



# Focus on Culture

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**IQ: intelligence quotient**



**EQ: Emotional quotient**



**CQ?**

*Individual Interactions Across Cultures*  
(2003)

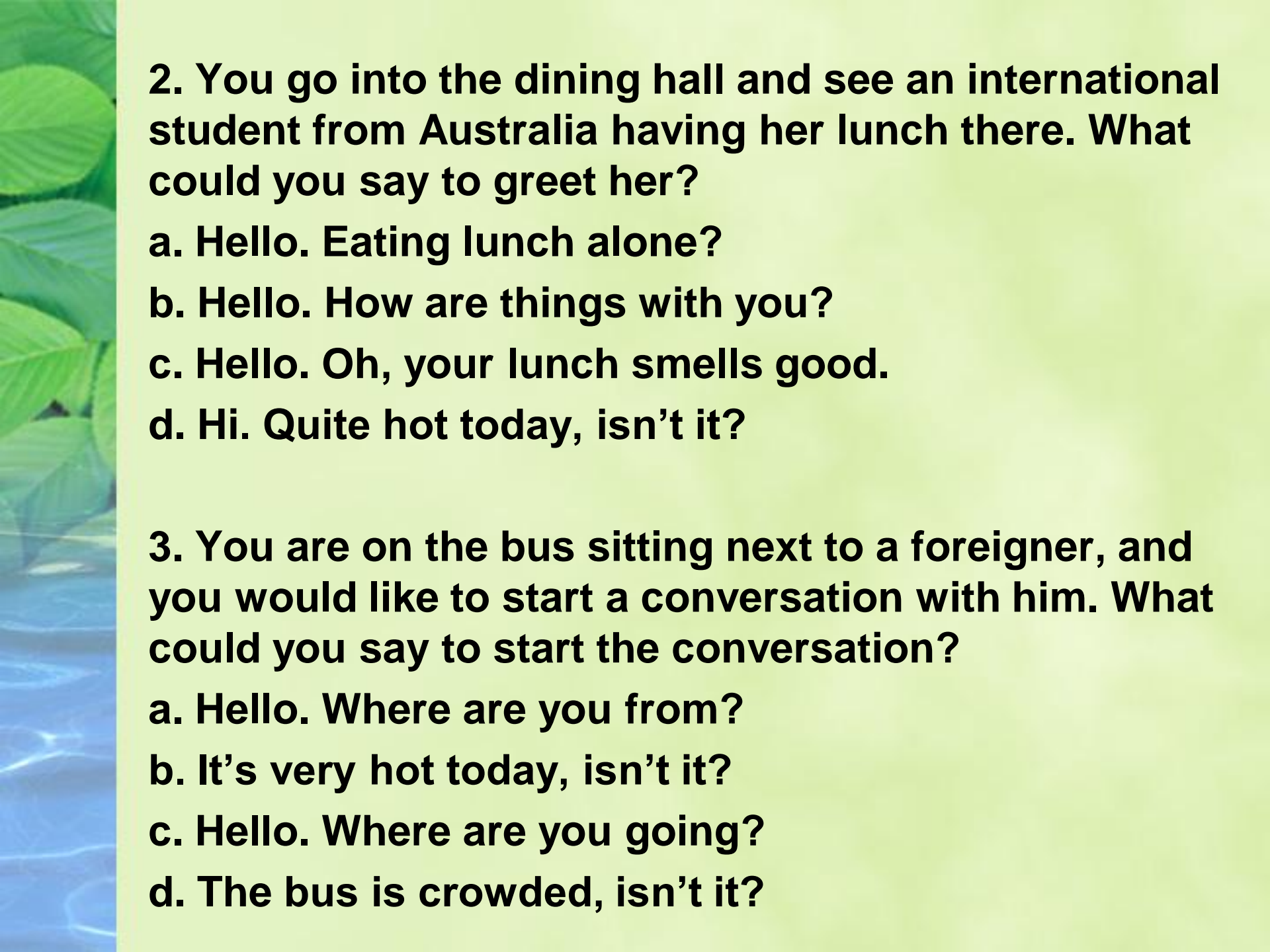
- described as a core capability which is essential for success in business in *The Harvard Business Review* (2004)

*Discover your global potential!*

# Focus on Culture

## ➤ Test your CI: Cross-cultural Communication

1. You meet an American teacher again on the way to school, what could you say to greet her?
  - a. Hello, Mrs. Webster. Pleased to meet you again.
  - b. Hello, Mrs. Webster. Lovely to meet you again.
  - c. Hello, Mrs. Webster. I'm very happy to run into you.
  - d. Hello, Mrs. Webster. Are you having a walk around the campus?

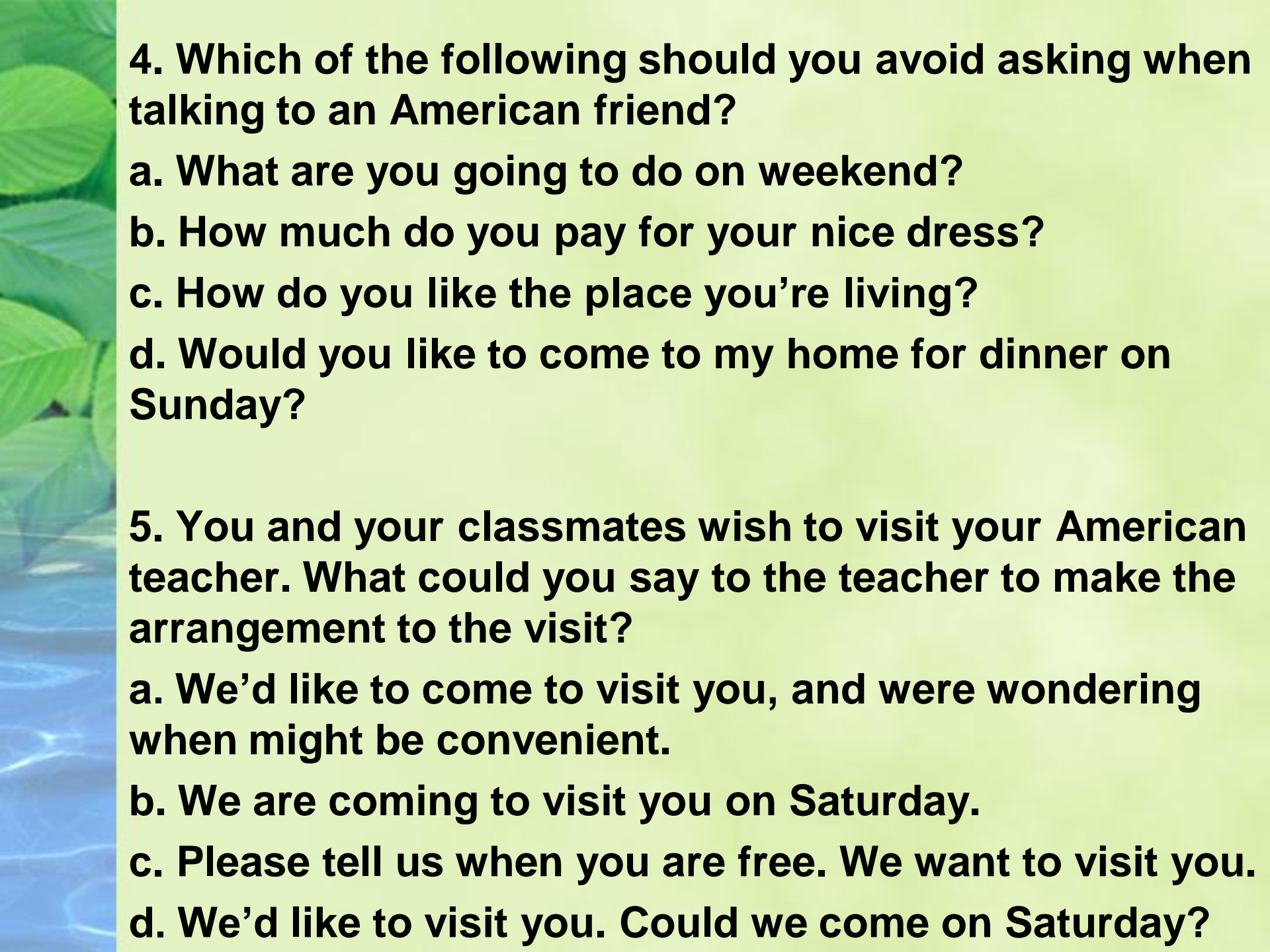


**2. You go into the dining hall and see an international student from Australia having her lunch there. What could you say to greet her?**

- a. Hello. Eating lunch alone?**
- b. Hello. How are things with you?**
- c. Hello. Oh, your lunch smells good.**
- d. Hi. Quite hot today, isn't it?**

**3. You are on the bus sitting next to a foreigner, and you would like to start a conversation with him. What could you say to start the conversation?**

- a. Hello. Where are you from?**
- b. It's very hot today, isn't it?**
- c. Hello. Where are you going?**
- d. The bus is crowded, isn't it?**



**4. Which of the following should you avoid asking when talking to an American friend?**

**a. What are you going to do on weekend?**

**b. How much do you pay for your nice dress?**

**c. How do you like the place you're living?**

**d. Would you like to come to my home for dinner on Sunday?**

**5. You and your classmates wish to visit your American teacher. What could you say to the teacher to make the arrangement to the visit?**

**a. We'd like to come to visit you, and were wondering when might be convenient.**

**b. We are coming to visit you on Saturday.**

**c. Please tell us when you are free. We want to visit you.**

**d. We'd like to visit you. Could we come on Saturday?**

# Focus on Culture

**6. A westerner has invited you to dinner, but you are busy and cannot accept the invitation. How could you respond?**

**a. I will be busy that evening. Please suggest another time.**

**b. No, I will be busy that evening, so I can't go. Thank you.**

**c. That would be lovely, but I'm afraid I've got something on that evening. Would another evening possible?**

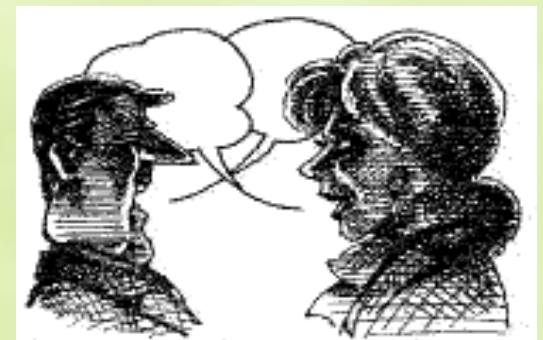
**d. I'd love to, but I'm afraid I will be busy that evening. Thank you all the same.**

**7. You are visiting your teacher and he asks you if you would like some coffee. What would you say?**

- a. Thank you very much.**
- b. Yes.**
- c. Well, if it's no trouble . . .**
- d. Thank you. That would be lovely.**

**8. You invite some foreign friends to dinner. Everyone has just sat down at the table, and the meal is about to begin. What could you encourage people to start?**

- a. This is a very simple meal; let's begin.**
- b. Begin eating, please.**
- c. Do start.**
- d. Please help yourselves.**

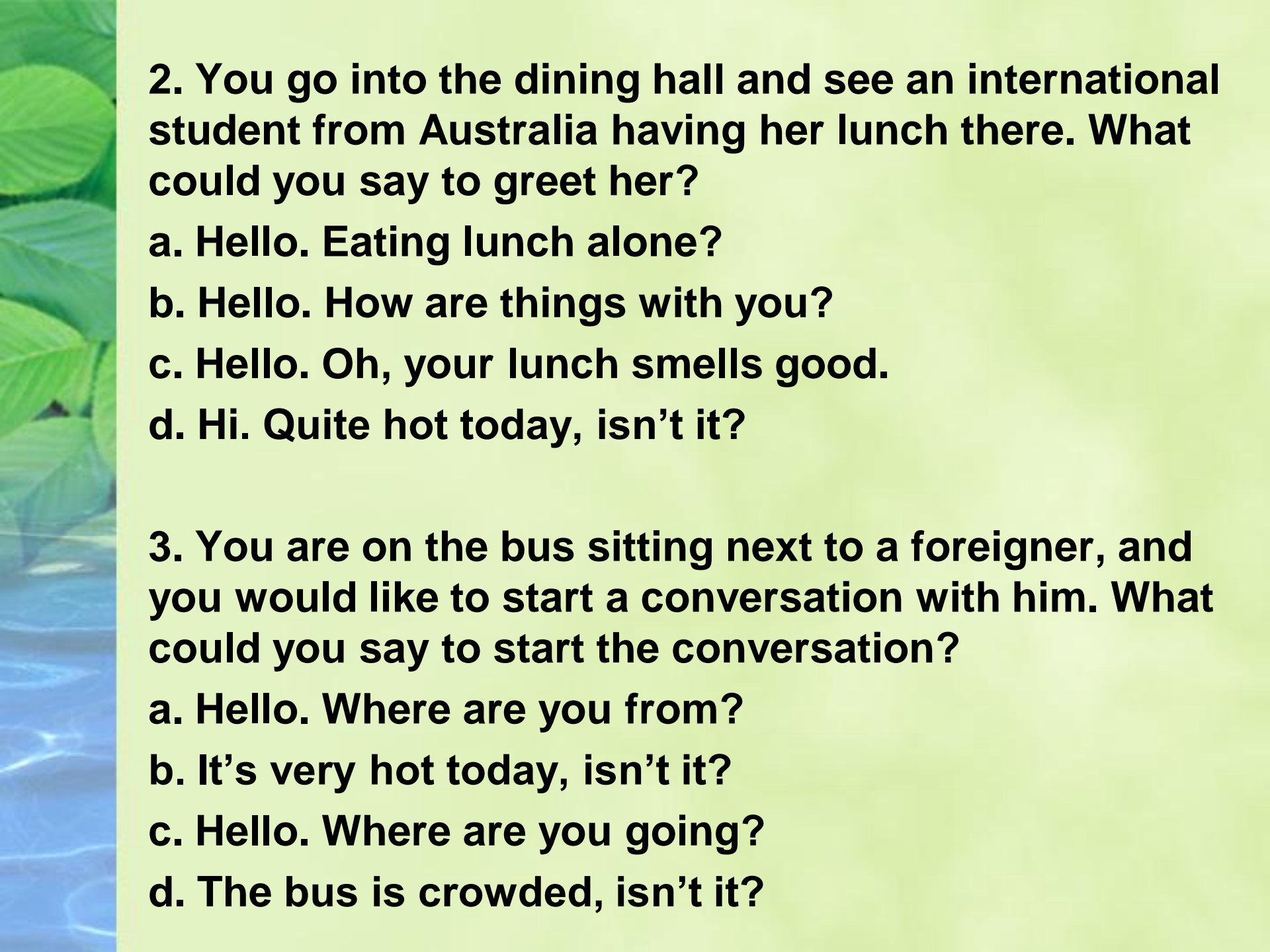


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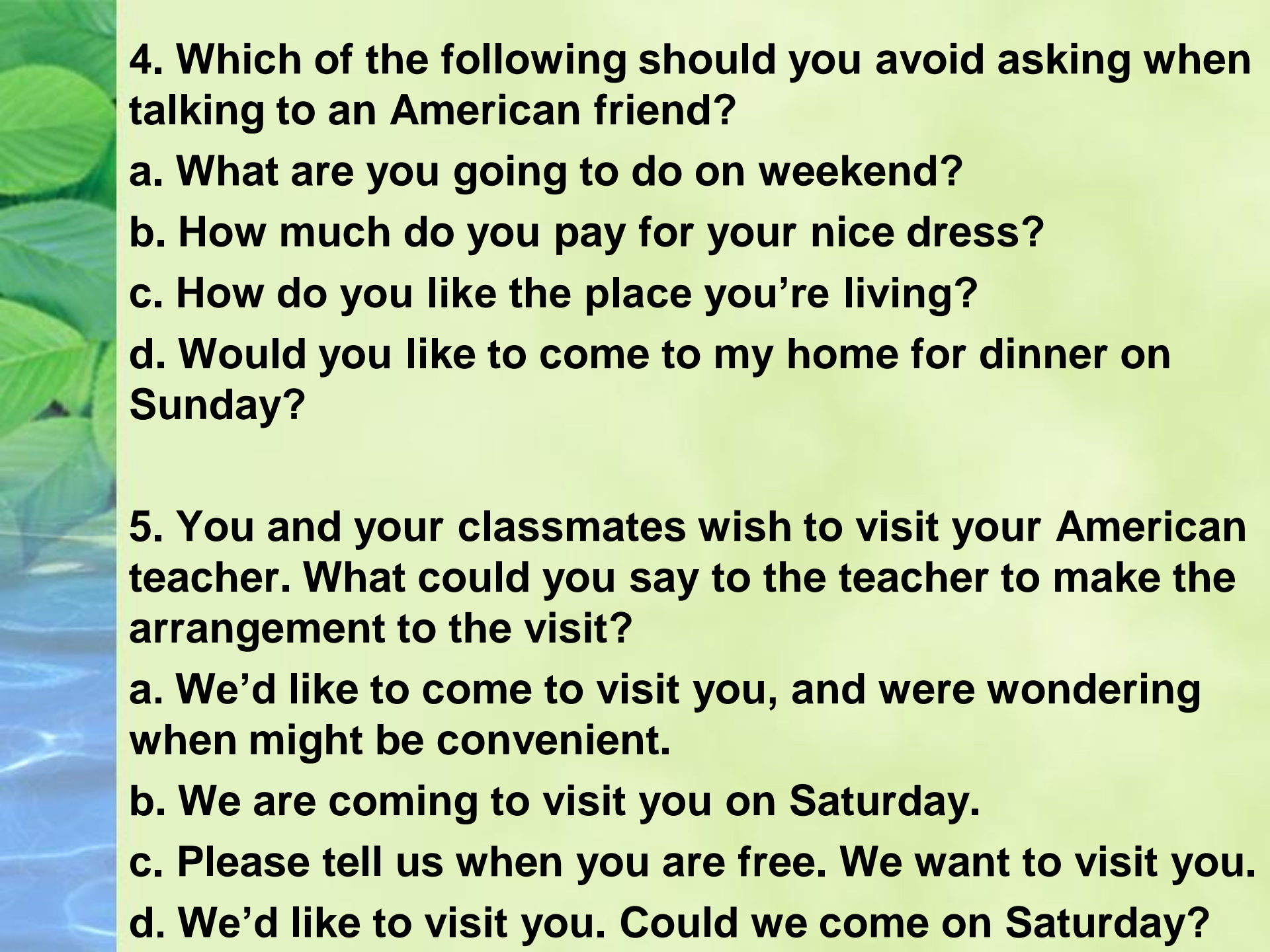


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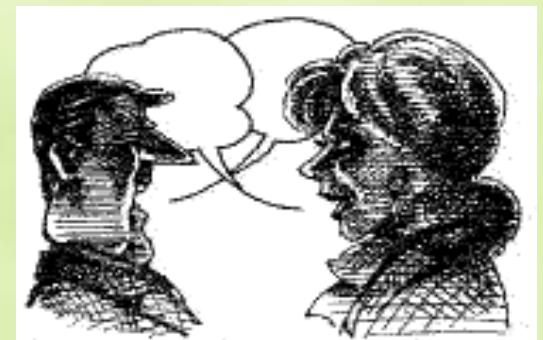
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# Cultural Awareness

## DINING ETIQUETTE

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How well mannered are you at the dinner table when travelling abroad?

Put yourself to the etiquette test with our quick-fire quiz questions on dining manners and protocol across the globe.

Simply click the green arrow to start!



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<http://www.kwintessential.co.uk/resources/quiz/dining.php>



# Impression on . . .



- **Italians vs. Europeans**

<https://www.youtube.com/watch?v=tzQuuoKXVq0>

- **Germans vs. Italians**

<https://www.youtube.com/watch?v=K0bl6YHhsvM>

- **Stereotyping in Europe**

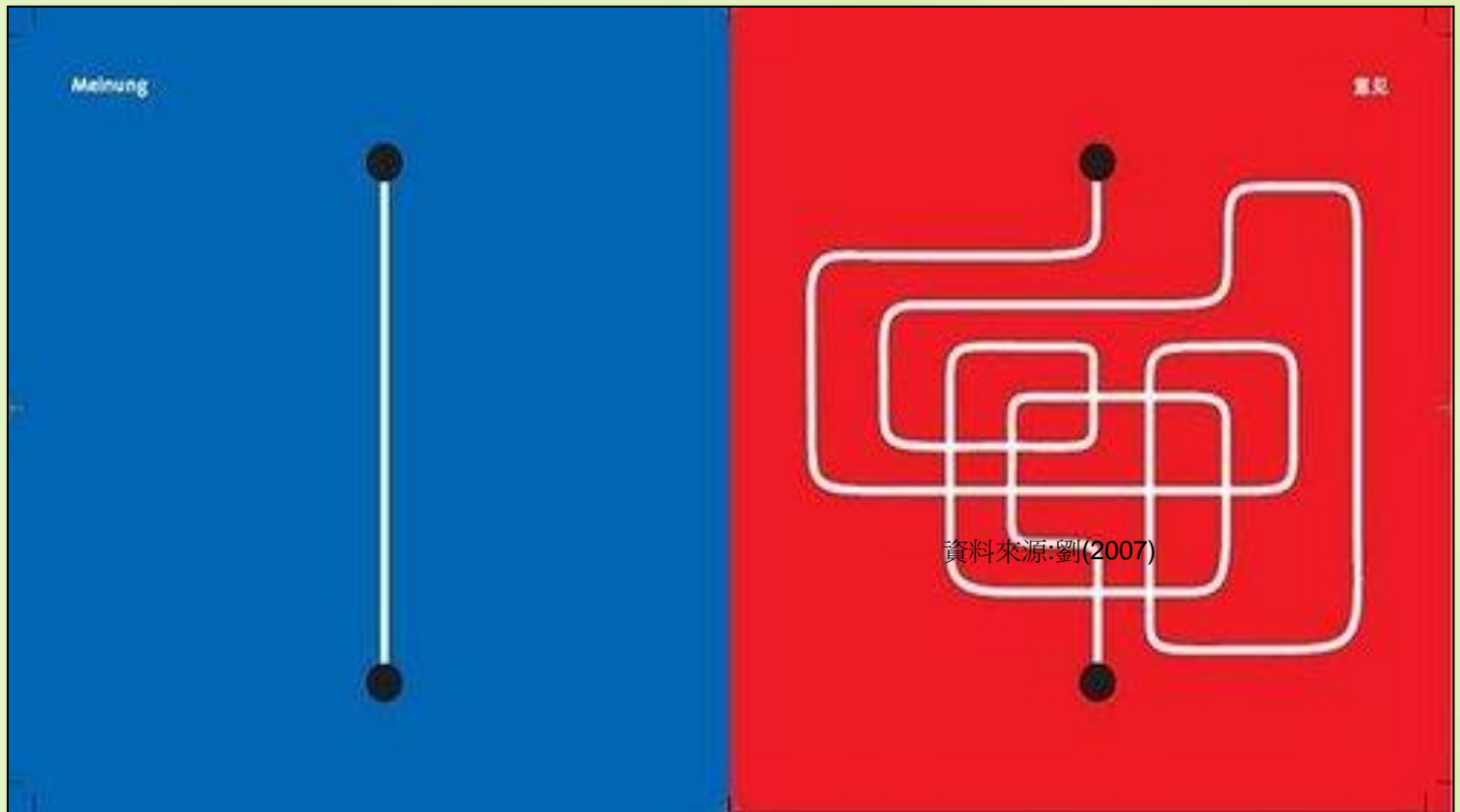
<https://www.youtube.com/watch?v=eLLgBtJwbz8>



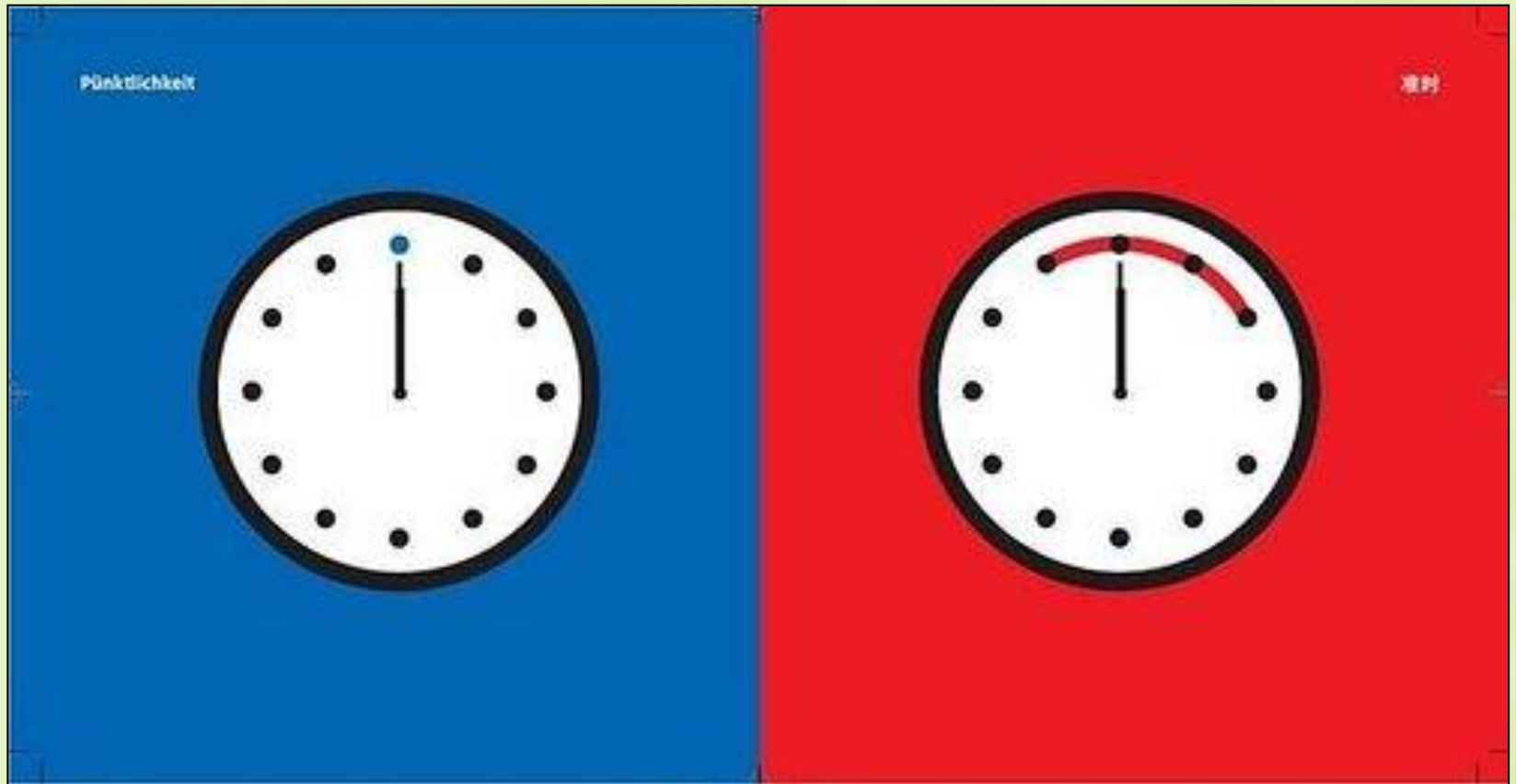
# Germans vs. Chinese

<http://creative2go.wordpress.com/2007/08/18/%E4%B8%AD%E5%BE%B7%E6%96%87%E5%8C%96%E5%B7%AE%E7%95%B0/>

## 意見 / Opinion

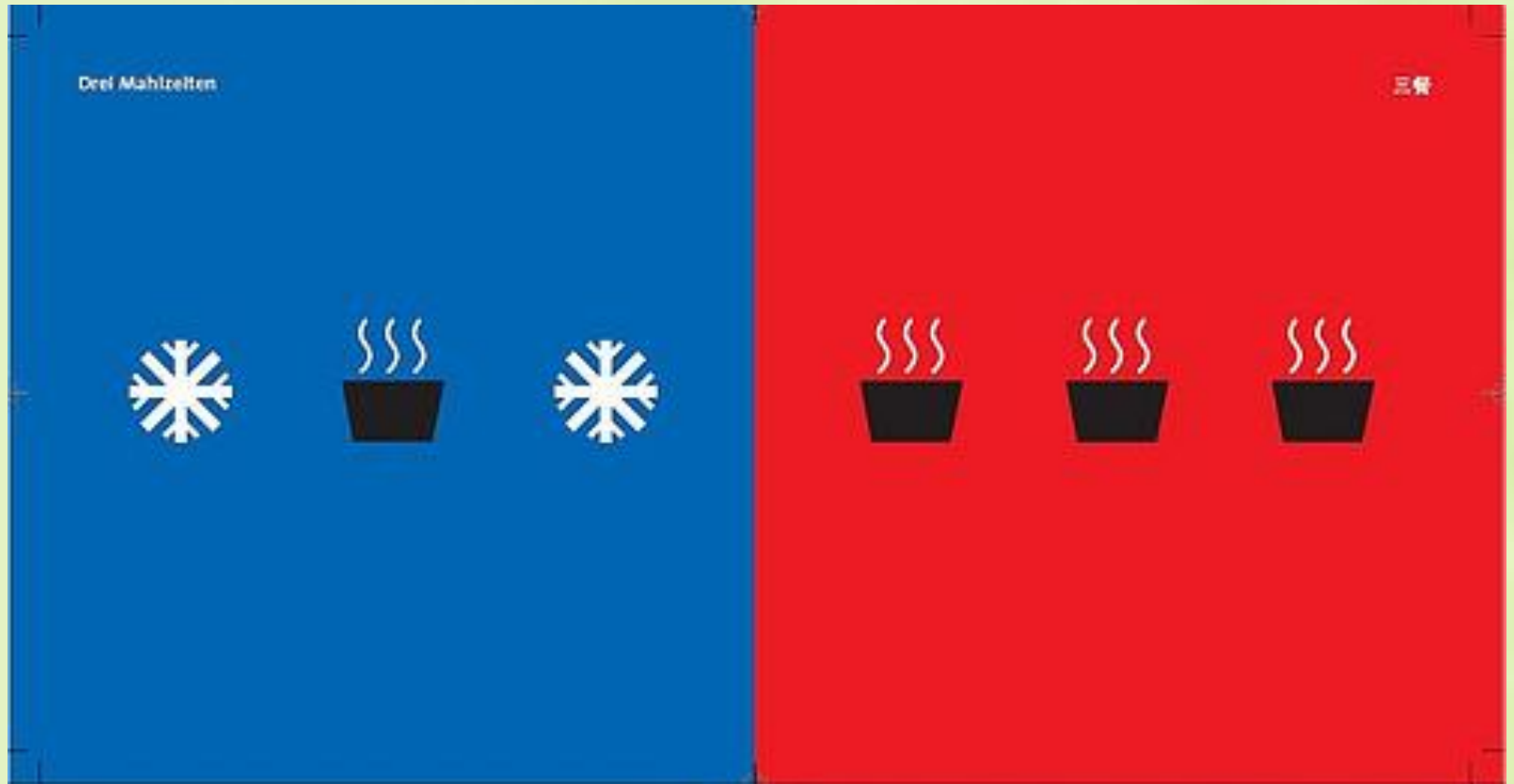


# 準時 / Punctuality

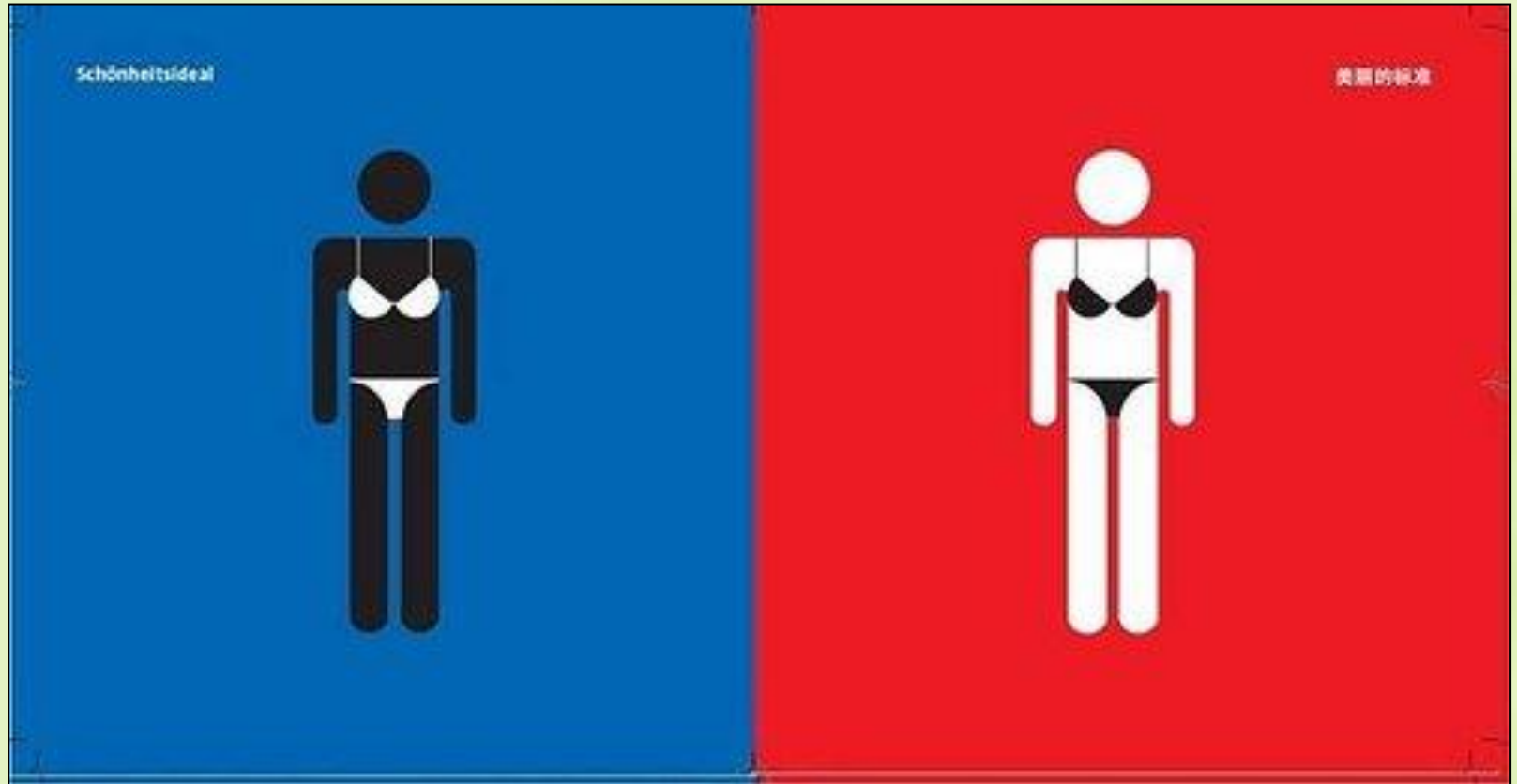




# 三餐 / Meals



# 美麗的標準 / Beauty Standard



**Beauty Standards in China vs. the West**

<http://www.youtube.com/watch?v=-GH1mSjge9M>

# Case 1



*Differences Make a Difference...*

# Microsoft in Poland

AD: change the head of a black man to that of a white man



Source: <http://news.bbc.co.uk/2/hi/technology/8221896.stm>

# Case 2



*Differences Make a Difference...*

# Teriyaki McBurger

日本照燒漢堡



# McDonald's McSausage Burger



# Mcrice burger Taiwan

## 板烤米香堡





# Cross-Cultural Awareness

The ability to understand cultures by means of objective, respectful, and non-judgmental comparisons





# Do You know these Terms?

- **Intra-cultural Communication**
- **Intercultural Communication**
- **Cross-Cultural Communication**
- **International Communication**

**What's the Difference?**

# Terms

## **Intracultural Communication**

Communication  
between at least  
two persons who  
are **from the same  
culture or have  
culturally similar  
backgrounds**

## **Intercultural Communication**

Communication  
between at least two  
persons who are  
different in significant  
ways culturally.

Study **communicative  
practices in  
interaction with  
each other.**

# Terms

## **Cross-cultural Communication**

the comparison of  
communication  
styles across  
cultures

Investigate **the  
aspects of  
communicative  
practices  
comparatively.**

## **International Communication**

Communication  
between individuals  
who live in different  
cultures but have  
similar experiences

# Why do we study Cross-Cultural Communication?

- ✓ To help understand and appreciate people who are “different” from us (文化差異)
- ✓ To know who we are (情境與情勢)
- ✓ To broaden our mind and enrich our lives (開眼與跨界)
- ✓ to avoid behavior blunders & to facilitate communication (有效溝通)
- ✓ Creativity and New Values (創造價值)

**what else?**

# Why do we study Cross-Cultural Communication?

- ✓ The self-awareness imperative
- ✓ The demographic imperative
- ✓ The economic imperative
- ✓ The technological imperative
- ✓ The peace imperative
- ✓ The ethical imperative



# References

- **McDonalds** <http://wacowla.com/blog/2014/02/10/speical-mcdonalds-menu-items-you-have-never-eaten/>
- **Bruno Bozzetto**  
<https://www.youtube.com/watch?v=tzQuuoKXVq0>
- **Yang, Liu.** <http://www.yangliudesign.com/>