LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTING





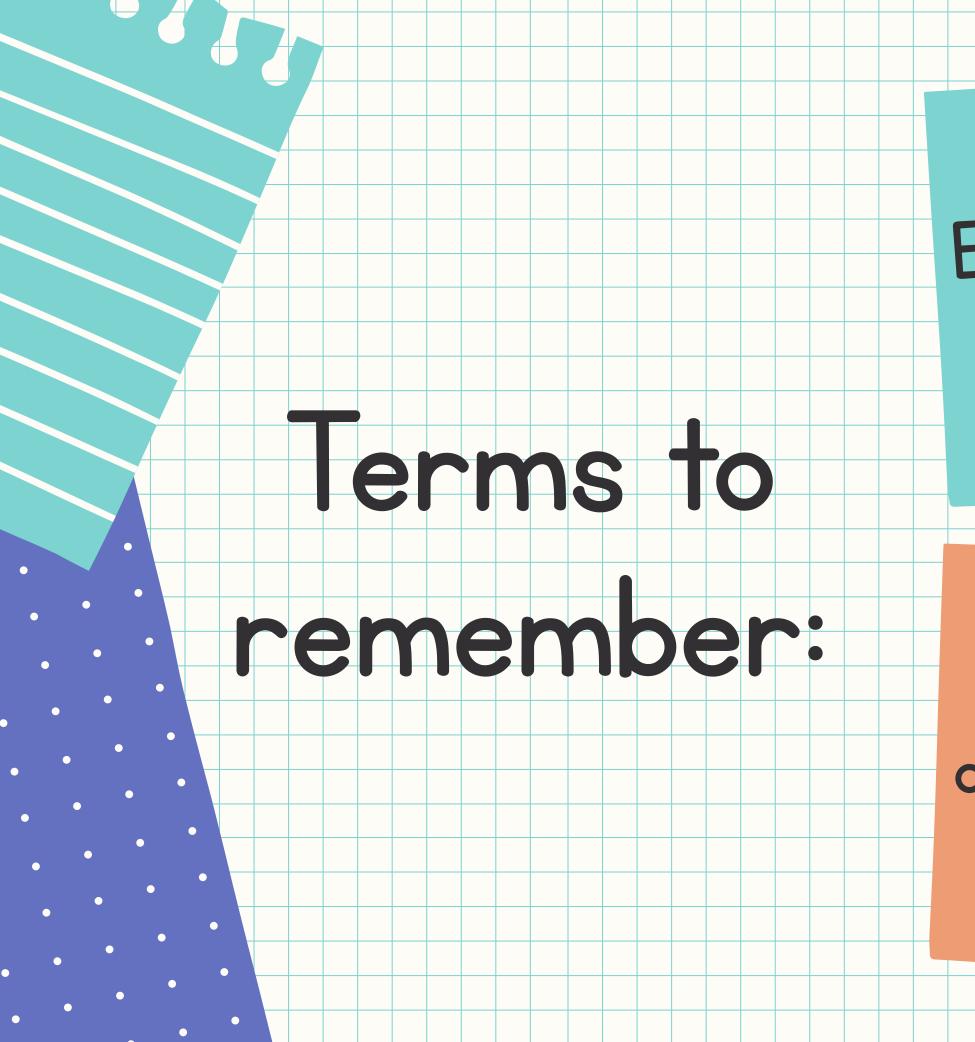
- Morld of Diversity
- B Global Community
- C Cultural Awareness and Sensitivity
- D Gender Sensitivity
- E Political Correctness



WHAT IS CULTURE?

"Culture does not create different communication, but different communication creates culture"





Ethnocentric bias

Crosscultural
communication

Intercultural communication

In communication, RESPECT begets RESPECT.

DIMENSIONS OF CULTURE

GEERT HOFSTEDE

- A Individualism versus Collectivism
- B Masculinity versus Femininity
- C Power Distance
- D Uncertainty Avoidance
- E Task versus Social Orientation

BARRIERS TO INTERCULTURAL COMMUNICATION

- A Anxiety
- B Ethnocentrism
- Stereotype
- D Prejudice

We are STRONGER TOGETHER!







Assignment:

Direction: Watch Language: The
Bridge Between Cultures | Grant
Cho | TEDxYouth@Conejo in
https://www.youtube.com/watch?v
=J99j_no7WF0. Then write a one
page reflection paper on how you
are able to relate with it.



Deadline: October 11





Format:

- Paper size: short bond paper
- Font size: 12
- Font style: Times New
 Roman/ Tahoma
- 1.5 line spacing

Reminder:

- Quiz #2 next meeting
- Coverage:
 Discussions #3-5

