

Culture & Communication

A photograph showing a woman with blonde hair, wearing a blue long-sleeved shirt, smiling and interacting with an elderly woman. The elderly woman is wearing a blue cap, a green jacket, and a blue scarf. They are in a room with wooden tables and chairs. There are water bottles on the tables. The background shows other people and tables, suggesting a community or educational setting.

Intercultural
Communication

Aims of the course

At the end of the class students will be:

- Introduced to the ideas of Intercultural Communications
- Become more familiar with other cultures
- Learn about different identities within a culture
- Analyze culture shock according to a W-Curve
- Be introduced to the idea of stereotypes on how it affects communication
- Engage with Hofstede's Cultural Dimensions
- Learn about the intricate nuances of communication within and between cultures
- Understand cross-cultural perceptions of time
- Tackle different concepts within business culture

Course Structure

- Start date: 5 September
- End date: 23 December
- 16 weeks of classes (45 min long)
- Attendance mandatory – 20% of your grade is attendance. It will be taken every class!
- Lectures occur on **Monday, Tuesday, Wednesday, and Thursday at 7:50pm**
- Attendance sheets sent in WeChat group to ensure you are there
- It is **YOUR** responsibility to make sure you are in the class
- There will be a **Quiz** at the end of every major theme (8 themes in total)
- The Quiz **results** is your score at the end of the course
- Take notes from each lesson to help in the quiz

Who am I

- Anastasia N. Woseley (**ANA**)
- anastasia.woseley@ef.cn
- Teaching in Shanghai since 2018
- Come from Brooklyn, New York (America)
- Attended college in Florida
- Been in China for 4 years

If you have questions about scheduling email stacy.liush@ef.cn

Attendance

Every week you will scan a code like this.
Register will be used to track your attendance.
After every lecture I will send this register into the WeChat group to ensure you have attended the lecture.

You need to complete the form by inputting your:

- 1) Chinese name
- 2) Student number
- 3) Day and time that you attend the lecture.

Attendance

1. Chinese name *

Enter your answer

2. Student Number *

Enter your answer

3. Lecture Day and Time *

- ☐ Tuesday 7:50pm - 8:35pm
- ☐ Wednesday 7:50pm - 8:35pm
- ☐ Thursday 7:50pm - 8:35pm

Tracy – NO
Xiao Pang Zi – NO
王小胖子 - YES

2021211 – NO
2021121112 – NO
2021E8018484004- YES

Attendance



1. Chinese name *

Enter your answer

2. Student Number *

Enter your answer

3. Lecture Day and Time *

- ☐ Tuesday 7:50pm - 8:35pm
- ☐ Wednesday 7:50pm - 8:35pm
- ☐ Thursday 7:50pm - 8:35pm

Attendance: Tuesday



1. Chinese name *

Enter your answer

2. Student Number *

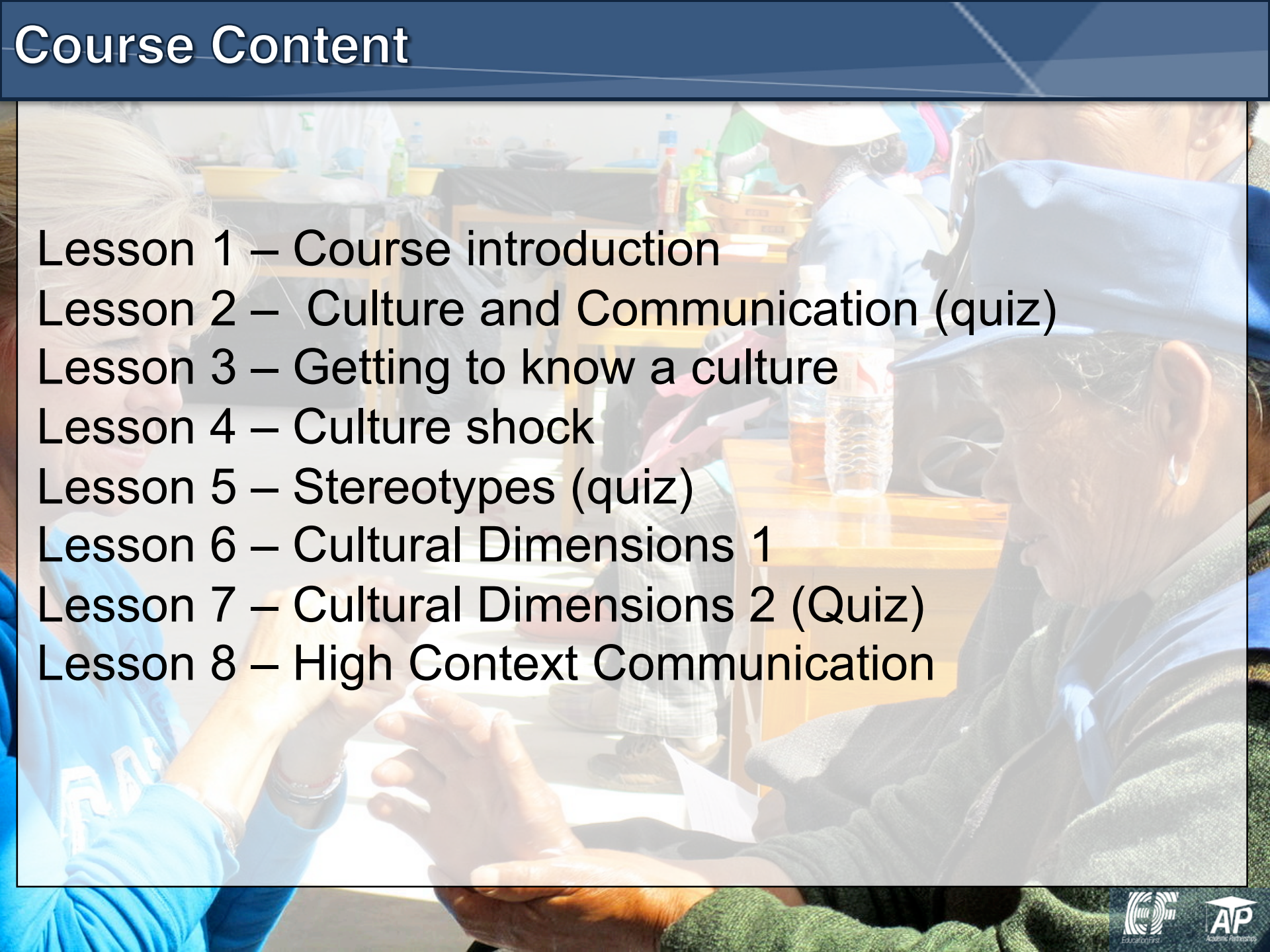
Enter your answer

3. Lecture Day and Time *

- ☐ Tuesday 7:50pm - 8:35pm
- ☐ Wednesday 7:50pm - 8:35pm
- ☐ Thursday 7:50pm - 8:35pm



Course Content

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- Lesson 1 – Course introduction
 - Lesson 2 – Culture and Communication (quiz)
 - Lesson 3 – Getting to know a culture
 - Lesson 4 – Culture shock
 - Lesson 5 – Stereotypes (quiz)
 - Lesson 6 – Cultural Dimensions 1
 - Lesson 7 – Cultural Dimensions 2 (Quiz)
 - Lesson 8 – High Context Communication

Course Content

Lesson 9 – Low Context Communication (Quiz)

Lesson 10 – Cultural Identity (Quiz)

Lesson 11 – Nonverbal Communication

Lesson 12 – Verbal Communication (Quiz)

Lesson 13 – Time Orientation (Quiz)

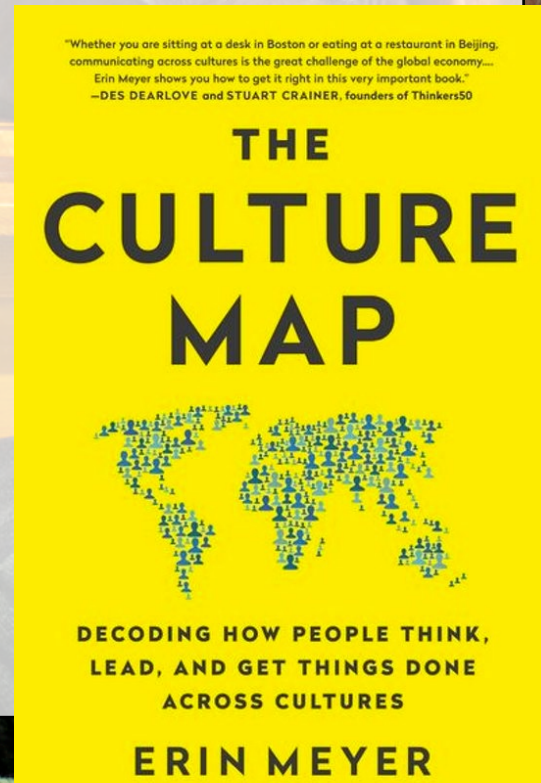
Lesson 14 – Business Culture 1

Lesson 15 – Business Culture 2

Lesson 16 – Global Dimensions (Quiz)

Course Content

We will be using a course book written by Erin Meyer titled “The Culture Map”. This book will be sent to you in the WeChat group in PDF format and will be used as reading for homework.



Wechat Group

- Add yourself to the WeChat group
- Attendance records sent there
- Any questions can be asked there

The world

Fun fact: My parents are from South America, which is only 1 of the 7 continents we have on Earth. As we can see below, the rest of the continents are North America, Africa, Europe, Asia, Australia and Antarctica.

7 continents map with 5 oceans



The World Broken Down – North America

- There are 23 countries in North America with a total of more than 590 million people on the continent. The largest country is Canada which covers almost half of the North American landmass
- Before the Europeans arrived, the indigenous and Native Americans were the people who lived on the continent
- The American Culture has been shaped by Asians, Africans, Latin Americans and Native Americans
- The main language spoken in America is English, however a vast majority of people speak Mandarin, French, Spanish and German



The World Broken Down – South America

- South America is divided into 12 countries – Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay and Venezuela.
- There are some indigenous tribes in South America that have no contact with modern civilization.
- More than 300 languages are spoken on the continent of which English, Spanish and Portuguese are the most common languages.
- About 550 million years ago, it is believed that the continent was attached to Africa, Australia and Antarctica.



The World Broken Down – The Americas



The World Broken Down – Europe

- There are 50 countries in Europe with a total of more than 748 million people living there as of 2021. It is located completely in the northern hemisphere and mainly in the eastern hemisphere.
- Most of the European languages belong to either the Romance languages (French, Italian, Spanish), the Germanic languages (German, English) or the Slavic languages (Russian, Bulgarian, Polish)
- Europe is the world's second-largest economy after China
- The longest European one-word town name is

Llanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogogoch – which is found in northwestern Wales



The World Broken Down – Europe



The World Broken Down – Africa

- Africa is the second largest continent in the world both in size and population
- It is home to over 1 billion people who speak over 1500 different languages
- Africa used to be attached to all the other continents to form one gigantic landmass called Pangea
- There are a total of 54 countries on the African continent
- Africa is an extremely young continent. It is thought that more than 50% of the people living across the region are younger than 25 years old
- Witwatersrand in South Africa is regarded as the gold capital of the planet.



The World Broken Down – Asia

- There are 48 countries in Asia with more than 4.6 Billion people living on the continent which means it is the most populous continent on Earth.
- Two Asian countries share part of their territory with Europe, these countries are Russia and Turkey
- The longest river in Asia is the Yangtze river in China which is 6300 meters long
- There are more than 2300 languages spoken in Asia, with Mandarin (all dialects) being the most common with more than 1.39 Billion speakers



The World Broken Down – Oceania (Australia)

- Oceania is the smallest continent on the planet and is wider than the moon
- One of the major attractions of this continent is the Great Barrier Reef which is made up of 2900 individual reefs and 900 islands
- Oceania is the only place in the world that is home to monotremes (mammals that lay eggs)
- There are only 14 countries on the Oceania continent and they are:
Australia, Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu



The World Broken Down – Antarctica

- Antarctica is bigger than Europe and almost double the size of Australia
- Most of the continent is covered in ice that is 1.9 km thick
- The coldest temperature in history was recorded at Antarctica in 1983 where the temperature dropped to -89.2 degrees Celsius
- It is the driest continent of the seven and is considered an icy desert
- Nobody permanently lives in Antarctica, however there are many people that work in research facilities there



The World Broken Down – The Countries

Task:

We've been introduced to some countries within North and South America, now you have a short task to list 5 countries within Africa, Europe and Asia.

Follow the QR code to complete the task.



Homework

Read the Introduction (page 1 – page 10)
of the Erin Meyer textbook