CONTENTS

PREFACE 4

CONTENTS 8

PART ONE – STUDY MATERIAL 14

1. BASIC CONCEPTS AND DEFINITIONS 15
   1.1 Culture 15
   1.2 Cross-culture (or interculture) 16
   1.3 Characteristics of culture 17
   1.4 Cultural understanding and culture models 20
   1.5 Communication 22
   1.6 Cross-cultural communication (or intercultural communication) 23

2. BARRIERS TO CROSS-CULTURAL COMMUNICATION 25
   2.1 Ethnocentrism 25
   2.2 Attitude 26
   2.3 Stereotypes 27
   2.4 Prejudice 29
   2.5 Perception 30
   2.6 Interpretation 31
   2.7 Language 32
   2.8 Culture shock 33

3. CULTURAL LEARNING 35
   3.1 Phases of cultural adaptation 35
   3.2 Notable facts about cross-cultural communication 37
   3.3 Cultural learning 37

4. NON-VERBAL COMMUNICATION 40
   4.1 Body language - kinesics 40
   4.2 Eye contact - oculistics 41
   4.3 Touch - haptics 42
4.4 Body distance - proxemics
4.5 Turn-taking and the role of silence
4.6 Paralanguage
5. CULTURAL DIMENSIONS
5.1 Cross-cultural communication as an interdisciplinary science
5.2 Cultural dimensions
5.3 Geert Hofstede
   Power distance
   Individualism vs. collectivism
   Masculinity vs. femininity
   Uncertainty avoidance vs. risk-taking
   Long-term orientation vs. short-term orientation
5.4 Fons Trompenaars
   Universalism vs. particularism
   Individualism vs. communitarianism
   Neutral vs. affective (emotional)
   Specific vs. diffuse
   Achieved status vs. ascribed status
   Time orientation
   Past, present, future
   Monochronic vs. polychronic
   Internal vs. external orientation
5.5 Edward. T. Hall
   Space - proxemics
   High context vs. low context
5.6 Other cultural dimensions
   Directness vs. indirectness
   Person and task
5.7 Other concepts of time
Linear concept of time 66
Cyclical concept of time 66
Event-related concept of time 66
5.8 Other concepts of nature 66
  Control 66
  Harmony 67
  Constraint 67

PART TWO: COURSE MATERIAL 68
INTRODUCTORY UNIT: INTRODUCTION TO CROSS-CULTURAL COMMUNICATION 69
  Getting together 69
  Who are you? or Slovak identity 69

UNIT 1: STEREOTYPES 70
  A puzzle 70
  Round table 70
  Defining a stereotype 71
  Stereotypes vs. generalizations 72
  Time to work 74
  Responding to stereotypes 75
  Asian vs. American 76
  Give your opinions 76
  Task for you to do at home 77

UNIT 2: CULTURAL EXPECTATIONS 78
  Dealing with differences 78
  Reviewing 80
  Cultural expectations 81
  Time to work 82
  Try to solve the problem 83
  Moroccan vs. American 85
UNIT 3: VALUES AND BELIEFS

Puzzles
Defining values
Comparing values
Beliefs, assumptions and attitudes
Dangers of the American way of life
American way of life (it can be hazardous)

UNIT 4: GETTING INTRODUCED

Misunderstanding in Tibet
Bread and salt custom
Getting connected
Finding the right person in Chile
Reviewing
Try to solve the problem
Getting connected across cultures
Egyptian business culture
South Korean business culture
Time to work

UNIT 5: HANDSHAKE OR A KISS? FIRST OR LAST NAME?

South Korean vs. American
Time to work
Preparing for a meeting
Non-verbal communication
Names, titles, business cards
Singaporean vs. American
UNIT 6: THE RIGHT PERSON

Who should we send?
Time to work
Negotiator qualities internationally
Persuasive styles

UNIT 7: ENTERTAINING BUSINESS COLLEAGUES AND PARTNERS

Office party
Entertaining employees in France
Reviewing
Time to work
Try to solve the problem
Socializing
Hosting a client

UNIT 8: CULTURAL SIMILARITIES AND DIFFERENCES.

CULTURE SHOCK

Elevator behavior
Cultural differences
Culture shock
Story of cultural spectacles
An American in Asia

UNIT 9: NEGOTIATIONS AND GIFT GIVING

Bargaining over the price
An American in Japan
Reviewing