Case Study

You have been hired by a company that is preparing to send a delegation of local employees to different countries to investigate the potential of opening offices in each location. The employees being sent need information about communicating effectively with individuals in these countries and, particularly, in keeping with their cultural norms. The delegation will be meeting with several business people. Arrangements have been made for interpreters.

Your main task is to ensure that the delegation understands enough about the cultural communication practices, habits, and actions common to each country, so they can communicate effectively and avoid confusing, alienating, or offending the people they meet. You need to provide the delegation with details about communicating in these new cultures to help them adjust and succeed in their mission.

**Instructions**

1. Select a country other than the United States, Canada, United Kingdom (or other country where English language customs prevail) to use for your investigation on cultural communication customs and practices.
2. Research the customary communication practices of the chosen countries and those practices directly related to business communications. Working as a team, research the cultural customs, practices, and norms of communication related to the countries selected for this assignment.
3. Consider the type(s) of business interactions that might be particularly important to the delegation. Here are a few examples of business interactions to get you started:
4. A negotiation between a worker and a manager or supervisor
5. Communication between coworkers
6. A meeting in which an important decision must be made
7. A conflicting situation between two employees
8. Identify the verbal and nonverbal communication patterns, as your goal is to help the delegation understand the underlying cultural norms, values, and communication patterns and misconceptions of a specific culture and how they may affect specific types of workplace interactions.
9. Complete the Fact Sheet provided. Prepare a short presentation of your findings to be delivered to the delegation and company officials.

* Your presentation may include a variety of media, such as short videos, graphical representations, team member role plays, and short text. The goal here is to use a combination of media that will best present the points you are making.
* Each team member needs to actively participate in this presentation.
* Your team will have up to 10 minutes for the presentation.

| Note: Be cautious about negative stereotyping or using other insensitive or improper references to a specific cultural group in your presentation. These types of categorizations toward ethnic or nationality groups are inappropriate. On the other hand, stereotyping when used appropriately, can be positive if one considers that it should never be used to describe individual behavior; rather, the focus would be on the behavioral norms for members of a particular group. For example, when describing characteristics of a Canadian, negative stereotyping might include “Canadians all say ‘eh’” to end sentences or statements, inferring that they have poor grammar or communication skills. A positive stereotyping of a Canadian might be that “Oh yes, Canadians are so polite,” inferring a higher degree of politeness, even though there is little evidence that Canadians are any more polite than other groups.  To offset the potential for negative stereotyping when conducting your research, keep in mind that simply “Googling” for information may yield inaccurate or misleading results. Your presentation must be evidence-based, meaning that the sources of information for your presentation need to be legitimate and credible. Give references at the end. |
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Country/Culture selected:japan

Type(s) of Business Interaction: Visit from another company for Product sales.

Aspects of Verbal and nonverbal Communication:

(body language/Kinesics, Proxemics, Vocalics, Chronemics, Dress code)

* 1. (Kinesics) Bow when meeting the other company’s representative, Do not sit until they say so to sit.
  2. (Proxemics) It is a must to keep a short amount of distance when meeting for bowing. Don't point your fingers towards a person, Don't call them by their first name. It is considered rude.
  3. (Vocalics)The Japanese make ample use of vocalics in their conversations. The Japanese will constantly nod and make small utterances (e.g., hai, soo, or ee) to demonstrate their attentiveness.A salient feature of Japanese conversations is the many short pauses or breaks, referred to as ma. These pauses can convey meaning, evince respect, or be an 20 attempt to assess the situation or other person
  4. (Chronemics) Always show up about 10 minutes early of the given time in a meeting. Come prepared with print out for a better explanation , bring your business cards with you for exchange purposes.

1. (Dress Code) People wear simple colors . People almost always show up in black or grey suits for business and job interview meetings. Trousers or khakis with a shirt may be acceptable in meetings but not jeans.