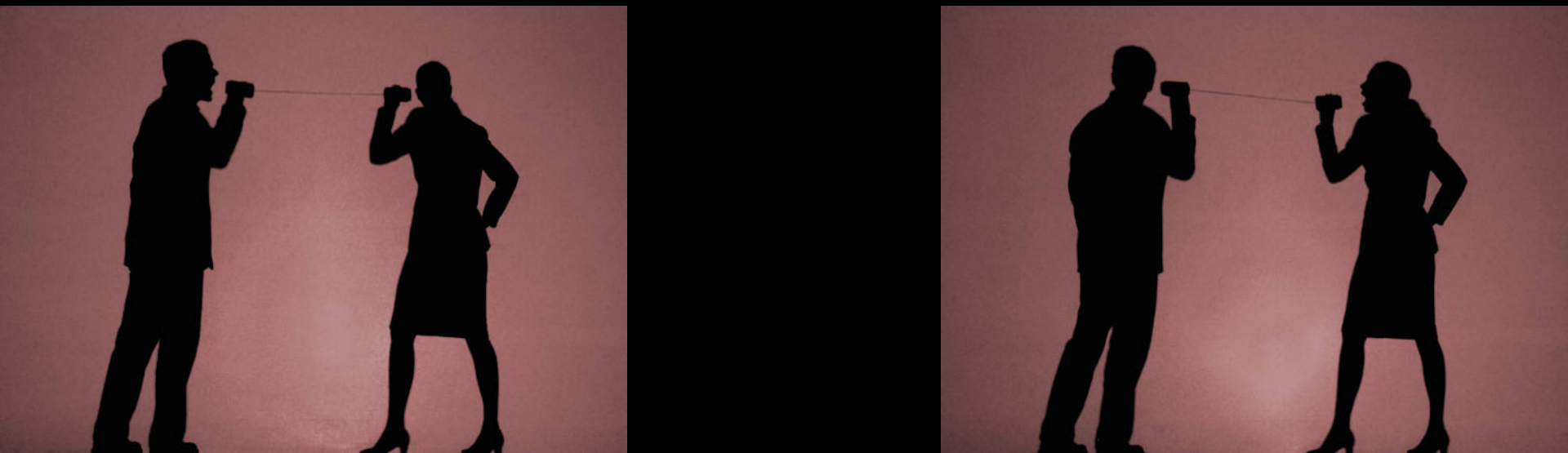




Cross Cultural Communication





**Communication is more
than language.**





Communication involves the cultural perspectives of people who are attempting to communicate.





**Cultural communication is
our goal.**





We will develop an understanding of differences in matters of cultural communication





“The Goal”

To build trust and respect
when the differences among
ethnic groups are unknown to
each other.





When speaking of a particular group we can only speak to “tendencies.”





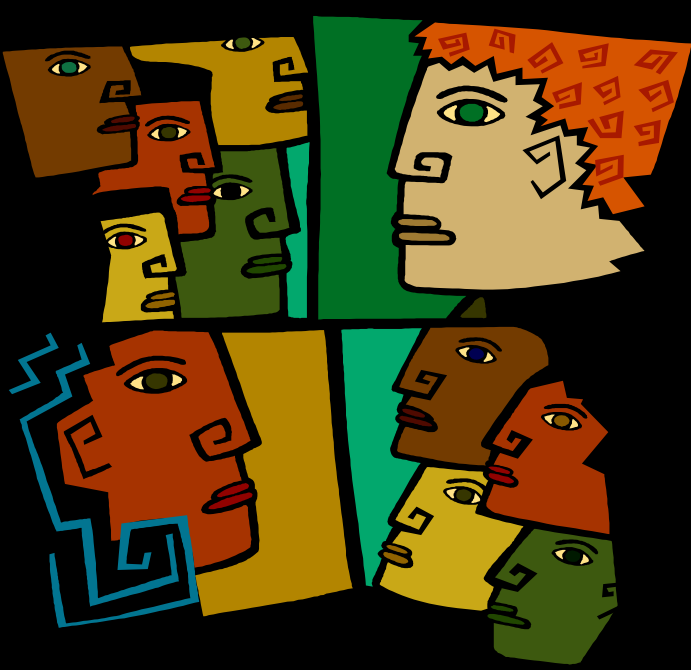
**It's hard to avoid
generalization and
stereotypes**





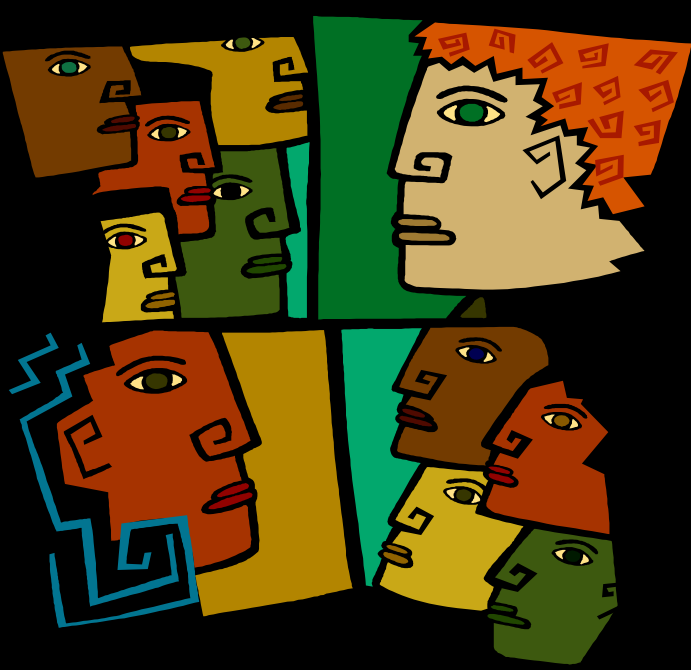
We will begin with guidelines for Cross Cultural Communication





GUIDELINES FOR CROSS CULTURAL COMMUNICATION

Learn from generalizations about other cultures, but don't use those generalizations to stereotype, oversimplify, or categorize.



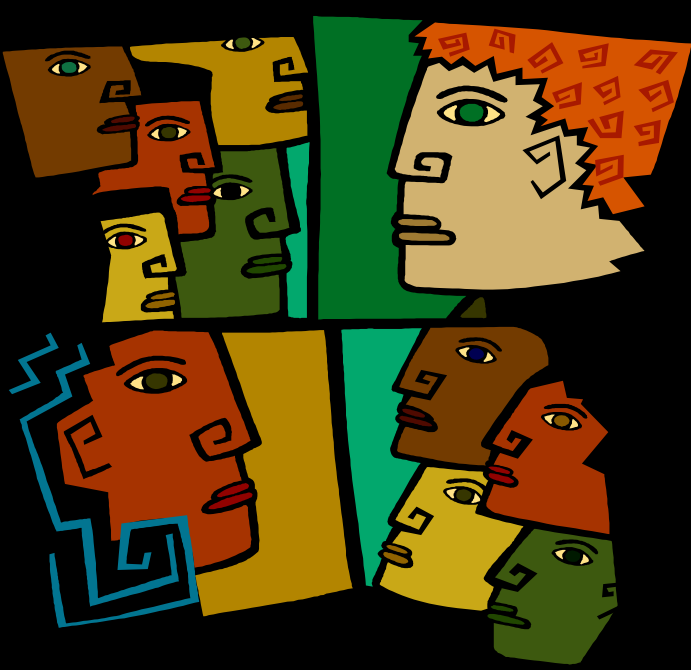
GUIDELINES FOR CROSS CULTURAL COMMUNICATION

Don't assume that breakdowns in communications occur because other are wrong or unyielding.



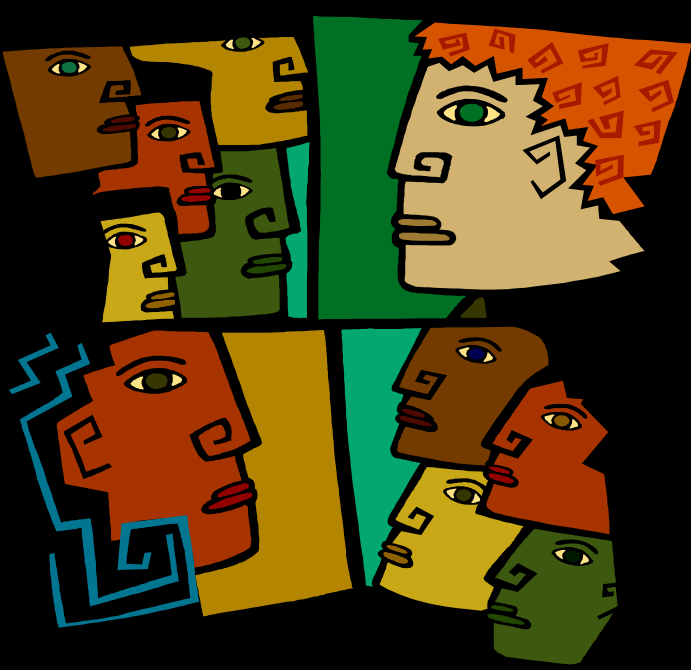
GUIDELINES FOR CROSS CULTURAL COMMUNICATION

Listen actively and empathetically.



GUIDELINES FOR CROSS CULTURAL COMMUNICATION

Stop, suspend judgment, and attempt to look at the situation as an outsider.



GUIDELINES FOR CROSS CULTURAL COMMUNICATION

Be aware of power imbalances.



TIPS FOR REMOVING CROSS CULTURAL BARRIERS

Be aware of rules regarding spatial distance between speakers during conversation.



TIPS FOR REMOVING CROSS CULTURAL BARRIERS

Be aware that cultures vary in what they consider humorous or taboo.



TIPS FOR REMOVING CROSS CULTURAL BARRIERS

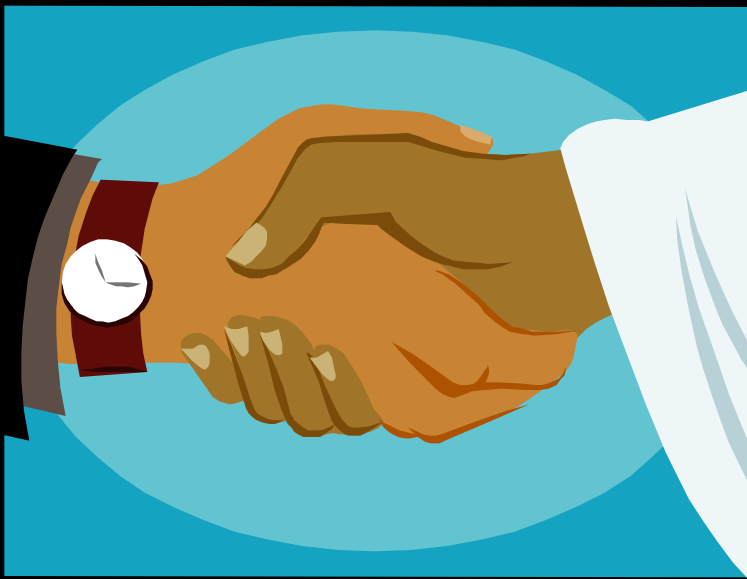
Be aware of different rules for taking turns during conversations.



TIPS FOR REMOVING CROSS CULTURAL BARRIERS

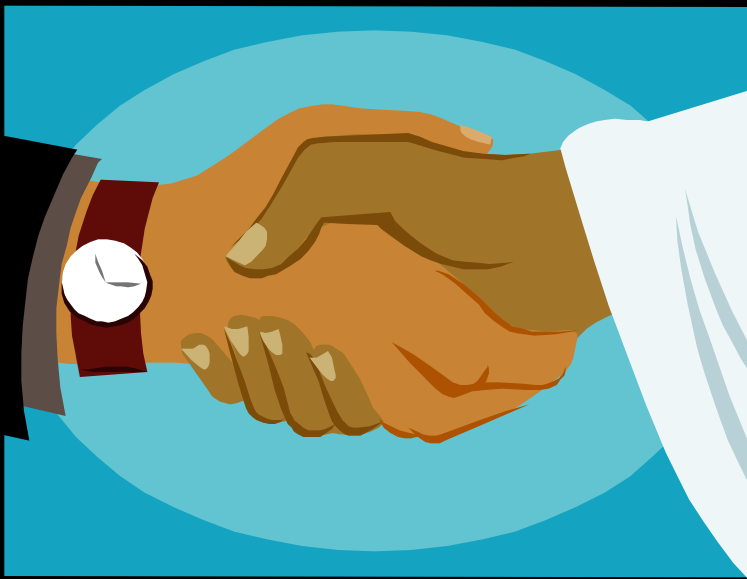
Be aware that different cultures use different standards for:

- (1) loudness, (2) speed of delivery, (3) silence, (4) attentiveness, (5) time to respond to another's point



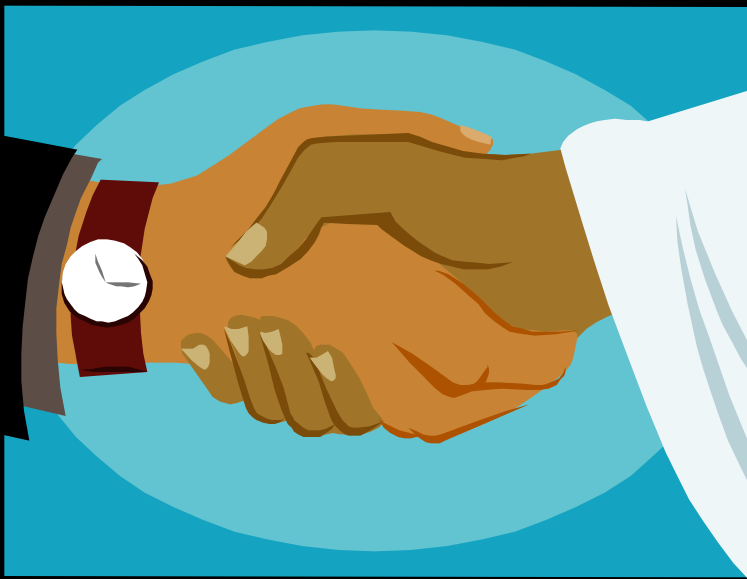
TIPS FOR INCREASING EFFECTIVENESS OF CROSS CULTURAL COMMUNICATION

Use common words.



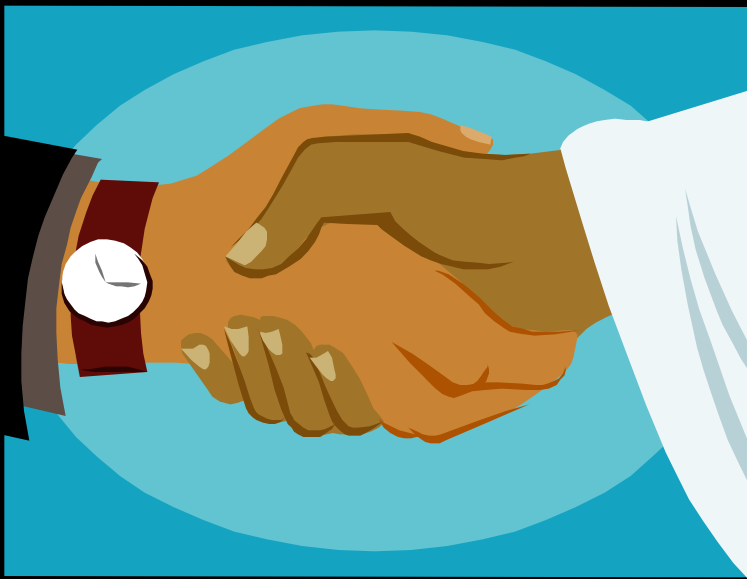
TIPS FOR INCREASING EFFECTIVENESS OF CROSS CULTURAL COMMUNICATION

Follow basic rules of grammar.



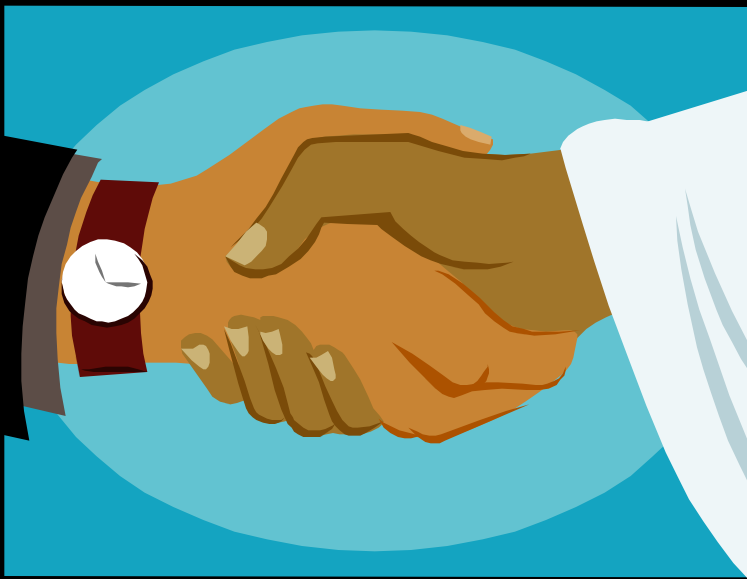
TIPS FOR INCREASING EFFECTIVENESS OF CROSS CULTURAL COMMUNICATION

Avoid slang, colloquialisms, and idioms.



TIPS FOR INCREASING EFFECTIVENESS OF CROSS CULTURAL COMMUNICATION

Repeat basic ideas.



TIPS FOR INCREASING EFFECTIVENESS OF CROSS CULTURAL COMMUNICATION

Paraphrase important points.



Each cultural group's communication is based upon four categories





- 1. People and Relationships**
- 2. Reasoning and Decision Making**
- 3. Communication Patterns**
- 4. Work Styles**





People and Relationships

Relationships

Importance of personal relationships

Values based upon people, age, behaviors,
social harmony



People and Relationships

Expression of Feelings

Are the expressions open? Restrained?



People and Relationships

Power Distance/Deference to Authority

Respect for hierarchy?

Respect for elders?



People and Relationships

Individualism versus Collectivism

Values loyalty to one's group?

Values personal achievement?



People and Relationships

Conflict

Is it desirable to reach a quick conclusion?

Is it rude?

Is consensus most desirable?



People and Relationships

Face Saving

Is it very important or seen as an unnecessary social formality?



People and Relationships

Taboo Subjects

What is acceptable? What's off limits?

Sex, sexuality, sexism, homosexuality, illness, death, religion, politics, abortion, racism, talking "Black," calling someone "native," mothers, household & family, WWII, personal matters

Reasoning and Decision Making



Approaches to “knowing”

- o Empirical evidence? Intuition?
- o Stories, metaphors, allegories and examples?
- o Subjective? Relying upon feelings or knowledge gained through transcendence?

Reasoning and Decision Making



Decision Making

Quick?

Slow?

Delegated?

Majority rule?

Consensus?

Rational?

Hierarchical?

Compromise?

Communication Patterns

Are communication styles informal? Formal?
Idiomatic? Direct? Expressive? Passionate?
Loud?

How are questions asked? Are they considered
rude or do they show an interest?

What does it mean to smile? To be silent? To be
direct or indirect? To interrupt? Or be intuitive?

What about non-verbal cues?

Communication Patterns

Gestures

Large? Restrained? Rude?
Making the “OK” or thumbs
up sign?

Handshakes

Gentle? Firm? Right-handed or left-handed?



Communication Patterns

Eye Contact

Direct? Indirect? Rude? Interested?



Time Orientation

By the clock? Rational?
Situational?

Communication Patterns

Personal Space



Distant? Close proximity? High or low touch?

Work Styles



Task Completion

What's most important? Friendship?
Deadlines? Tasks? Style?

Competition vs. Cooperation

Relationship? Winning? Interdependence?
Independence? Group vs. Individual?

Work Styles



Change and Ambiguity

Rules and Regulations? Traditions?
High or low risk taking? New ideas?
New people?