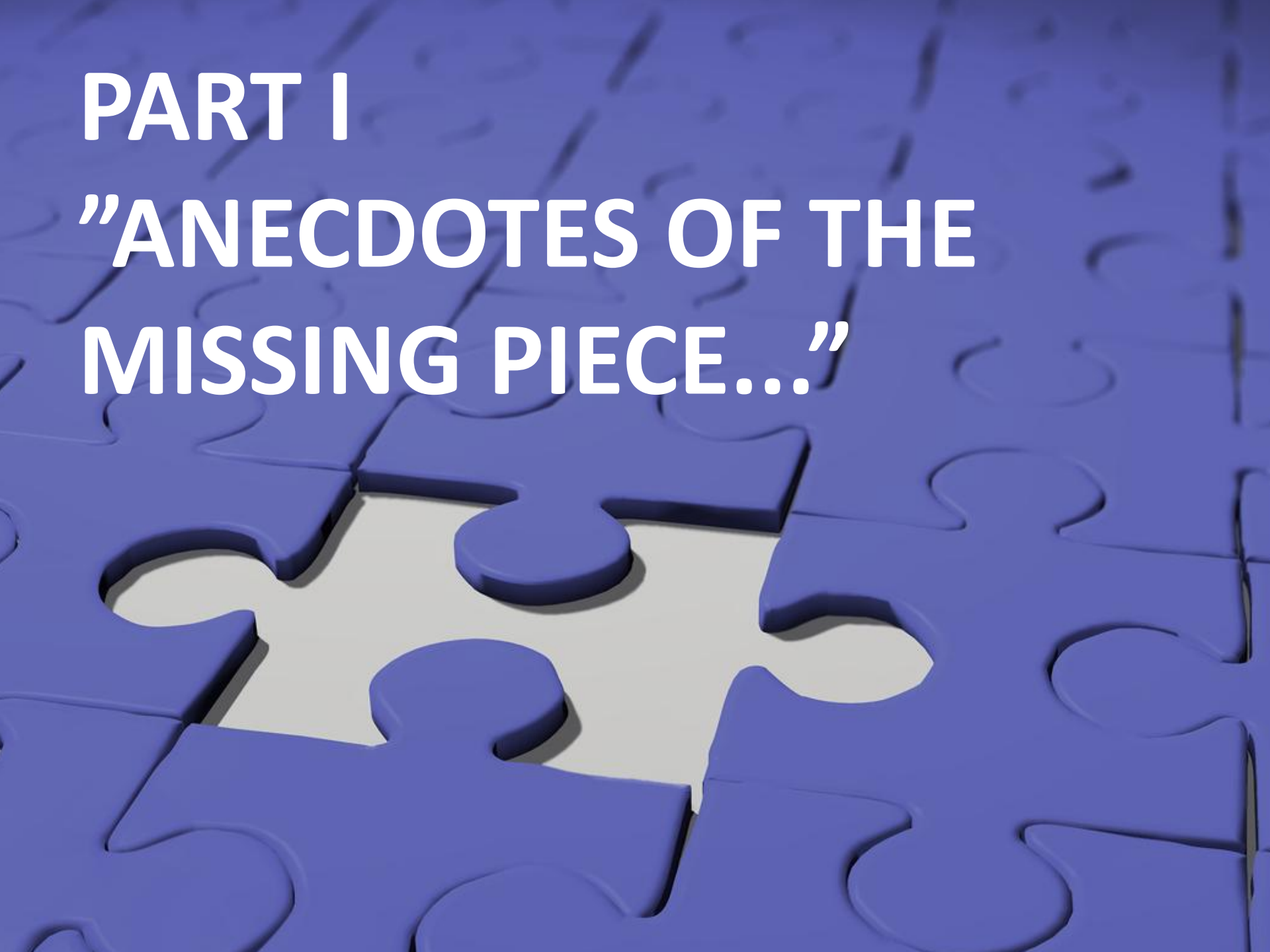
✕ + Kansas City, Kansas, US.

✕ Lived

✕ Worked

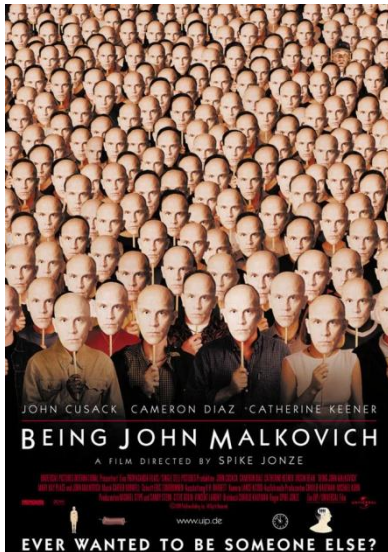
PART I

“ANECDOTES OF THE MISSING PIECE...”

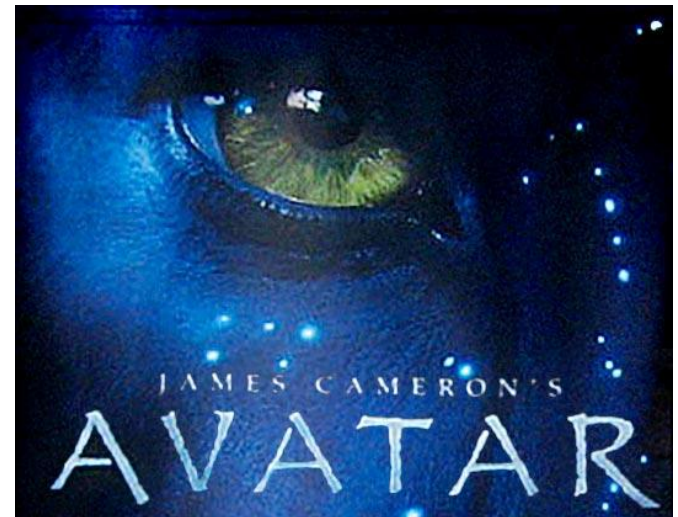


DIFFERENT WORLDS...

Speech impediment



US versus Pandora culture



CHECK OUT
THE DRESS
CODE





**BUSINESS
OR
PLEASURE
FIRST?**

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...

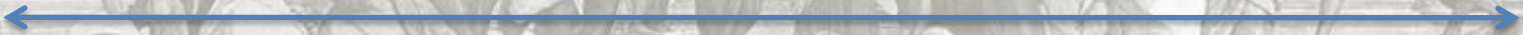


TWO CLASSIC VIEWPOINTS

- WHY SHOULD WE BOTHER?

**LANGUAGE
DESCRIBES
THE REALITY**

**LANGUAGE
CREATES THE
REALITY**

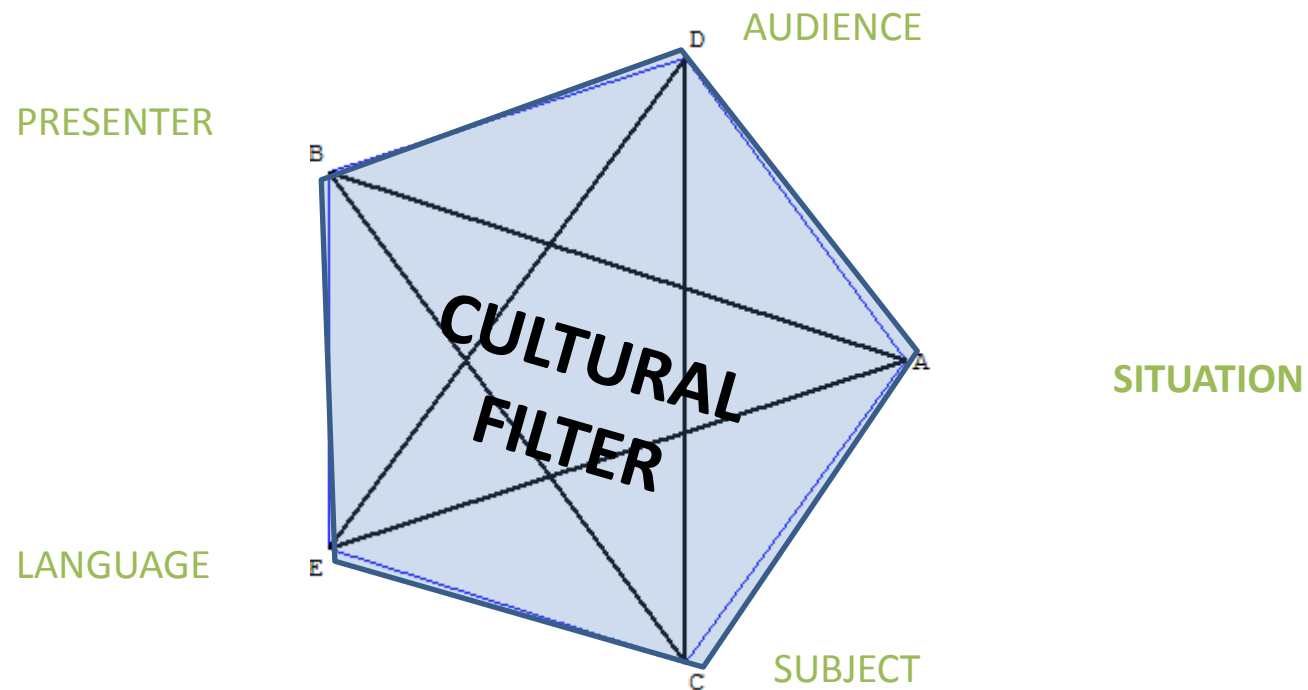




KEEP
THIS
PHOTO
IN MIND



A PENTAGON WILL HELP YOU PRIORITIZE



CICERO EMPHASIZED INTERNAL RELATIONS IN THE RHETORICAL PENTAGON.



SHOW WHAT A DESIGN MEAN?

**“...CONTEXT
IS KING...”**

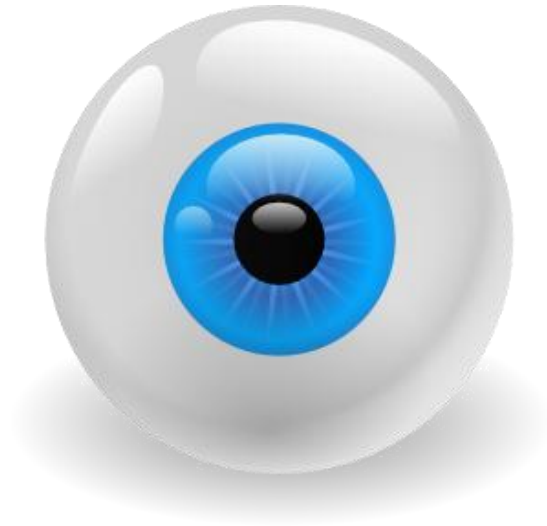


“Culture: ...a system of symbols, premises, rules,...”

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



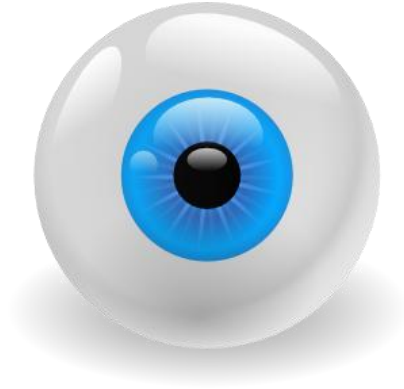


versus





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

