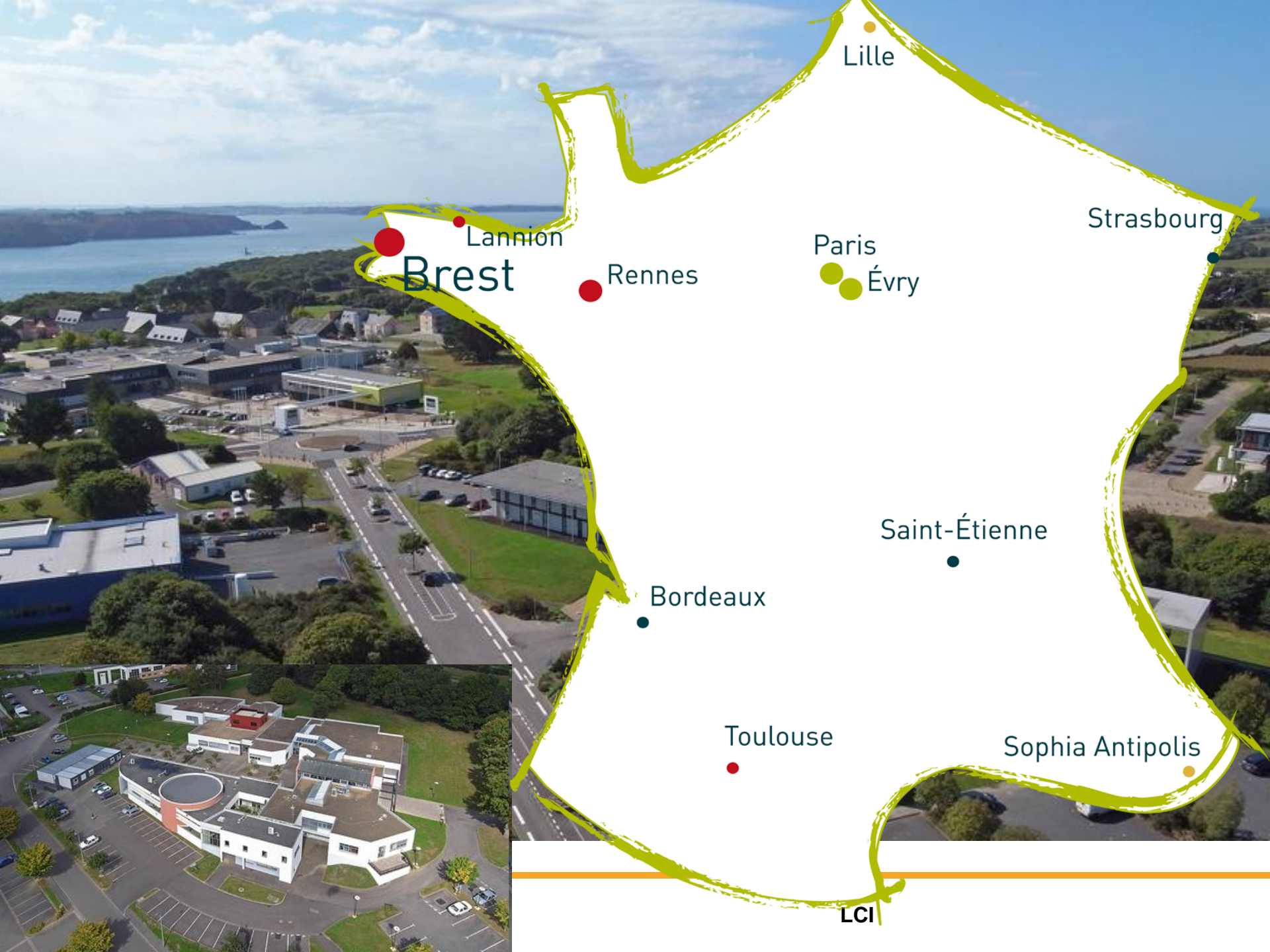


Intercultural Communication



Dr Alison Gourvès-Hayward & Dr Cathy Sablé
IMT-Atlantique -France
May 15th 2017





Lille

Strasbourg

Paris
Évry

Saint-Étienne

Sophia Antipolis

Toulouse

Bordeaux

Rennes

Lannion

Brest

LCI

Main Objectives

- Develop cultural awareness of own and other cultures
- Develop communication skills in an international context
- Develop knowledge and skills in order to work with multicultural teams locally and at a distance.

Main Contents

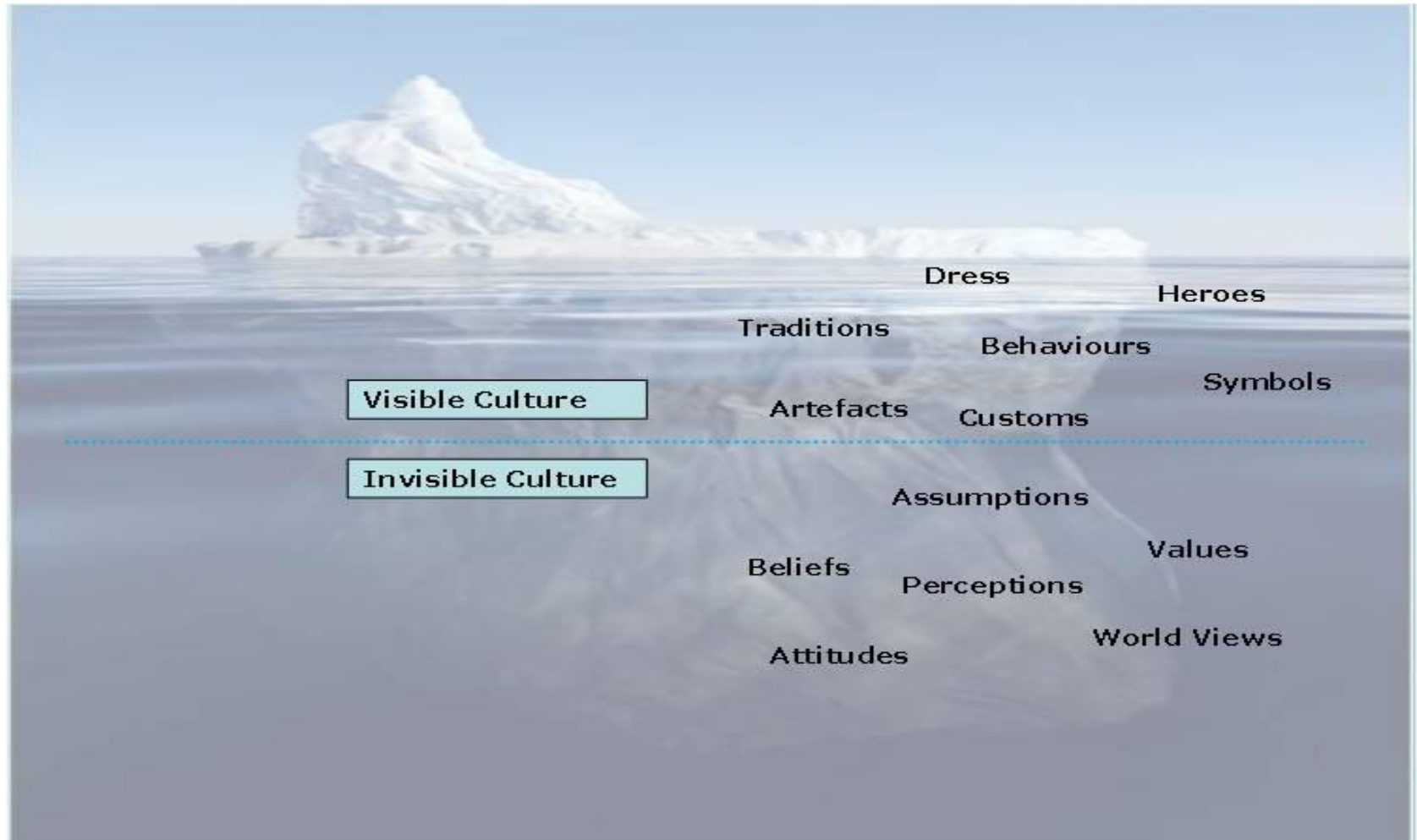
- Ice breaker ➔ find your case study partners
- The cultural iceberg metaphor
- What's behind the words?
- Cultural glasses : language symbolises, categorizes, classifies and expresses cultural reality
- What are the underlying values of your culture?

Ice breaking

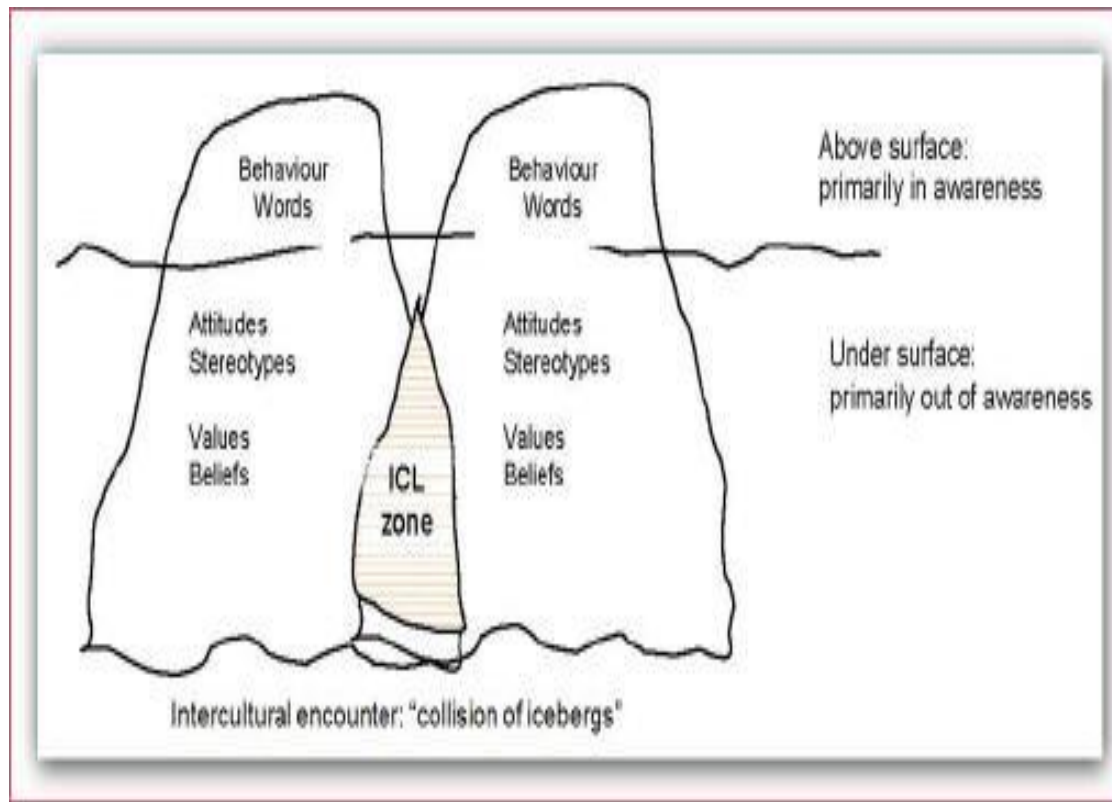
- Find someone who.....



Iceberg



Iceberg analogy of cultural items



The Iceberg Model



Cultural Spectacles

“We all view the world through our own cultural glasses.” *Geert Hofstede*



Intercultural competence means
becoming aware of this!

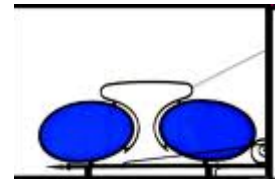
Cultural spectacles



- Once upon a time, there was a girl named Mari, who lived in a small country called Marila. The special thing about Marila was, that every citizen was born with an implanted set of spectacles with yellow glasses. These spectacles made everything Mari could see appear in a friendly yellow, but she couldn't take off her spectacles.

Cultural spectacles

- One day she decided to live for a while in the neighbour country called Azuro. The Azurans as well were born with implanted spectacles, but with blue glasses! Because of the different colour of their spectacles, Mari saw things differently than the Azurans - yellow instead of blue.



Cultural spectacles



- But Mari was well prepared before she left for Azuro, she learned a lot about different colours of spectacles. After some time she managed to put on some blue spectacles, not exactly the same tone of blue the Azurans had, but very close. By and by, she was able to see things like the Azurans, but only partly: Because she couldn't take off her yellow, she had to wear her new blue spectacles on top of her own yellow ones - and everything appeared to her in green! Even the blue spectacles could not be taken off again, not even after she returned to Marila. By understanding more about the perspective of the Azurans, she developed a new perspective on her own culture as well.

(Source unknown)

Language symbolises cultural reality

Cultural spectacles influence or constrain:

- How we construct reality
- How we categorise and divide up reality
- How we name, describe and symbolise reality

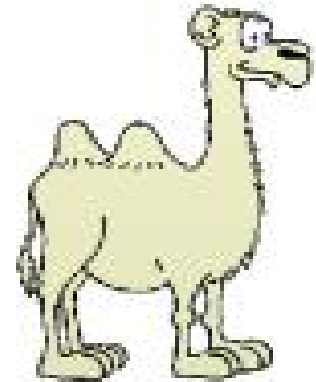


- A rose is a rose is a rose?
- Rose - rose – rosa-



Language symbolises cultural reality

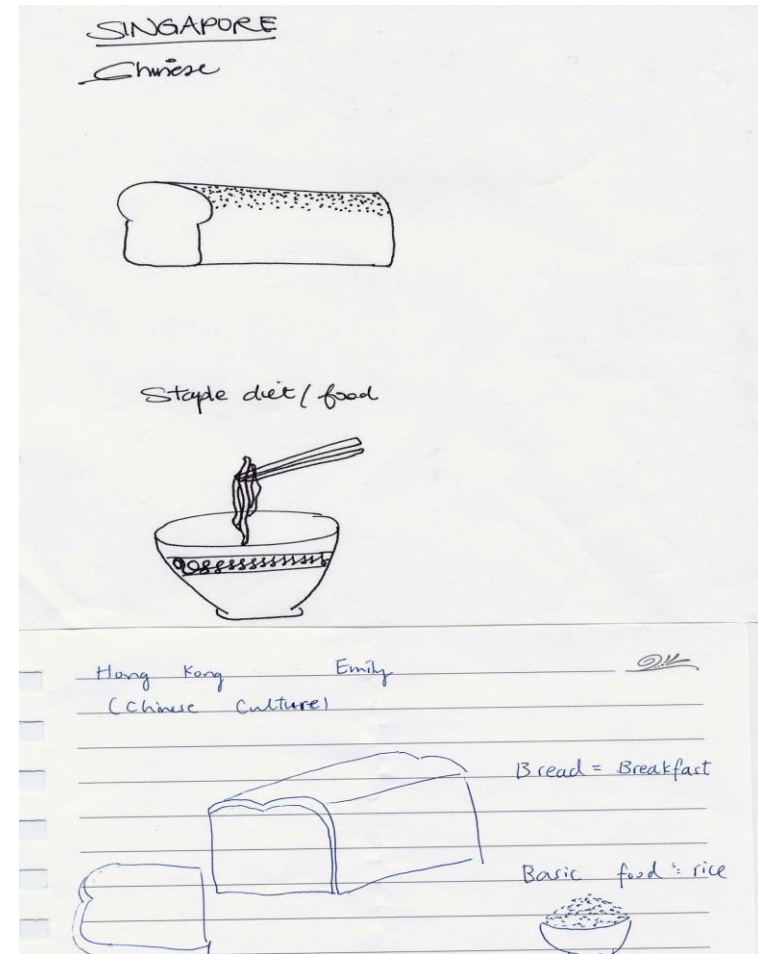
- Words which do not exist in other languages
- Privacy - Hereith - tesknota – gemütlich
- Arabic words for camel
- Eskimo words for snow
- Chinese kinship
- Gouro words for colour



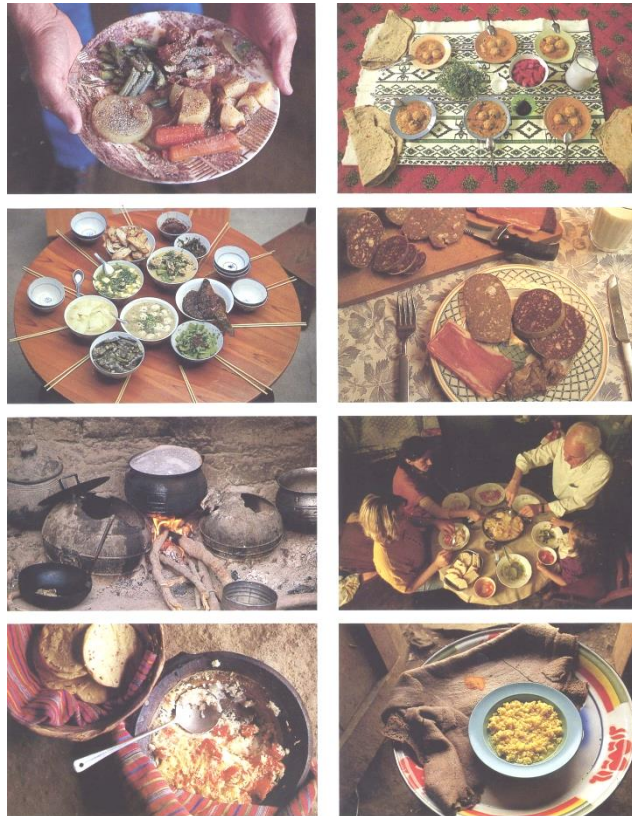
Language expresses cultural reality

Cultural encodings:

- Words for bread
- Translations of even a simple word conjure up different realities :
- bread/pan/Brot/naan/roti/xneb/chlieb/miàn bao



Rice, noodles, beans

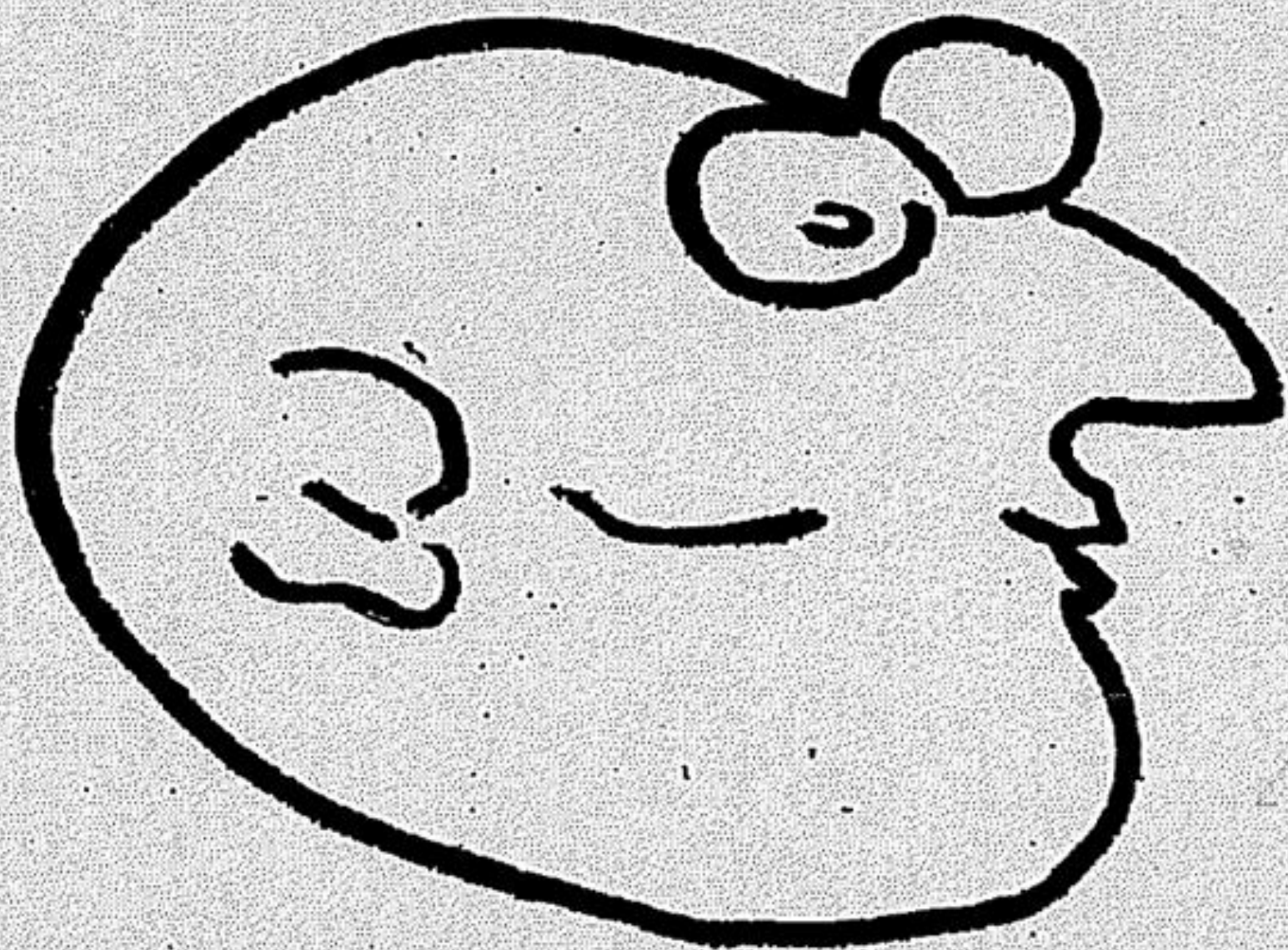


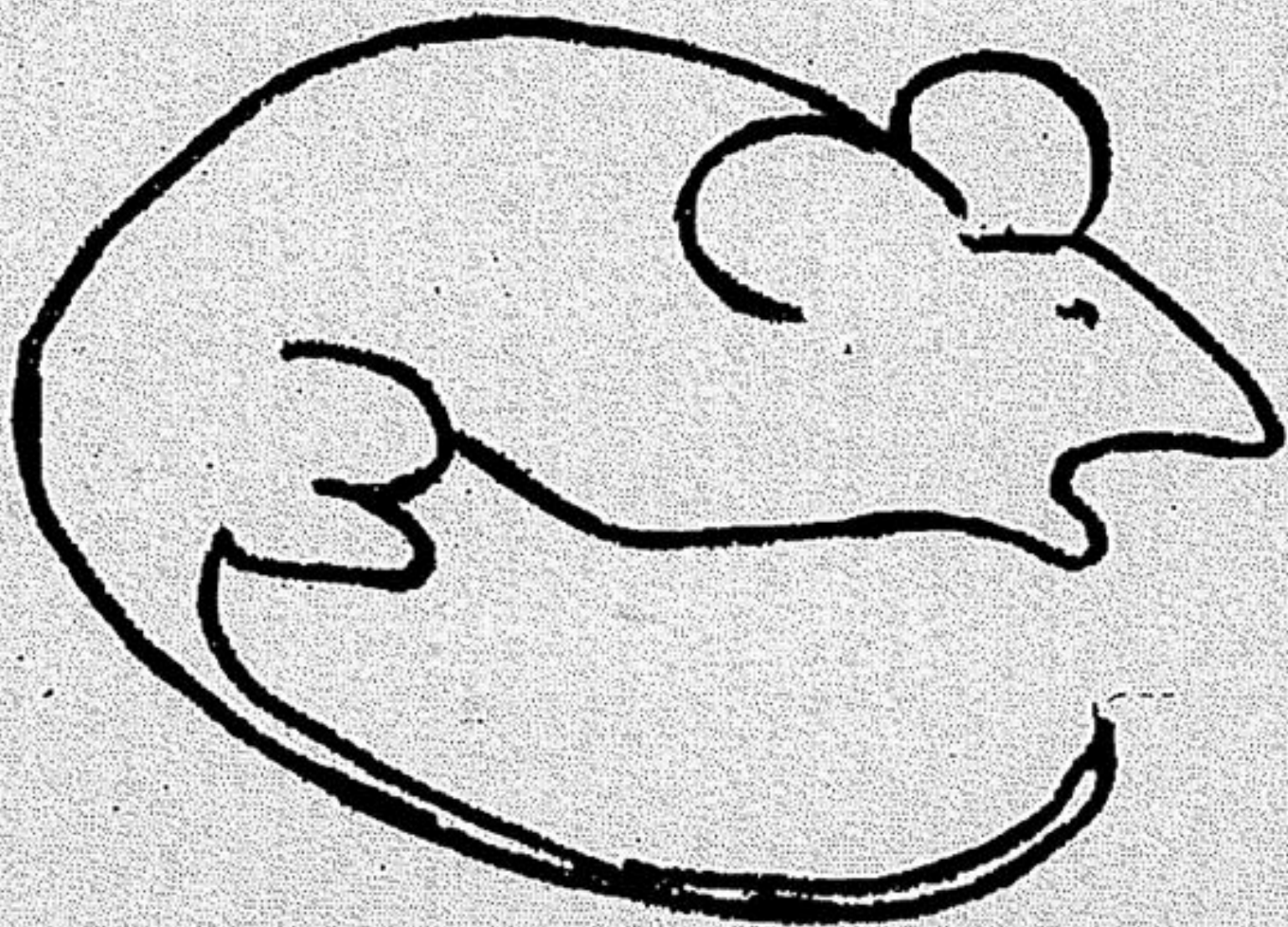
USA meat, potatoes, carrots, onions, green beans, pepper
CHINA soup, fish, celery, beans, radish, lotus root, tofu, pork, chilies, dip
MALI rice (cooking in pot), fish (lower left)
GUATEMALA tortillas, rice with chilies

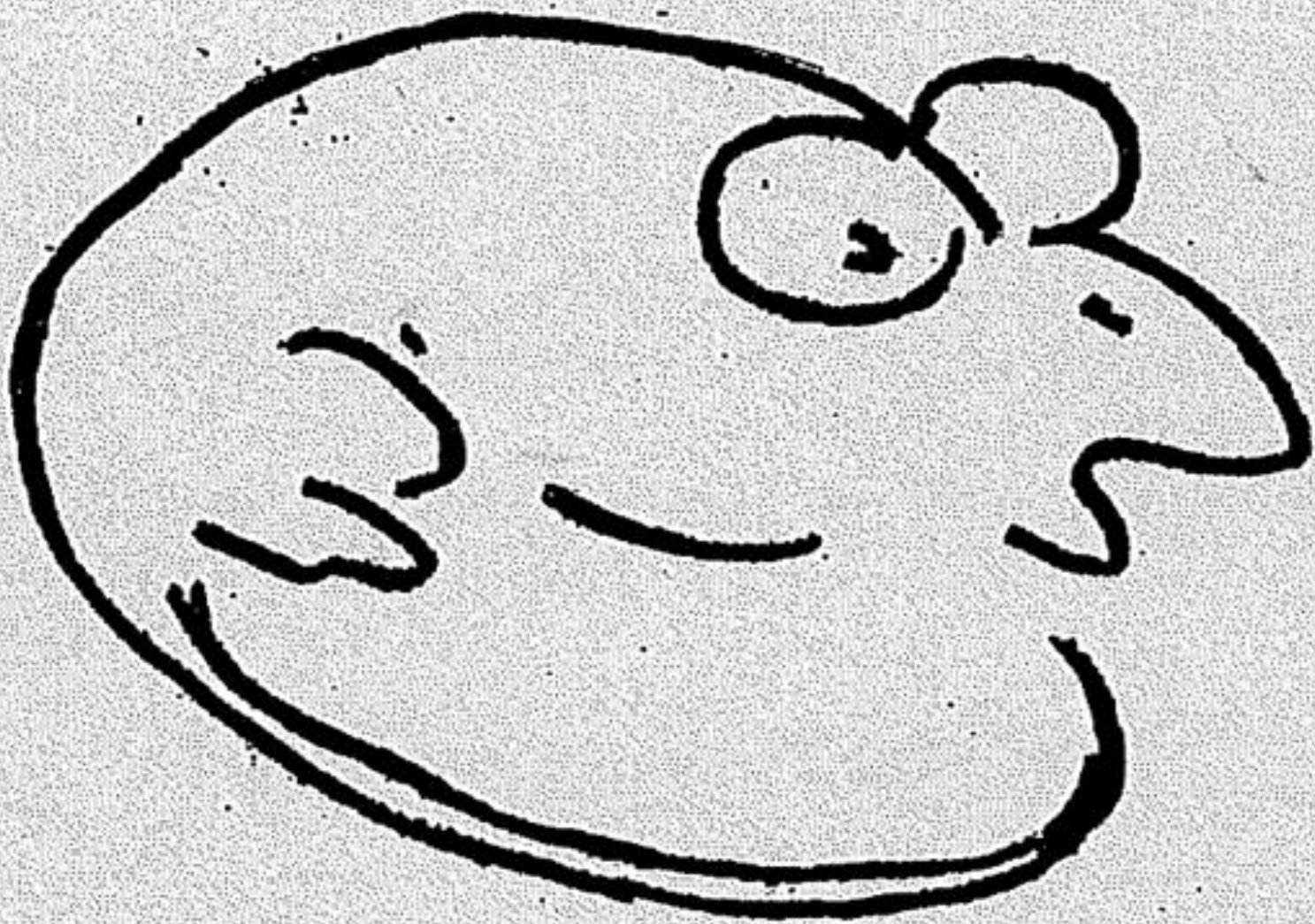
IRAQ kubb (vegetable soup with dough balls), kebs, lassi (yogurt drink)
ICELAND kani, patti, sausage, lamb, black bread, milk
BOSNIA bread, potatoes, soup, tomato and onion salad
ETHIOPIA injera and wat of eggs and red chili powder

Exercise 1: Perception

- Divide class into two groups, A and B
- A: Close your eyes- don't cheat!
- B: Look at the following picture
- B: Close your eyes- don't cheat!
- A: Open your eyes and look at the next picture
- Everyone: look at the final picture
- What do you see?







3/ Interculturality and Unfamiliar surroundings

- As we saw with the iceberg, we are human beings who are involved in groups, who have built common symbols.
- These symbols and codes are so well-known that we do not realize that they might not be so obvious for everybody, for people coming from other... planets 😊

3/ Interculturality and Unfamiliar surroundings, let's play ...

- Here are some simple arithmetic problems... But as you are on another planet, symbols are quite different :
- - means to multiply
- \div means to add
- + means to divide
- X means to subtract

3/ Interculturality and unfamiliar surroundings, let's play ...

Off you go : calculate ...

$$8-2$$

$$12+4$$

$$4\times 3$$

$$6\div 2$$

$$9+3$$

$$7\times 4$$

$$4-2$$

$$12\times 2$$

$$20+10$$

$$10\div 5$$

- means to multiply
÷ means to add
+ means to divide
x means to subtract

4/ Interculturality and Decentring

Conclusion of this funny game:

- This was to help you be aware that what is obvious to you might not be obvious to others.
- That is why, if you want to work more easily with others, it is important to know your own cultural habits and to consider them as cultural and therefore relative habits.
- We call this: « Decentring »
- Let's find out more about it...

Values : the hidden face of the iceberg...

Debriefing and conclusions:

- not always easy to know our values and to share them..
- individual similarities and differences in values are likely to exist within any group
- our perceptions of someone operating from a different value system are often negative. That is why we need more information and distancing to help us understand his or her point of view.

Cultures, pluri cultures

- Let's not forget that any meeting is a meeting between someone with his or her habits coming from their native group but also an individual developing through life.
- Intercultural Communication means to « saisir la multiplicité et la diversité du quotidien, et réfléchir sur l'humain et le social ».

Conclusion

- Intercultural approaches pay attention to :
- interaction, people as being involved into a dynamic way
- To facilitate these interactions, we have seen a few elements which are a first step.
 - being conscious that any perception is particular
 - that the self is constructed with specific influences, specific values
 - it is important to be able not to consider these habits as universal
 - Knowledge but also Openness, Tolerance and Decentring
- Then: you'll have fun!

CULTURAL GLASSES



Todo depende del color del cristal con que se mira - Spanish Proverb



xièxie 谢谢 Go raith maith agaibh + شکرا

Diolch Merci Thank-you Köszönöm

Dziękuję Ďakujem Danke Gracias

Благодаря



InnoSoc

Innovative ICT Solutions
for the Societal Challenges



Co-funded by the
Erasmus+ Programme
of the European Union

🏠 Unska 3, HR-10000 Zagreb,
Croatia

✉️ innosoc@fer.hr

🌐 sociallab.education/innosoc

📘 facebook.com/innosoc

🐦 twitter.com/innosoc

*This document has been prepared for the European Commission
however it reflects the views only of the authors, and the
Commission cannot be held responsible for any use which may be
made of the information contained therein.*