

INTERCULTURAL COMMUNICATION

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CONTENTS

- What is Culture
- Cultural Iceberg
- Dimensions of Culture
- How We Can improve



EAST



WEST

CORE VALUES

CUSTOMS

TRADITIONS

BELIEFS

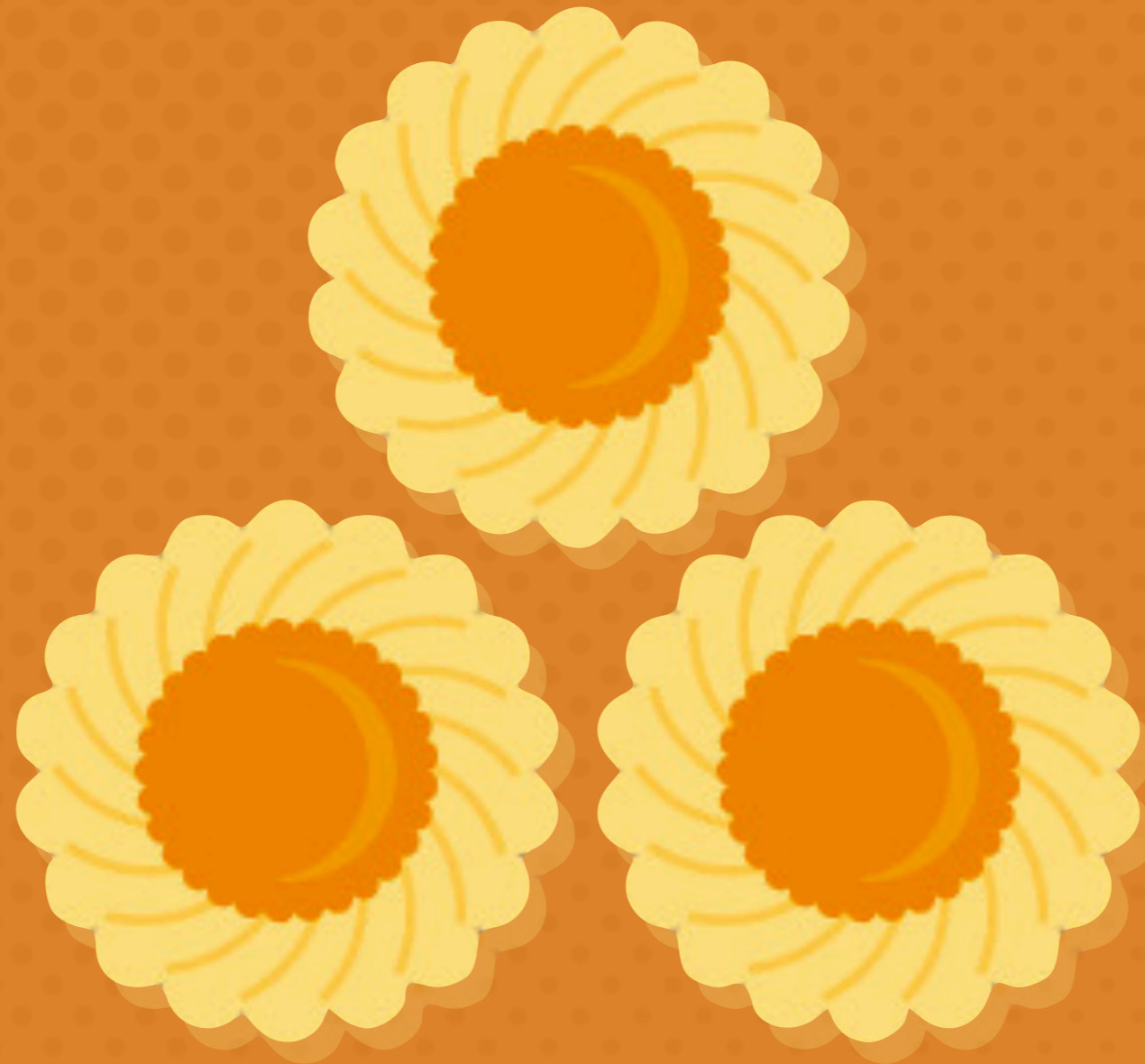
WAY

of

life

*“The person who learns a language
without learning the culture risks
becoming a **fluent fool**”*

-BENNETT, ALEN



PINEAPPLE TART

黄梨塔 / 凤梨酥

CULTURE SHOCK



A stylized graphic of an iceberg. The top part, representing the visible tip, is a light gray triangle with a jagged, irregular edge. The bottom part, representing the submerged mass, is a larger, darker gray inverted triangle with a similar jagged edge. A horizontal line divides the image into two equal halves, representing the water surface. The background is a solid teal color.

CULTURAL

ICEBERG

“We don’t see things as they are,
we see them as **we are**”

-ANAI'S NIN

Dressing
Festivals
Music

OBSERVABLE

10%

COGNITIVE

90%

Values
Beliefs
Desires
Attitudes
Styles



Dressing
Festivals
Music

Family
Media
Education
History
Religion

— Values
Beliefs
Desires
Attitudes
Styles

**ASSUMPTIONS THAT WE HOLD TO BE TRUE,
EVEN IF IT IS UNPROVEN OR IRRATIONAL**

Family — Values
Media — Beliefs
Education — Desires
History — Attitudes
Religion — Styles

GEERT HOFSTEDE

CULTURAL **DIMENSIONS**





SAYS "I"



SAYS
"WE"



INDIVIDUALISM

- Independent
- Own Opinions
- Loose Relationships



COLLECTIVISM

- Interdependent
- Less Expressive
- Cohesive Groups

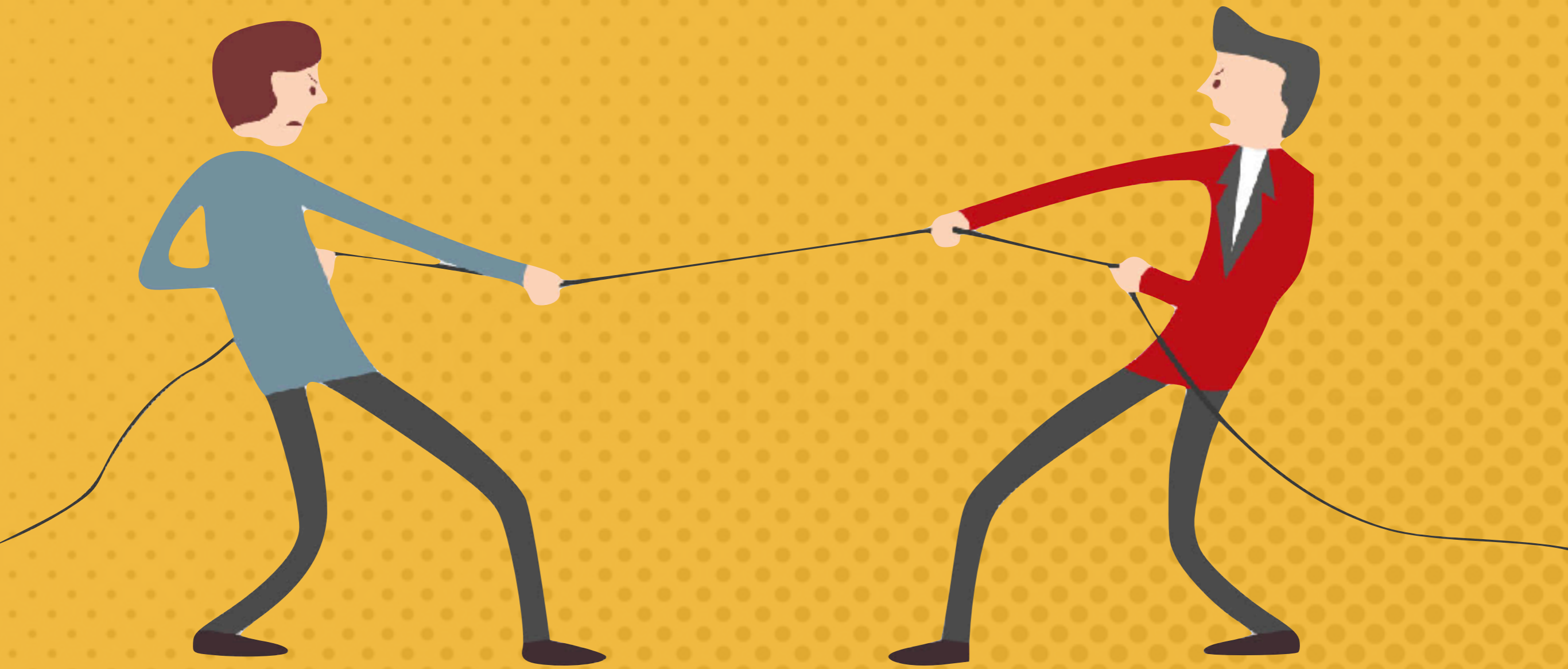


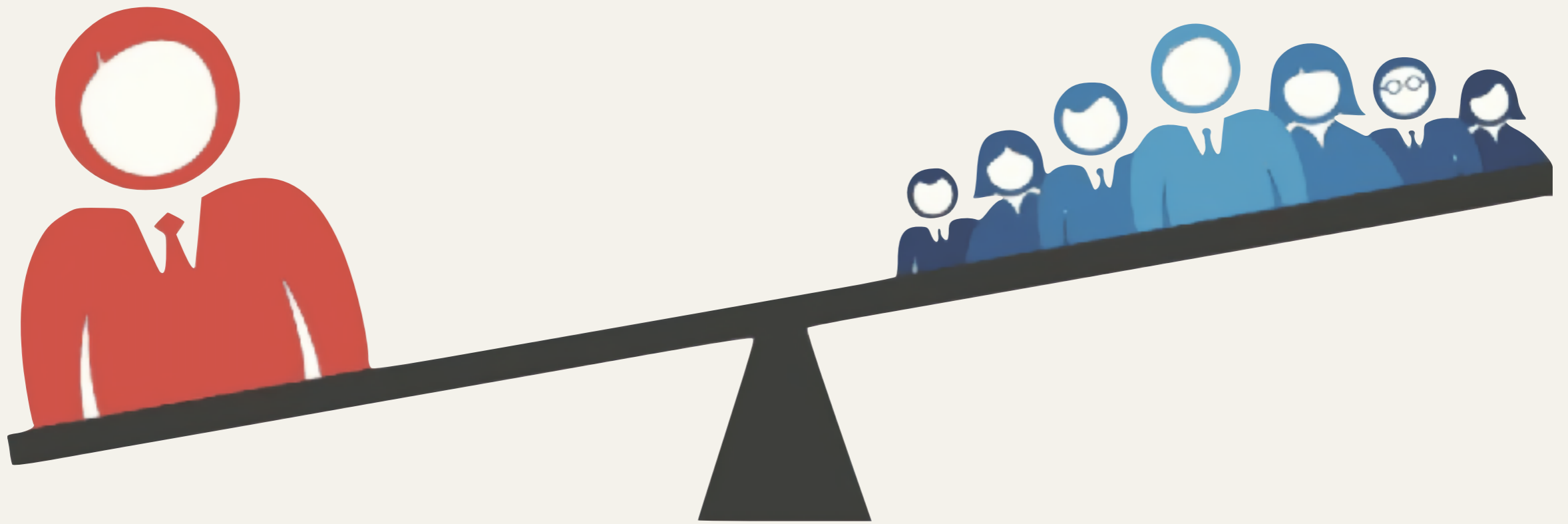


Saving
FACE

**“LET THE OTHER
PERSON SAVE FACE”**

-DALE CARNEGIE



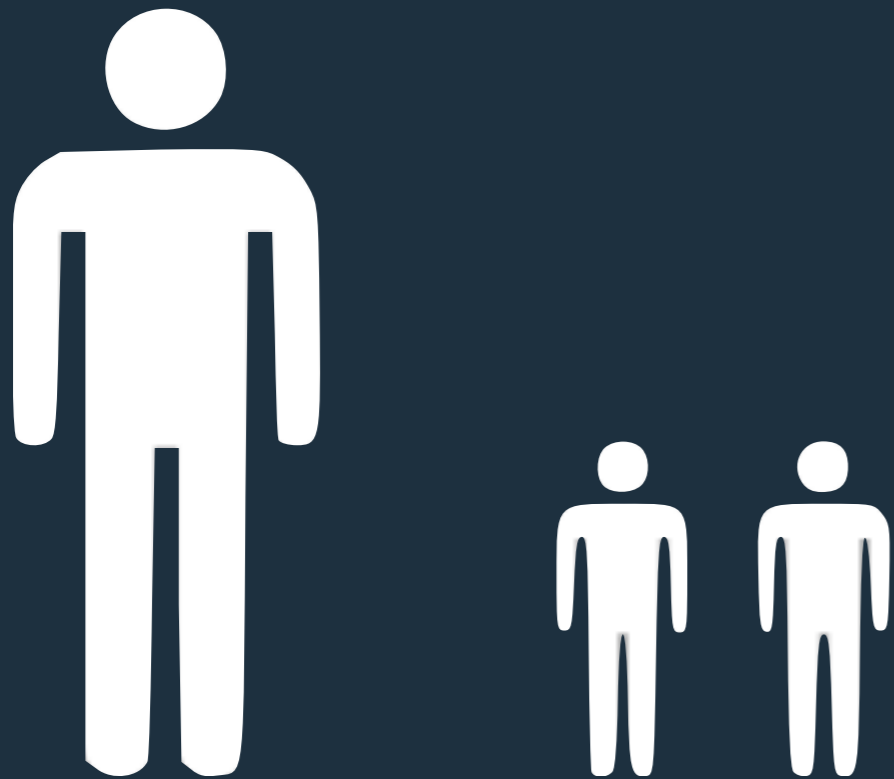


POWER

DISTANCE

HIGH power

- Power Centralised
- Power is Fact of Life
- Leaders Makes Decision
- Simply Comply



LOW power

- Independent Thinking
- Equal Power
- Resolves Problem Openly
- Readily Contradict



personal
SPACE





NON-VERBAL

COMMUNICATION

ACTIONS

SPEAK **LOUDER** THAN WORDS



EFFECTIVE

intercultural communication



the SEVEN
COMMANDMENTS



BE AWARE OF DIFFERENCES



DO YOUR RESEARCH



RESPECT DIFFERENCES



PRACTICE ACTIVE LISTENING



ASK QUESTIONS



HAVE SELF-AWARENESS



AVOID STEREOTYPING



THE 7 COMMANDMENTS

1. Be Aware of Differences
2. Do Your Research
3. Respect Differences
4. Practice Active Listening
5. Ask Questions Often
6. Have Self-Awareness
7. Avoid Stereotyping

INCREASED
productivity



better 
COMMUNICATORS

“ To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

-ANTHONY ROBBINS

SUM
it up

CULTURE

CULTURAL
ICEBERG

CULTURAL
DIMENSIONS

THE 7
COMMANDMENTS

*“It is more important to release
the right response than to send
the right message.”*

-EDWARD T. HALL

THANK

YOU!