

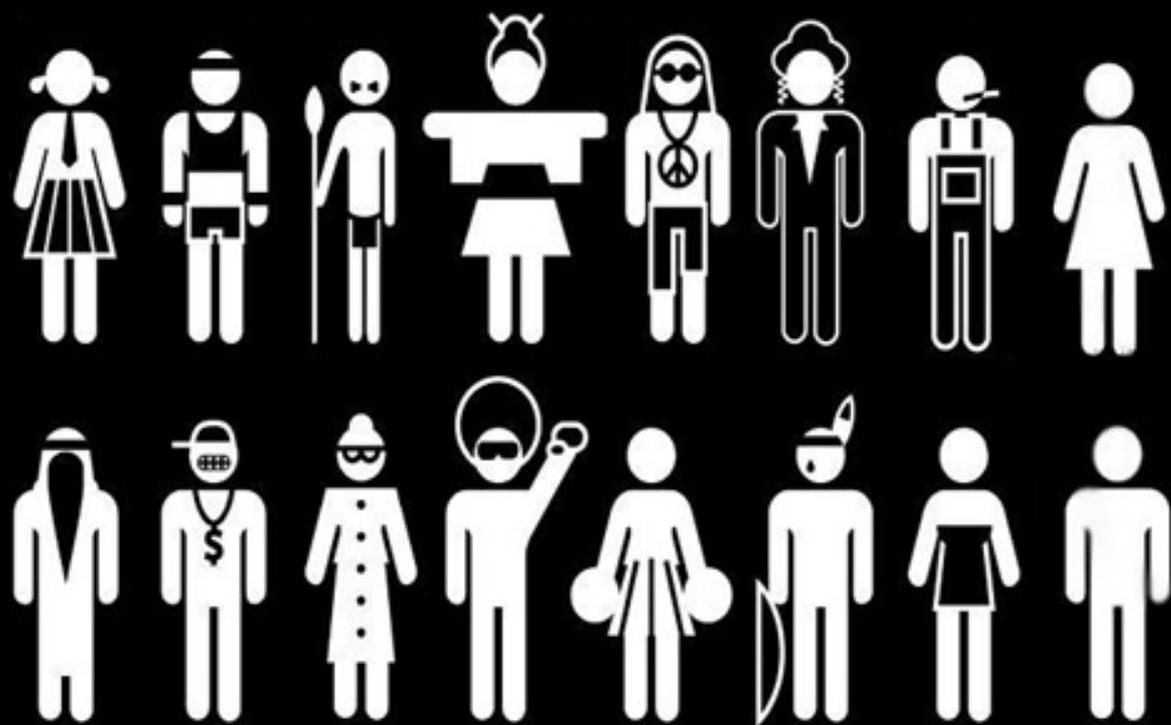
# Effective communication – cultural awareness I

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

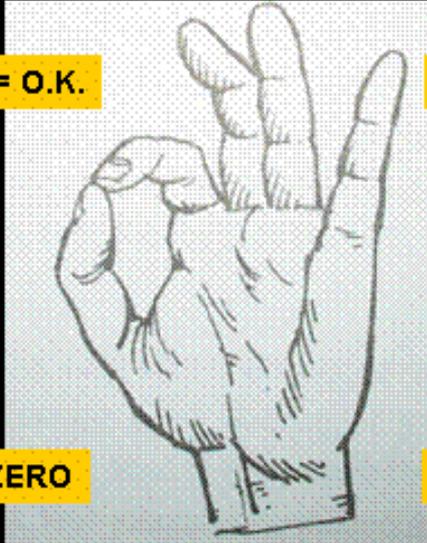
An Example of Different Meanings of the Same Gesture

UK & USA = O.K.

JAPAN = MONEY

RUSSIA = ZERO

BRAZIL = INSULT



- 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



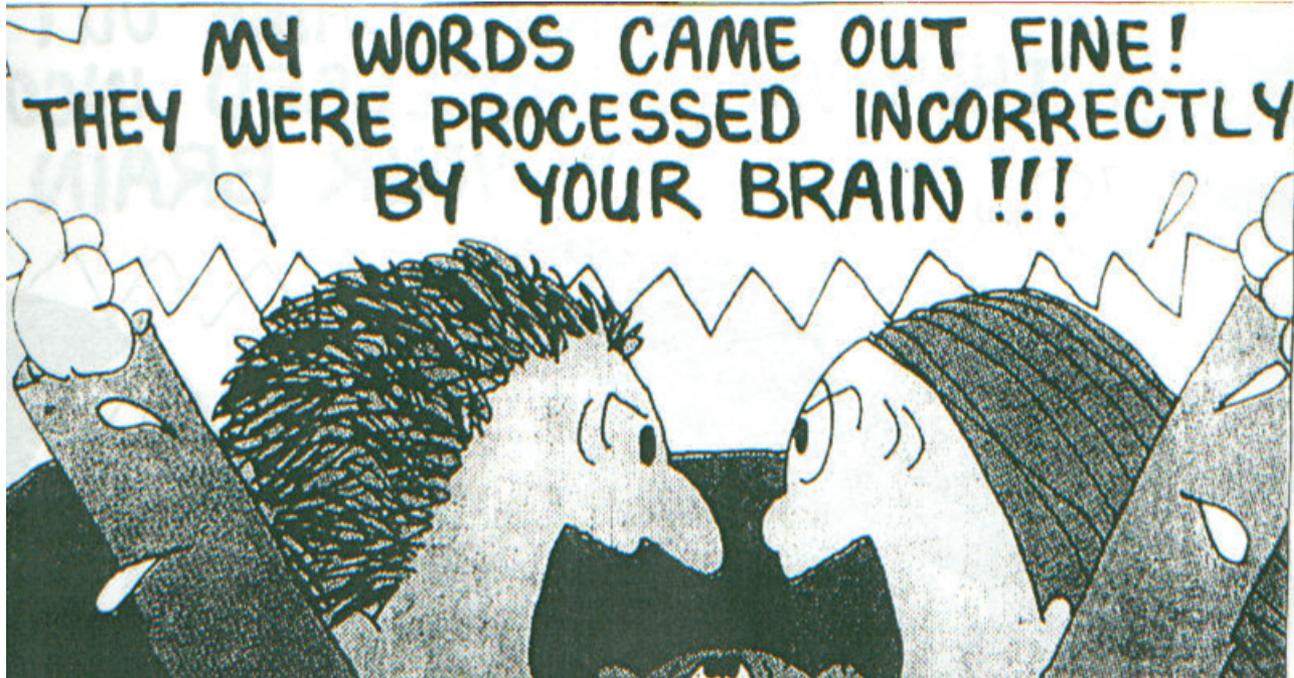
Contempt



Disgust

(c) David Matsumoto 2008

# Verbal miscommunication



## Define your Culture Profile

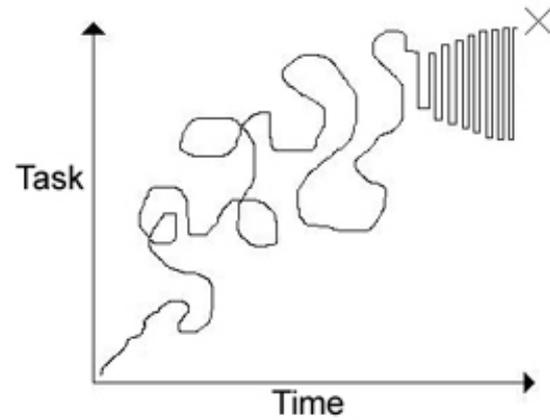
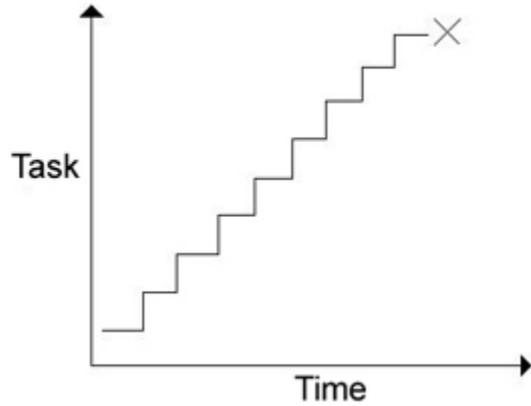
- Fixed/ flexible working
- Decision making:  
individual/group culture
- Showing feelings
- Attitude to silence
- Attitude to interruptions



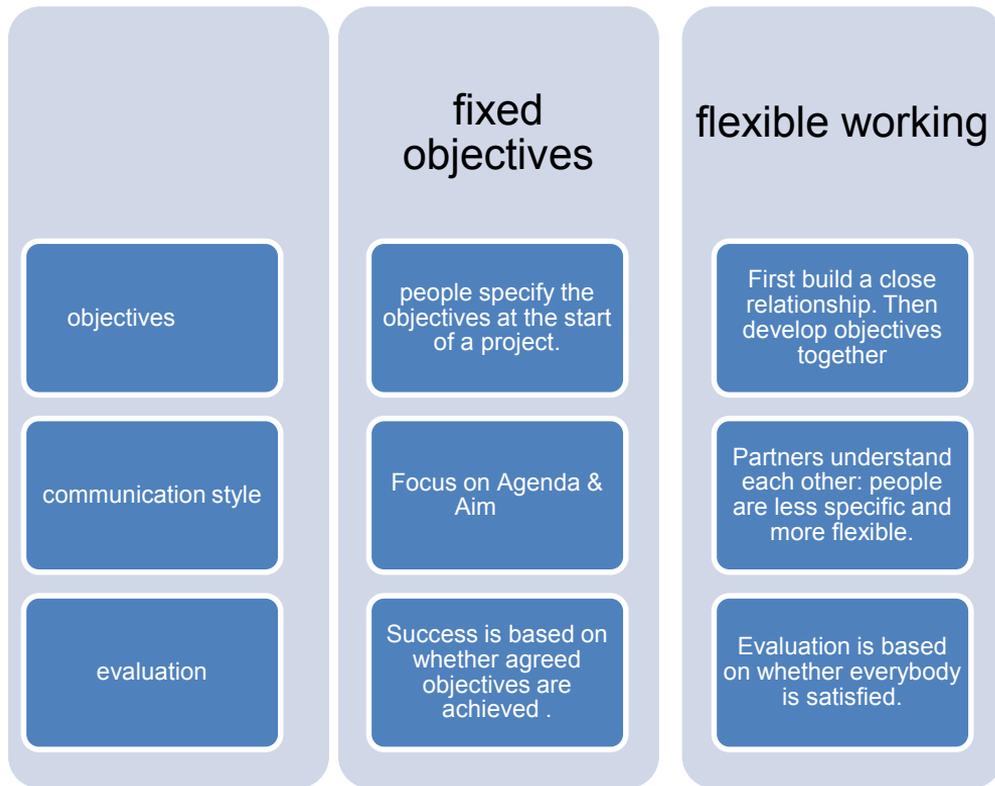
# Where do you position your culture? 1=no / 5=yes

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



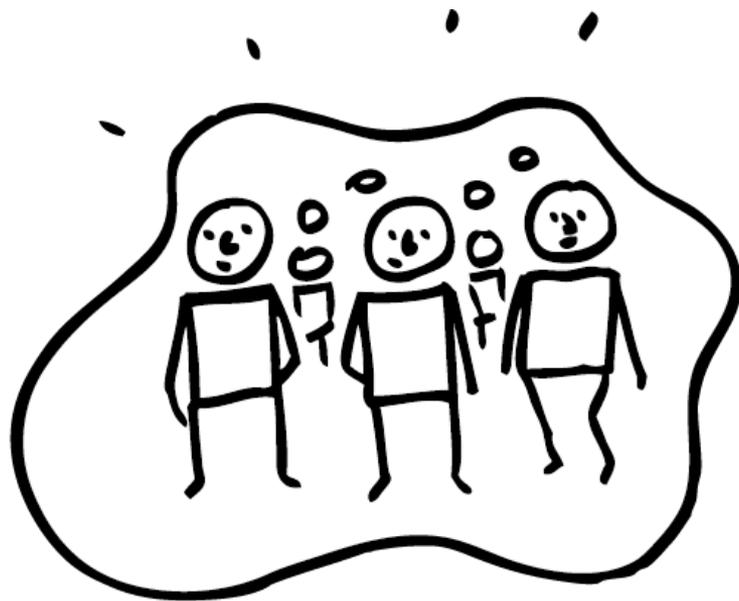
# Discuss: what is your style?



# Group vs. Individualist cultures



me

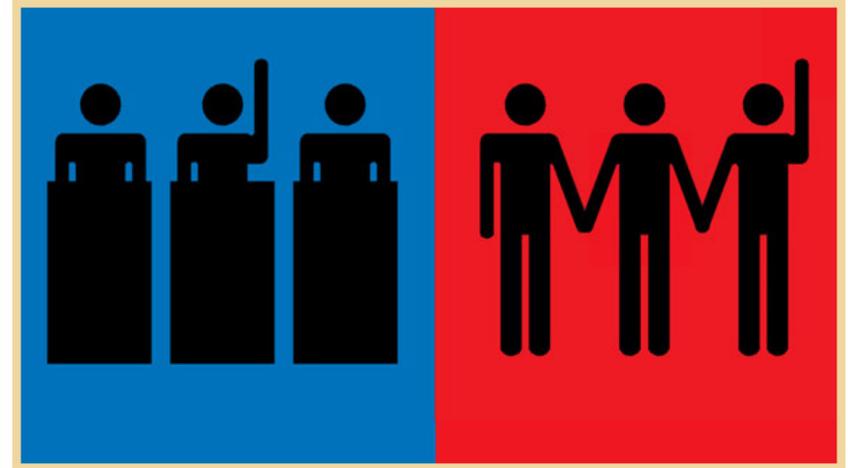


the group

# 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



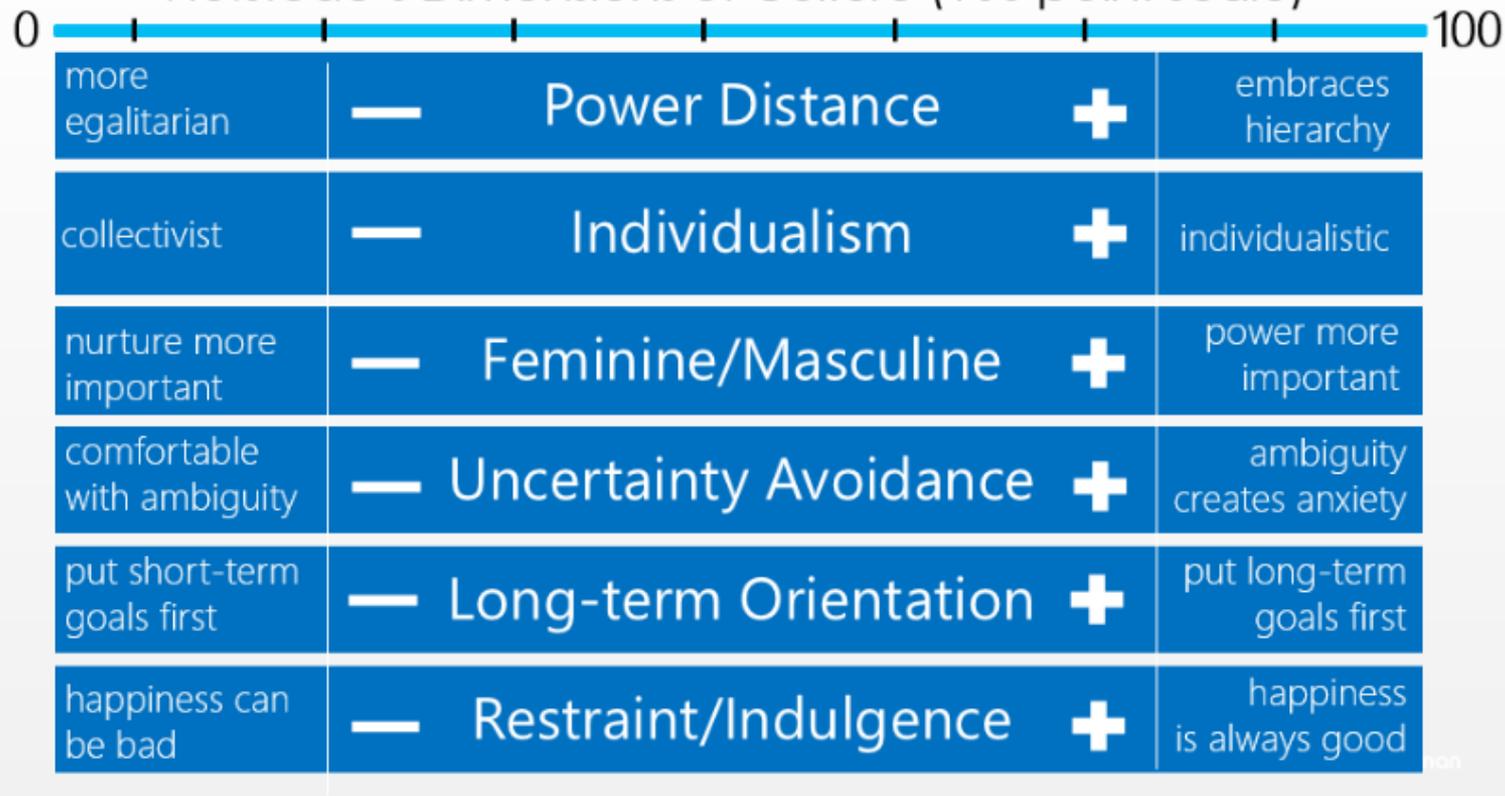
# How does silence make you feel / react?



# 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)



# Consider cultural differences



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

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

Culture Mapping – Erin Meyer