In the video Pellegrino Riccardi, who is a cross-culture expert tells about what he does, about the specifics of his unusual profession and about the purposes for which such work is necessary. Pellegrino a childhood dreams to travel and his dream came true - his place of work - the whole world. He helps people to communicate to other nationalities, especially in the business world. He talks about the great role of perception in this matter. He gives examples of how people with different nationalities have different perceptions and expects them to different reactions. In addition, Pellegrino says that we have different views about the accepted and familiar, which is also a possible barrier in communication. One of the key factors of Pellegrino’s success - is curiosity by which he is able to notice as much detail and work successfully in his profession.

It is entertaining but at the same time, I got the message. I knew that each culture is different, but I never knew that even the smallest thing such as the queuing system would be different. I became more curious and wanted to know more about different cultures and how people of those cultures live their day to day lives. It also makes me want to experience those cultures on my own and for me that means that what Riccardi said touched my heart and I’m sure most would agree with me.

Honestly, I have never thought that such a profession exists. However, after watching this video, I realized the importance of this case, as well as how it is interesting. Because really, in different nations are absolutely different mentality, and that's good for me, it may be offensive to someone else. And a lack of understanding of these aspects can lead to conflicts, for example, in the work or simply in friendship with a foreigner. I believe that studying of this issue should be included in the program of learning foreign languages, firstly, because it is very interesting, and secondly, because it is very useful.