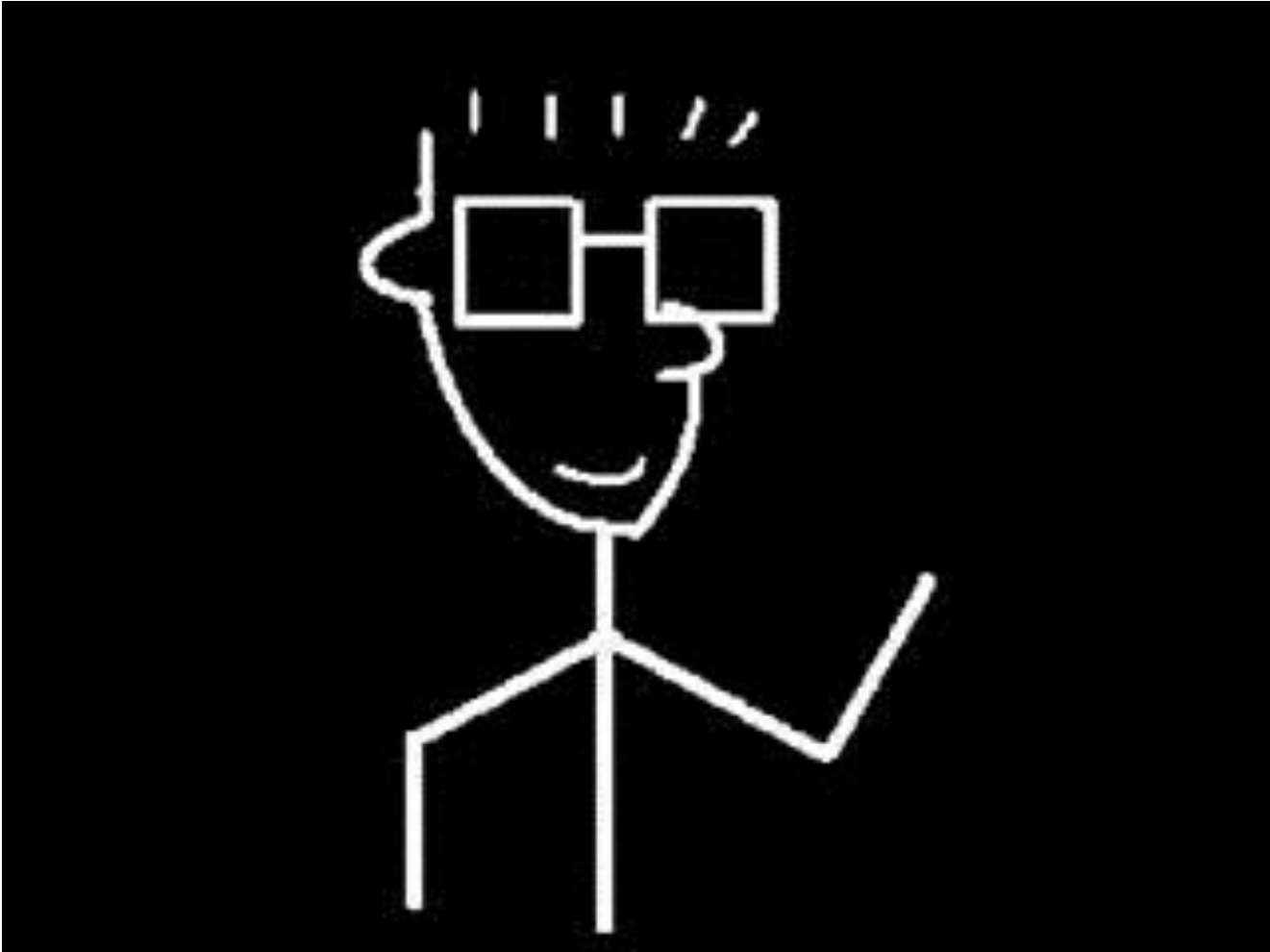


Communication



Source: I stockphoto – Victoria Bar

Italian Man Who Went To Malta



Source: Youtube, Chris Hamann, <https://www.youtube.com/watch?v=V-fQCXqFCW4>



Exercise 1: A Case Study

- Oliver, a Swiss project leader, is on a working trip to China. **It's now Friday and he's leaving Saturday evening**, but wants to meet with Lyn before he goes back. Follow along as Oliver tries to arrange the meeting with Lyn.



Exercise 1: A Case Study

- **Oliver:** Lyn, I'm glad I ran into you. I'm leaving Saturday night and I want to meet with you tomorrow in the afternoon, before leaving.
- **Lyn:** There's supposed to be lovely weather tomorrow.
- **Oliver:** Ok. So can you be here by noon?
- **Lyn:** Yes. Saturday is traditionally a day we spend with family.
- **Oliver:** I understand. I'm looking forward to going home. So, I'll book a room for the meeting.
- **Lyn:** Saturday is my eldest son's birthday.
- **Oliver:** Oh, well, tell him happy birthday from me.
- **Lyn:** Thank you, I will.



Exercise 1: A Case Study

- **The day after Oliver showed up for the meeting, but Lyn didn't.**
 - What went wrong in the communication process?
 - Where do you find the reasons for misunderstanding?
 - What can you deduce about the communication style of both sides?



High – Context vs. Low - Context

- The general terms „high context“ and „low context“ are used to describe general cultural differences between societies. (Edward Hall)
- In high context culture many aspects of cultural behavior are not made explicit because most members know what to do and what to think from years of interaction with each other.
- In low context societies, cultural behavior and beliefs need to be expressed explicitly so that those coming into the cultural environment know how to behave.

Influence Of Culture



- Another way to help with understanding the cultural difference in (nonverbal) communication is understanding the difference between high context and low context cultures.



Low-Context Culture

- most communication is **direct** and **explicit**. Words are more important, **regardless of the context**.
 - Directness, precision, and explicit meaning - emphasis on words which is important to make the conversation more explicit
 - Work relations are goal oriented - Usually the focus is on the problem rather than people and detailed contracts are required. Also plans are followed carefully
 - Conflicts are faced directly and openly



High-Context Culture

- In high-context culture the **focus is on the people** involved and **relationships**. High-context culture relies more on **nonverbal communication** and from **context signals**. **The unspoken** is as rich in meaning as the spoken.
 - Indirect message elements such as vocal tone, and body language
 - Work relations are built on long-term personal relationships
 - Conflict is discouraged, and must be resolved before work can progress
 - Time to build trust is required
 - Plans can change often

Exercise 2: „The Dardians“



- This game is a simulation of a meeting of two cultures. Find the key to foreign cultural behaviour, analyse the effects of meeting with a foreign culture.
 - How do we communicate interculturally and what challenges can arise?



Exercise 2: „The Derdians“

- Size: Divide into two groups „Derdians“ and „Engineers“ in two rooms
- Time: 1- 1 1/2 hours
- Resources needed: Strong paper (cardboard), glue, scissors, ruler, pencil
each team will get instructions
- Task: A team of engineers goes to another country in order to teach the people there how to build a bridge.
- Make comments in your behaviour:
 - 1.) Facts
 - 2.) Feelings
 - 3.) Interpretations



Exercise 2: „The Derdians“

- Reflection and evaluation
 - How were the roles distributed? / What role did I take? What does that reveal of my identity? Did I feel comfortable with my role? What was easy, what was difficult?
 - Is that image I have the same that was perceived by the others?
 - What influence did my cultural background have on the role I took on?

