



Cultura



Definición de cultura

“Culture is ubiquitous, multidimensional, complex, and pervasive”

“Definitions range from the all-encompassing (‘it is everything’) to the narrow (‘it is opera, art, and ballet’) “

“We define culture as the deposit of knowledge, experience, beliefs, values, attitudes, meanings, social hierarchies, religion, notions of time, roles, spatial relationships, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving.”

Qué es hacer un asado? Por Lalo Mir (3 minutos 23 segundos)

<https://www.youtube.com/watch?v=fsetDadAl4g>



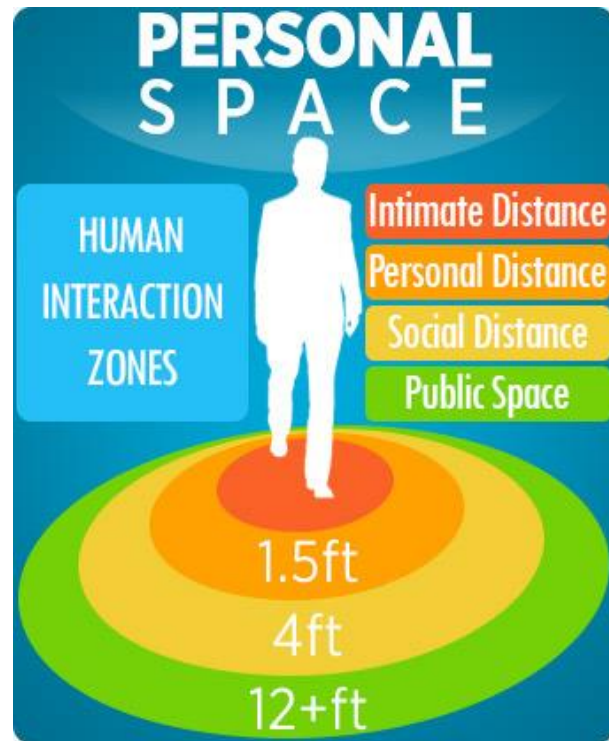
Cómo saludar?



Puntualidad



Espacio personal



Cómo hacer colas?



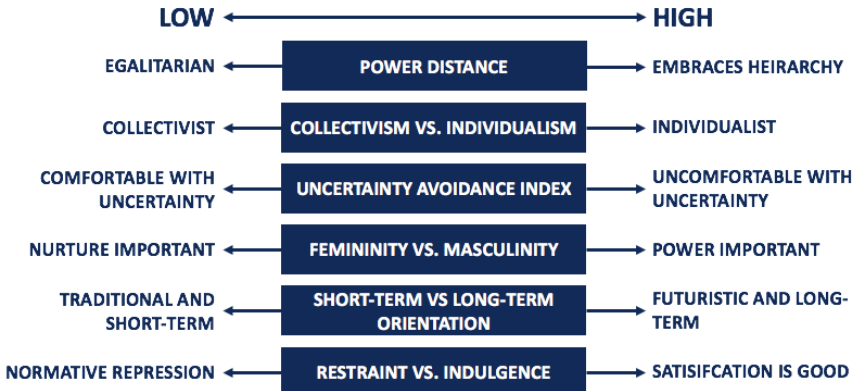
Variables culturales

The individual cultural variables are following

- ☐ Time
- ☐ Space
- ☐ Food
- ☐ Acceptable dress
- ☐ Manners
- ☐ Decision making
- ☐ Verbal & Nonverbal Communication



Hofstede Dimensions

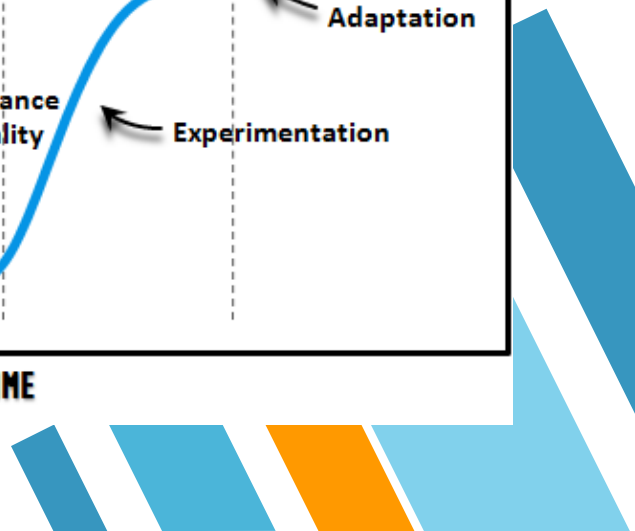
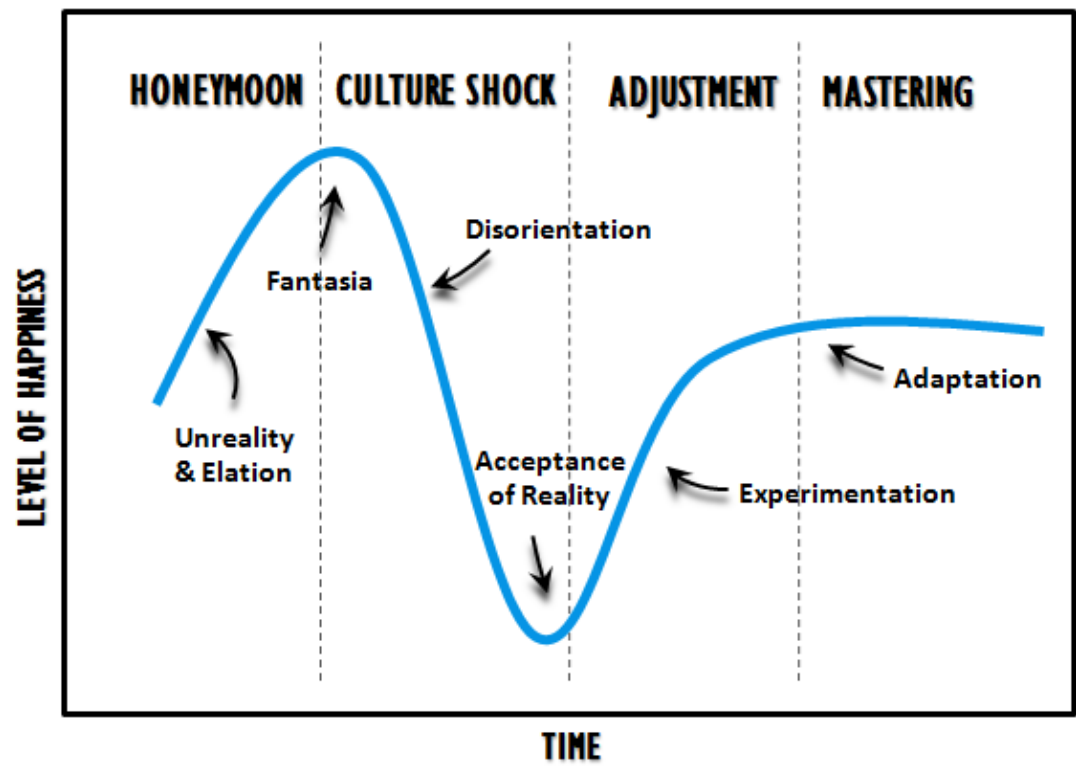


Cultural dimension	Definition	Examples
Power distance	<i>Power distance</i> is the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequally.	Low: U.S. and Canada High: Japan and Singapore
Individualism and collectivism	<i>Individualism</i> describes cultures in which the ties between individuals are loose. <i>Collectivism</i> describes cultures in which people are integrated into strong, cohesive groups that protect individuals in exchange for unquestioning loyalty.	Individualistic: U.S., Australia, and Great Britain Collectivistic: Singapore, Hong Kong, and Mexico
Masculinity-femininity	<i>Masculinity</i> pertains to cultures in which social gender roles are clearly distinct. <i>Femininity</i> describes cultures in which social gender roles overlap.	Masculinity: Japan, Austria, and Italy Femininity: Sweden, Norway, and Netherlands
Uncertainty avoidance (UAI)	<i>Uncertainty avoidance</i> is the extent to which the members of a culture feel threatened by uncertain or unknown situations.	Low: Singapore, Jamaica, and Denmark High: Greece, Portugal, and Japan
Confucian dynamism	<i>Confucian dynamism</i> denotes the time orientation of a culture, defined as a continuum with long-term and short-term orientations as its two poles.	Long-term: China and Japan Short-term: U.S. and Canada





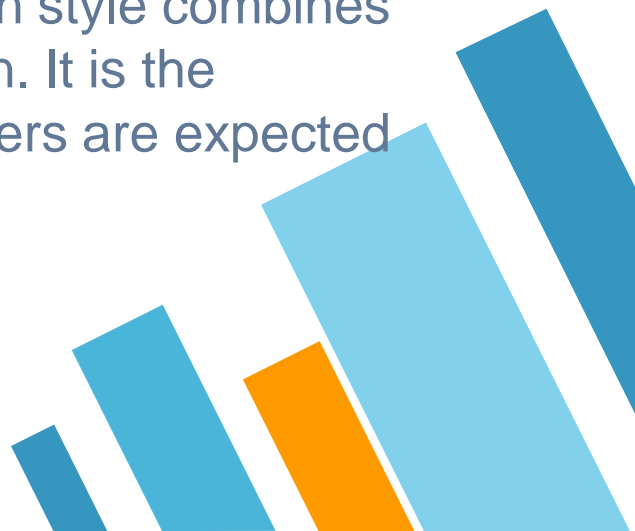
Culture shock





Intercultural Communication

“When people of different cultural backgrounds encounter one another, the differences among them can become **hidden barriers to communication**. Communication style combines both language and nonverbal communication. It is the metamessage that contextualizes how listeners are expected to receive and interpret verbal messages.”





Cross cultural communication

Pellegrino Riccardi, TEDxBergen, 2014

<https://www.youtube.com/watch?v=YMyofREc5Jk>

20 minutos, mirar especialmente desde 1:30 a 2:10





Fin