

Professional Communication – Cross Cultural Understanding

After you have completed the Tasks in your textbook you can use the Answer keys below to check your work. Don't Forget to complete the final Task on this handout.

28.1 cross-cultural competences, cross-cultural differences, corporate culture, cultural assumptions, cultural awareness, cultural differences, cultural diversity, cultural impact, cultural stereotypes, culture shock, prevailing culture

The Quest Cultural Training course will provide you with:

- A better understanding of the cultural **impact** of your business and **corporate culture** in countries where you operate
- The opportunity to enhance your cultural **awareness** and develop cross-cultural **competences** by giving you practical tools to reduce cross-cultural misunderstanding
- The opportunity to examine your own cultural **assumptions** and avoid seeing others through narrow cultural **stereotypes**.

28.2

Small power distance – New Zealand	Large power distance – Malaysia
More individualist – the UK	More collectivist – China
Strong uncertainty avoidance – Japan	Weak uncertainty avoidance – the UK
More masculine values – the USA	More feminine values – the Netherlands

28.3

1 values, 2 codes of behaviour/norm/unwritten rules, 3 comfort zone, 4 'silo' mentality
(This is a metaphor based on farming, where food is stored for a long time in containers called silos, and is therefore not available for consumption.)

FINAL TASK:

You have been asked to prepare a training presentation for a group of new international employees who recently arrived in your country to work for your company.

- What are the main cross-cultural points you would include in a presentation?
(You should choose at least 1 from each category in Text A)
- What is one cultural activity that you would ask everyone to participate in so they could better understand your culture?

Presentation Points:

1.

2.

3.

Cross-Cultural Activity:

Personal Reflection:

What is the most valuable thing you have learned from this class this semester?

What is one improvement that you would make about this class if you were the teacher?