

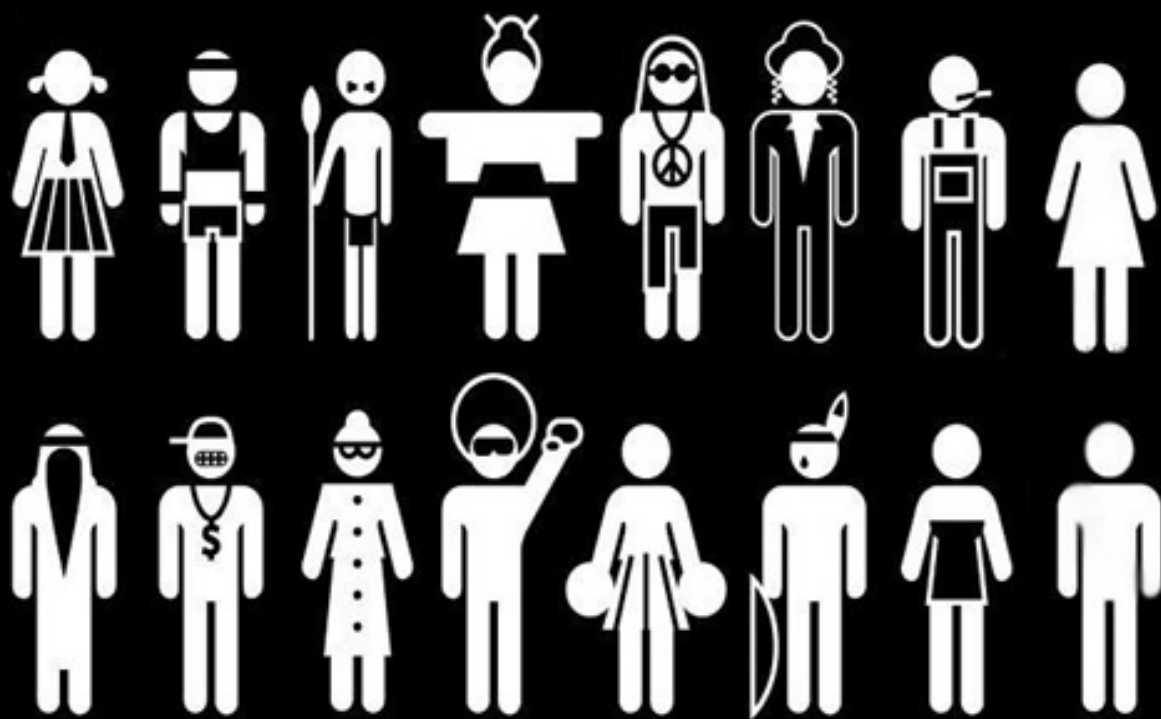
Effective communication – cultural awareness I

Lesson week 6

Which cultures do we have in class?



DECONSTRUCT·DISCUSS·EDUCATE



LOOK BEYOND THE STEREOTYPES

A *stereotype* is “...a fixed, over generalized belief about a particular group or class of people.” (Cardwell, 1996).

Thus:

- Belief is not necessarily truth
- Generalization - yet not everybody is the same

- What are stereotypes people have about your culture?
- What are stereotypes you have about other cultures?

Non-verbal communication

Managing Cross-Cultural Differences

An Example of Different Meanings of the Same Gesture

UK & USA = O.K.

JAPAN = MONEY

RUSSIA = ZERO

BRAZIL = INSULT



1000ventures.com

- What are typical gestures in your country?
- Try to find out if the meaning of these are the same as gestures in other countries

Facial miscommunication

annoyance

doubting

boredom

disappointment



frustration

sadness

not understanding

disagreement

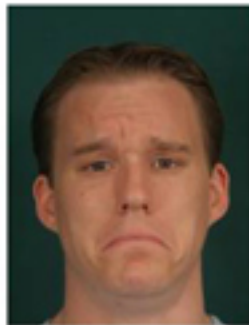
Surprise



Anger



Joy



Sadness



Fear



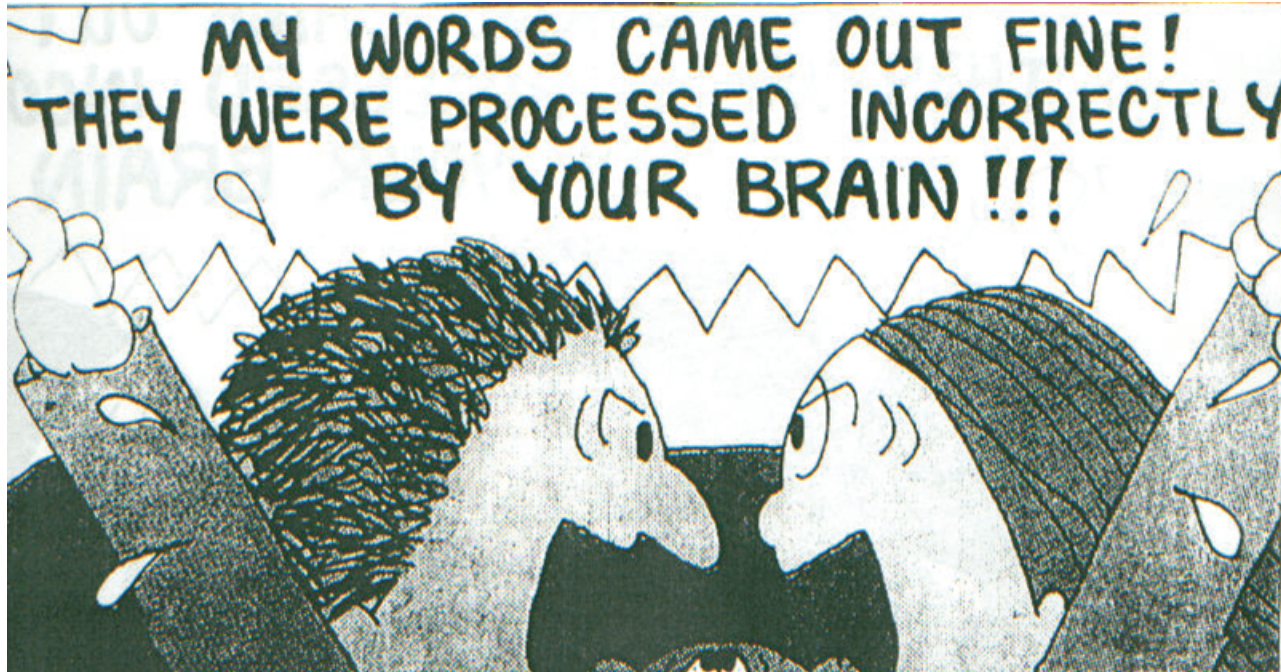
Contempt



Disgust

(c) David Matsumoto 2008

Verbal miscommunication



Learning outcomes

Define your Culture Profile

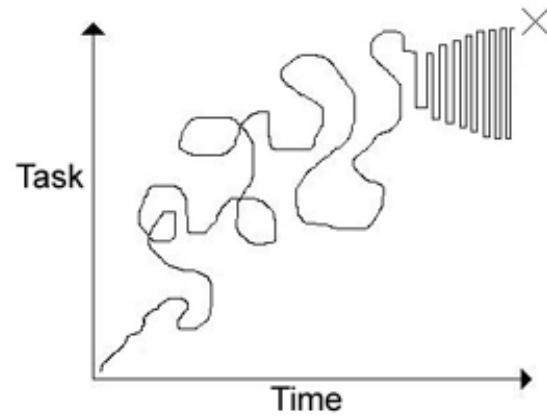
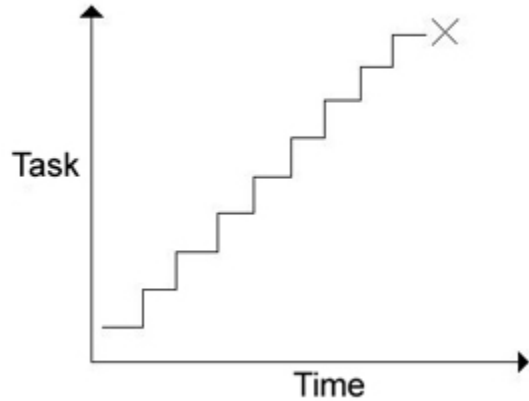
- Fixed/ flexible working
- Decision making:
individual/group culture
- Showing feelings
- Attitude to silence
- Attitude to interruptions



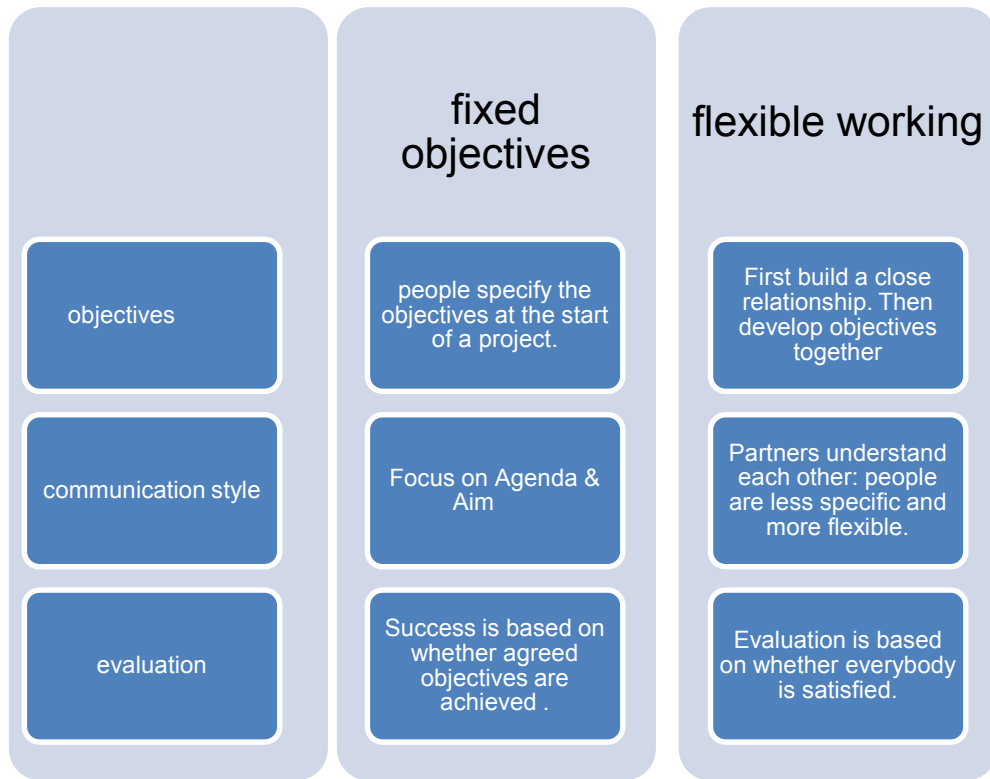
Where do you position your culture? 1=no / 5=yes

Hierarchy	1	2	3	4	5
Being direct	1	2	3	4	5
Accept arriving late	1	2	3	4	5
Fixed objectives	1	2	3	4	5
Individual decision making	1	2	3	4	5
Formal	1	2	3	4	5
Allowed to show feelings	1	2	3	4	5
Good relationships are important	1	2	3	4	5
Allow interruptions	1	2	3	4	5

Fixed objectives vs. Flexible working



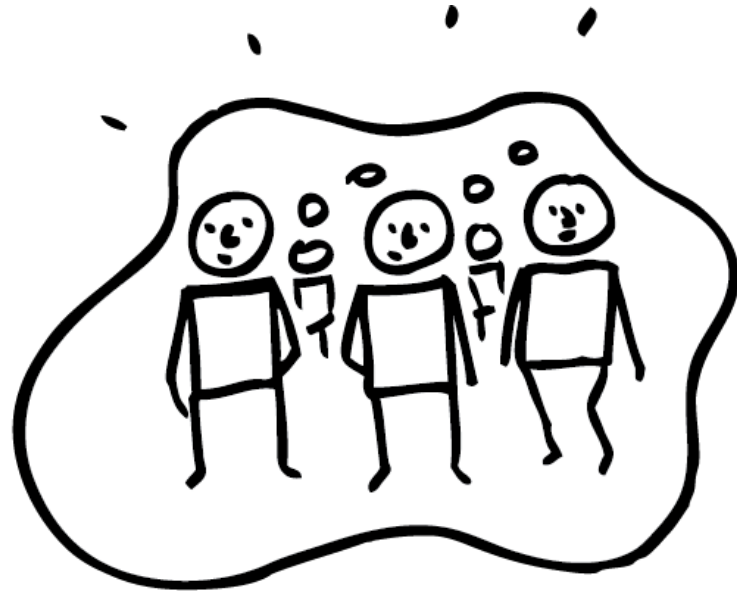
Discuss: what is your style?



Group vs. Individualist cultures



me

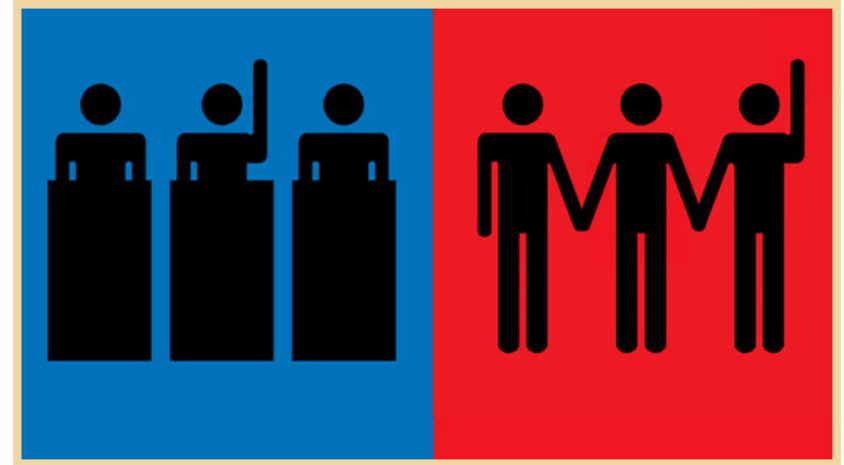


the group

Group vs. Individualist cultures

→ Individualist culture

→ Group culture



Showing feelings



Type

Language

Gestures and
body language

Showing
reactions

People who show feelings...

make use of strong
and exaggerated
language

use big gestures
and facial
expressions

may respond
emotionally to
other people's
arguments

People who stay cool...

use neutral
language without
exaggeration

speak in calm and
controlled manner

do not show what
they are thinking
when they listen to
other people's
arguments

Dealing with silence



How does silence make you feel / react?



Three cultural styles how to deal with silence

1. **Anglo Saxon:** uncomfortable. When one person stops speaking, other starts. Not polite to interrupt.
2. **Latin:** uncomfortable. People interrupt → shows interest in each other.
3. **Asian:** comfortable. often silence between people. Sign of respect. You take time to think about input.

Hofstede's Dimensions of Culture (100 point scale)

0					100
more egalitarian	—	Power Distance	+	embraces hierarchy	
collectivist	—	Individualism	+	individualistic	
nurture more important	—	Feminine/Masculine	+	power more important	
comfortable with ambiguity	—	Uncertainty Avoidance	+	ambiguity creates anxiety	
put short-term goals first	—	Long-term Orientation	+	put long-term goals first	
happiness can be bad	—	Restraint/Indulgence	+	happiness is always good	

Consider cultural differences



Additional reading

<https://www.hofstede-insights.com/models/national-culture/>

[*When Cultures Collide*](#), Richard Lewis

Culture Mapping – Erin Meyer