

# LOCAL AND GLOBAL COMMUNICATION IN MULTICULTURAL SETTING



A World 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”





# Terms to remember:

Ethnocentric  
bias

Cross-  
cultural  
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*

C

*Stereotype*

D

*Prejudice*



*We are*  
**STRONGER TOGETHER!**





Thank you very  
much for listening!

DO YOU HAVE ANY QUESTIONS?

well  
done!


Good  
Job!!





# Assignment:

---

- Direction: Watch Language: The Bridge Between Cultures | Grant Cho | TEDxYouth@Conejo in [https://www.youtube.com/watch?v=J99j\\_no7WF0](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
- 