

INTERCULTURAL COMMUNICATION

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CONTENTS

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



EAST



WEST

CORE VALUES

CUSTOMS

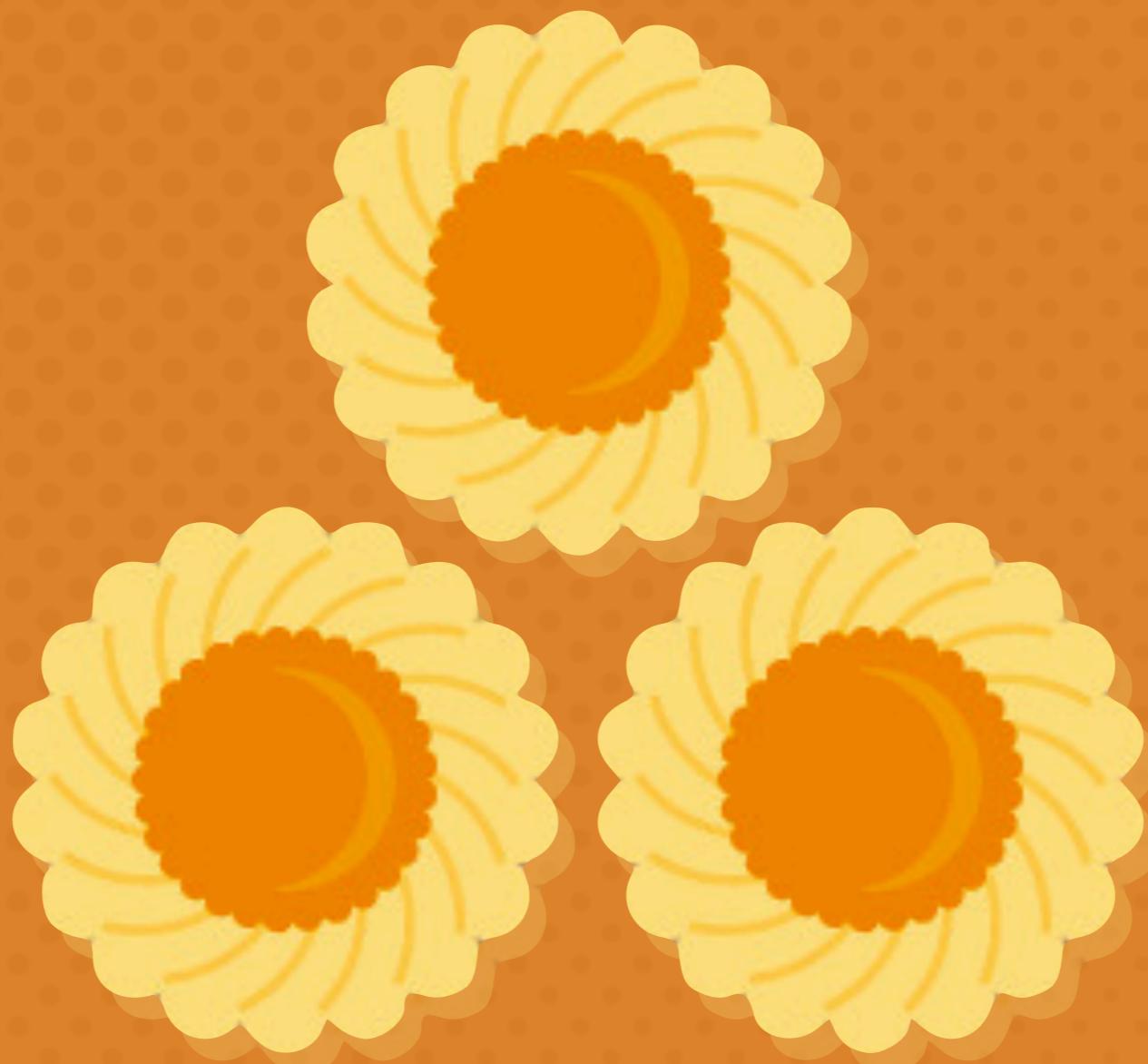
TRADITIONS

BELIEFS

WAY
of
life

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

-BENNETT, ALEN



PINEAPPLE TART

黃梨塔 / 凤梨酥

CULTURE SHOCK ?





CULTURAL

ICEBERG

"We don't see things as they are,
we see them as we are"

-ANAI'S NIN

Dressing
Festivals

Music

Values
Beliefs
Desires
Attitudes
Styles

OBSERVABLE 10%

COGNITIVE 90%



Dressing
Festivals
Music

Family — Values
Media
Education
History
Religion

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

Family — Values
Media
Education
History
Religion
Beliefs
Desires
Attitudes
Styles

GEERT HOFSTEDE

CULTURAL DIMENSIONS





SAYS “I”



SAYS
“WE”

INDIVIDUALISM

- Independent
- Own Opinions
- Loose Relationships

COLLECTIVISM

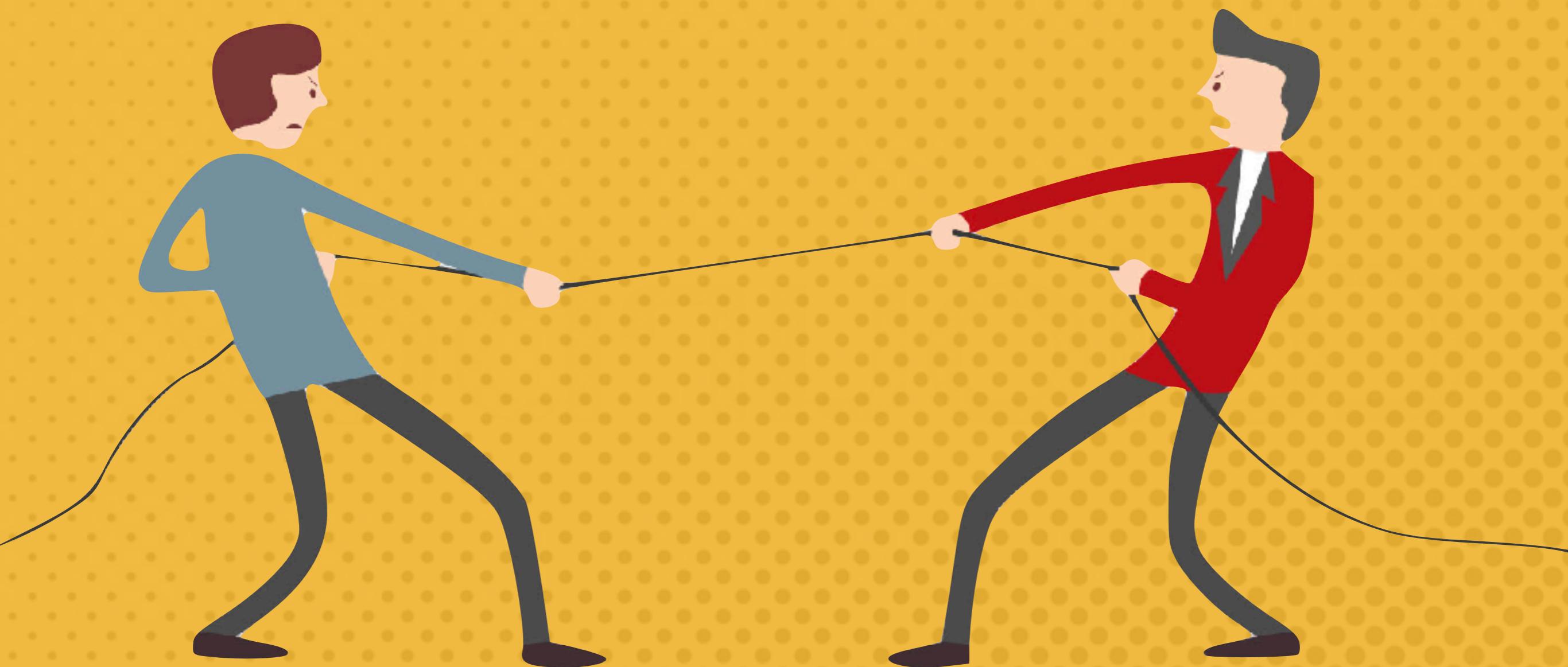
- Interdependent
- Less Expressive
- Cohesive Groups

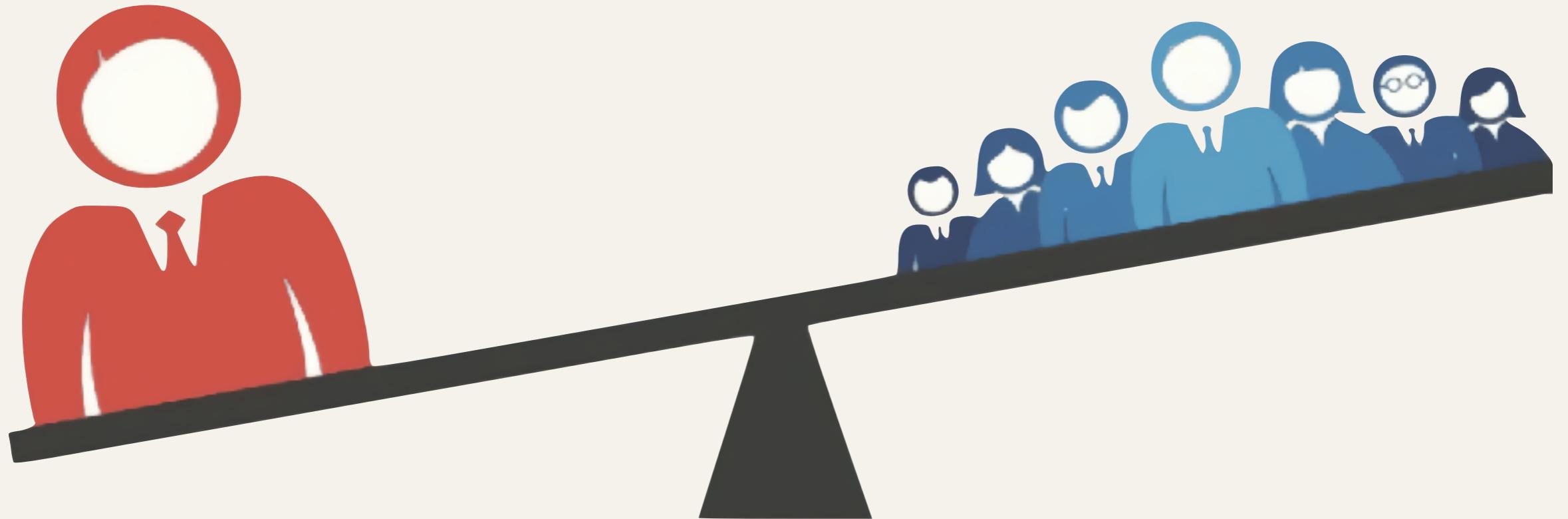


Saving
FACE

**“LET THE OTHER
PERSON SAVE FACE”**

-DALE CARNEGIE

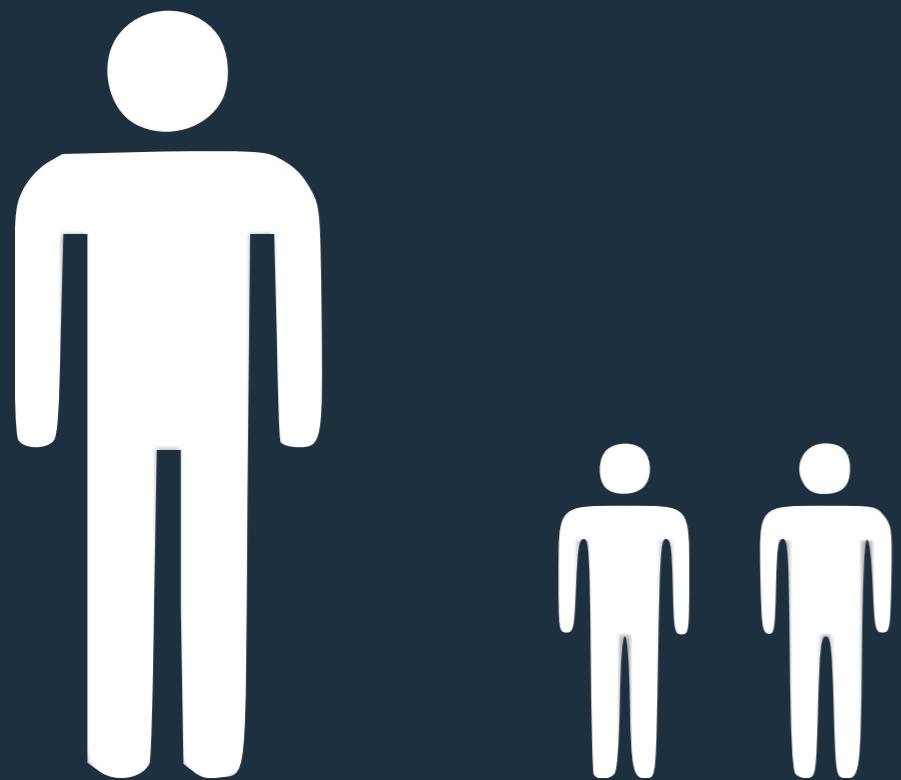




**POWER
DISTANCE**

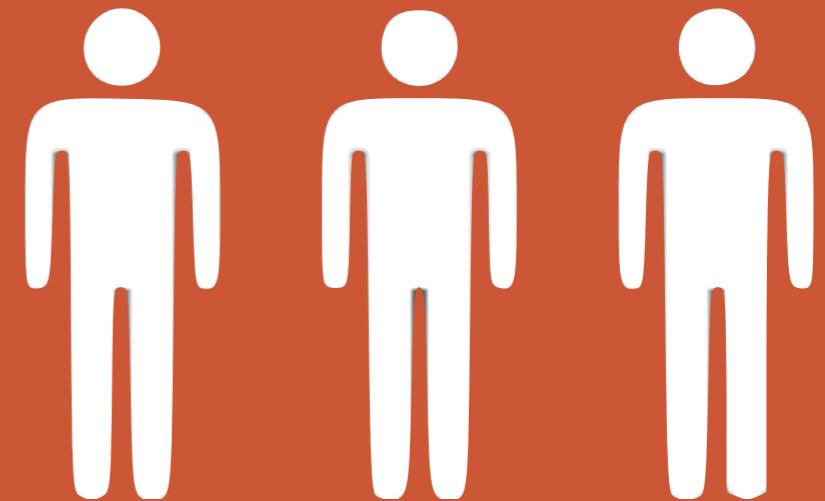
HIGH power

- 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

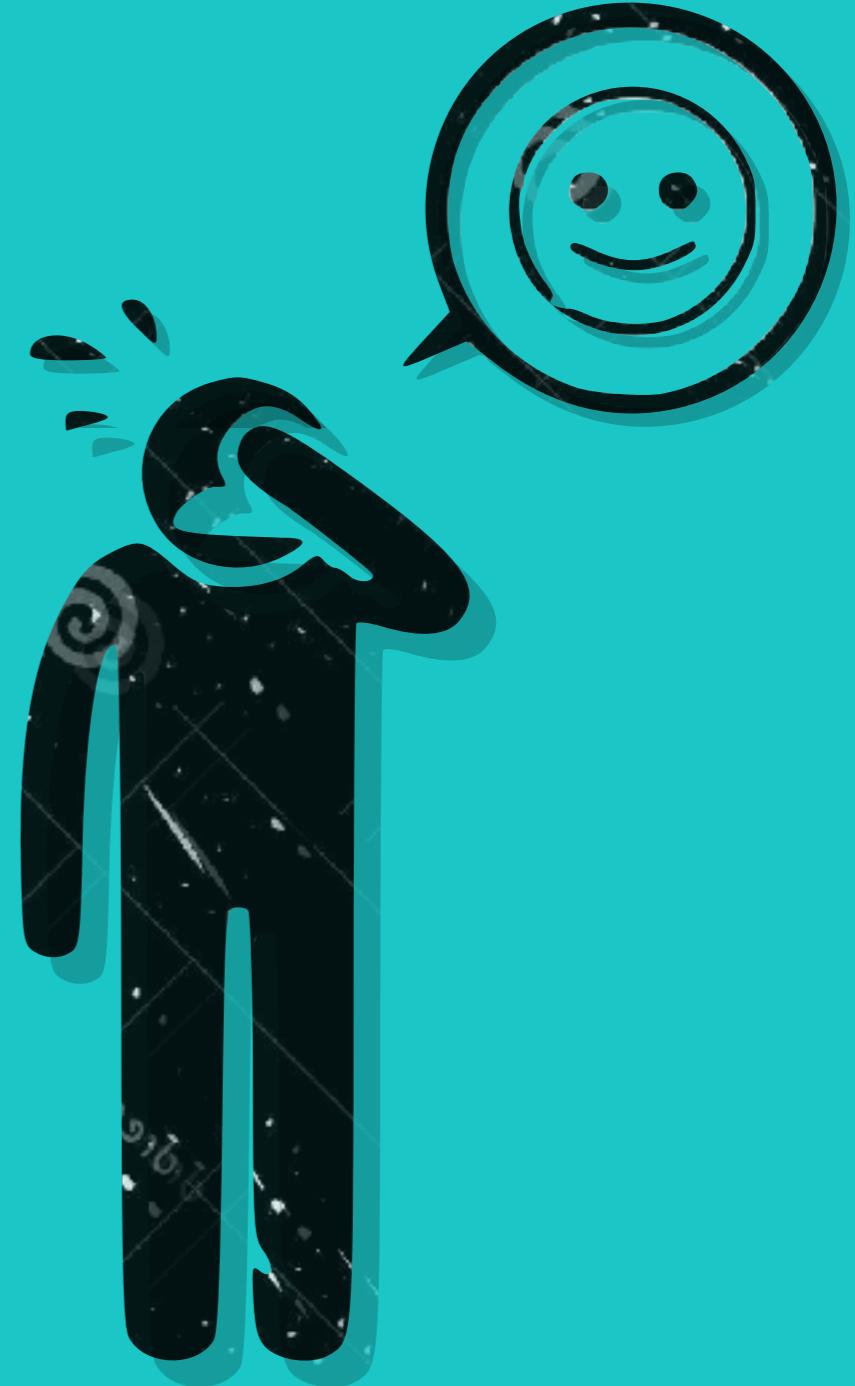




NON-VERBAL COMMUNICATION

ACTIONS

SPEAK **LOUDER** THAN WORDS



EFFECTIVE

intercultural communication



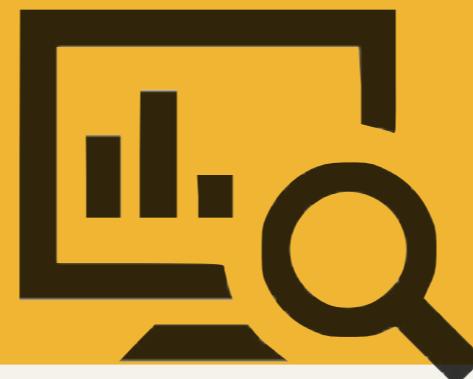
the **SEVEN COMMANDMENTS**



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



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

-EDWARD T. HALL

THANK
YOU!