



Cross Cultural Communication

The Center for International
Services and Programs



Culture

- **Culture** is a pattern of learned group-related perceptions including both verbal and non-verbal language, attitudes, values, belief systems, disbelief systems and behaviors that are accepted and expected by an identity group.



Values

- A value is an enduring belief that a specific mode of conduct or state of existence is personally or socially preferable to an opposite mode of conduct or state of existence. The perceived intrinsic nature of values causes people to view contrasting values as incorrect or backward.



American Values

- Personal Control of the Environment
- Change as Positive
- Control of Time
- Equality
- Individualism
- Self-help (independence)
- Competition



More American Values

- Future Orientation
- Action/Work Orientation
- Informality
- Directness/Openness
- Practicality
- Materialism

Communication

- 55% Gestures, eye contact, proximity, other body language
- 38% Intonation, volume, inflection, etc.
- 7% Actual content

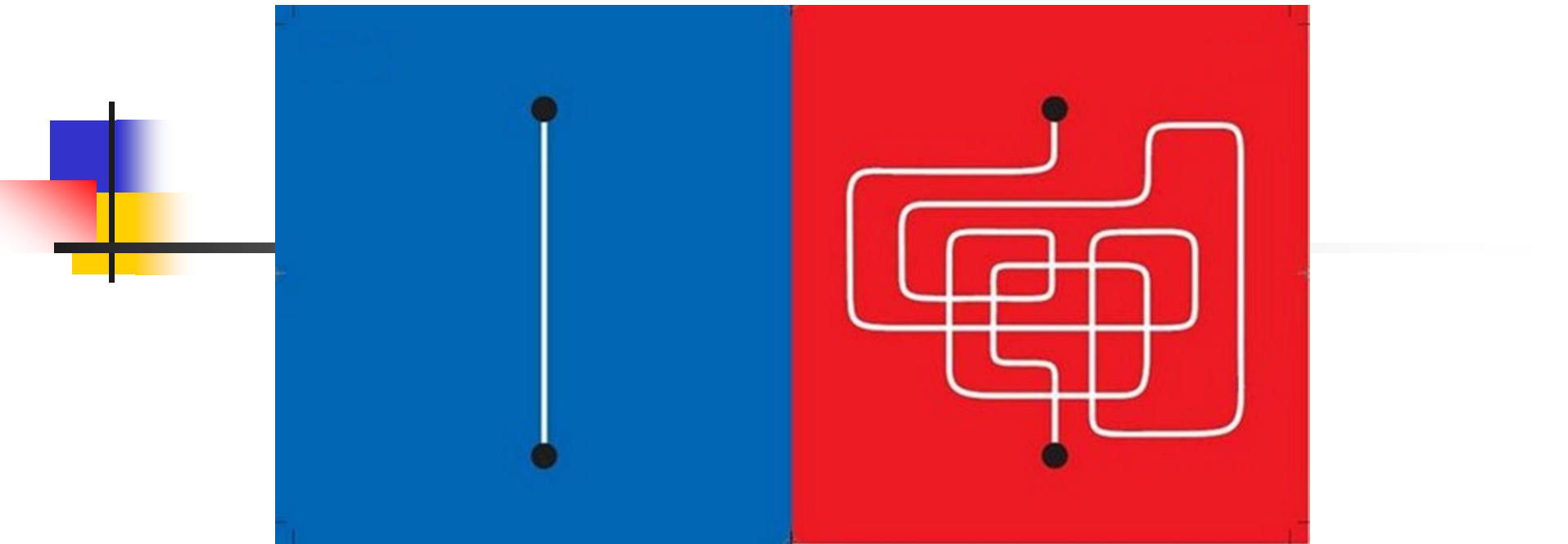


Morain 1978

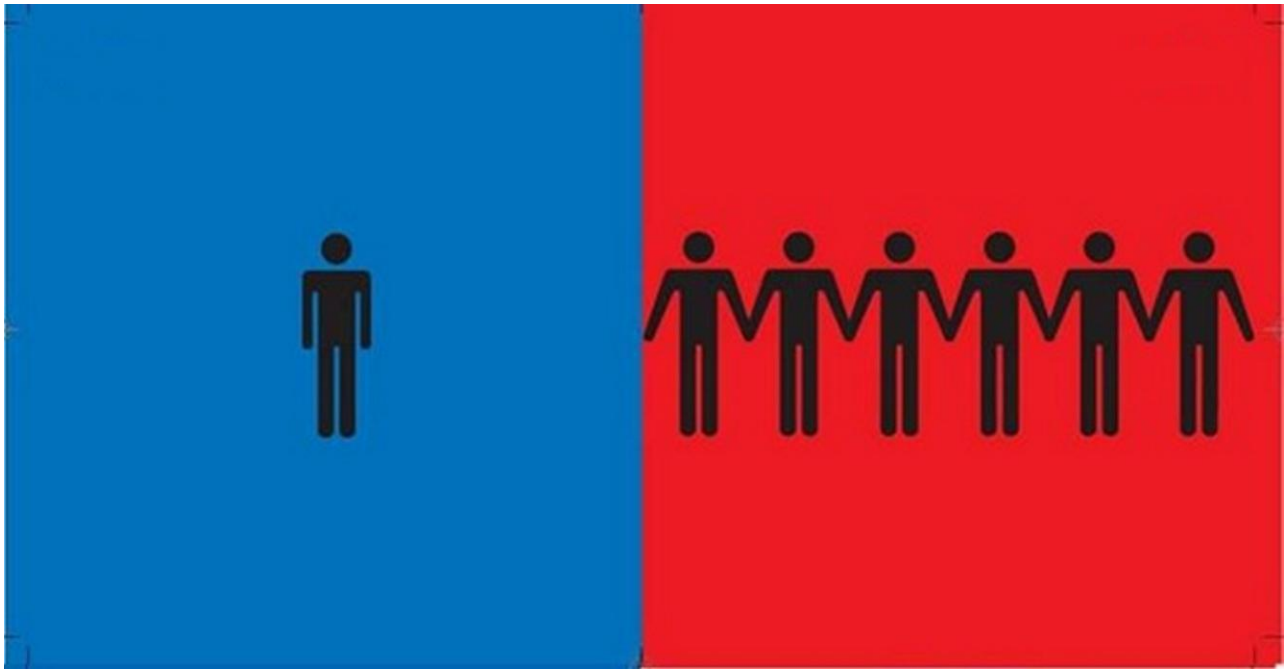


Culture Comparison

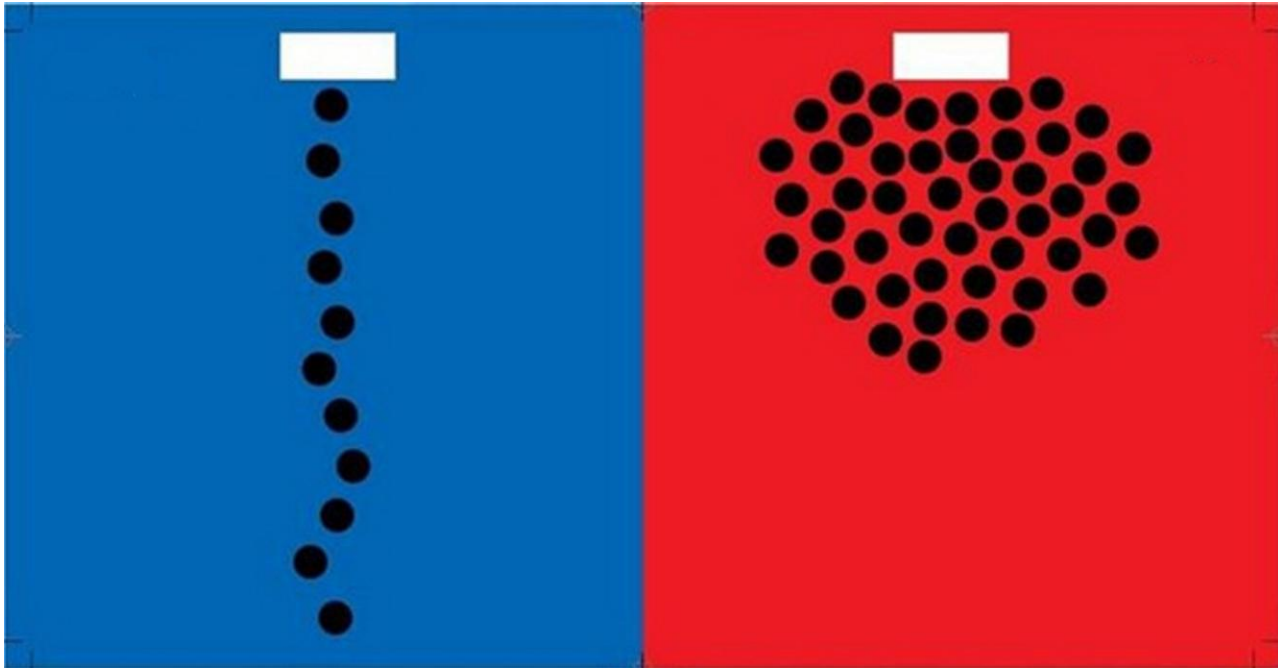
- The following slides are visual comparisons of aspects of eastern cultures versus western cultures. They are general comparisons.
- The red represents eastern cultures while the blue represents western cultures. The colors have no meaning here whatsoever.



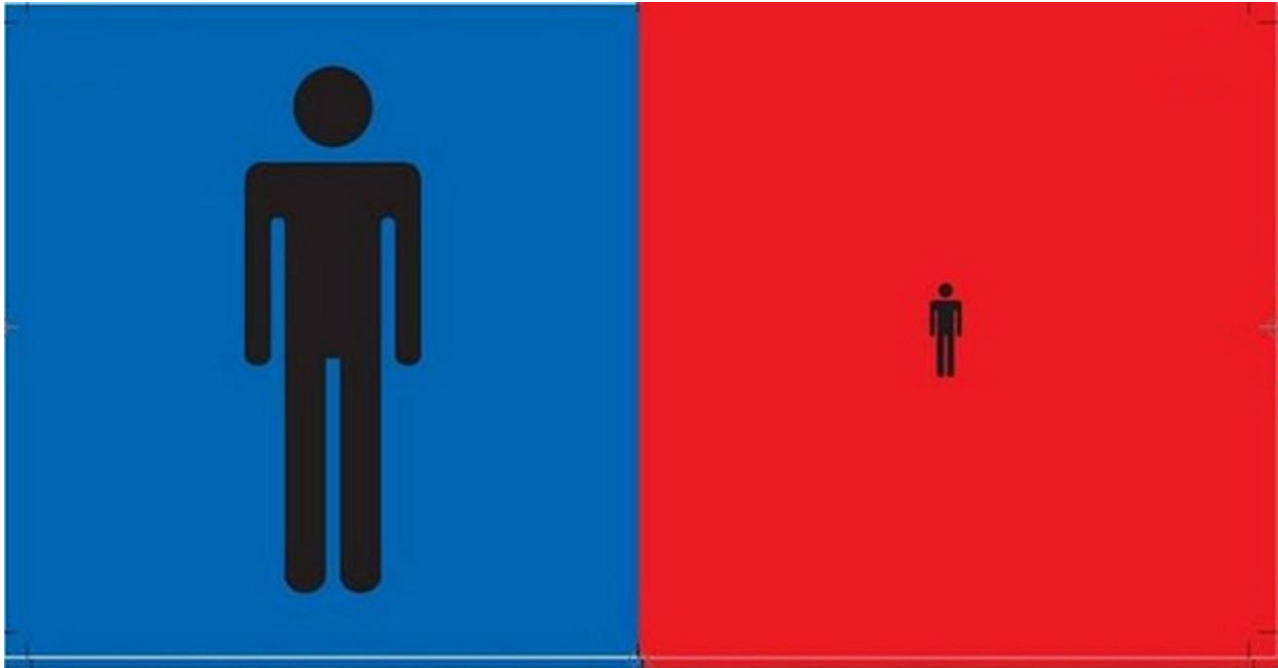
Opinion



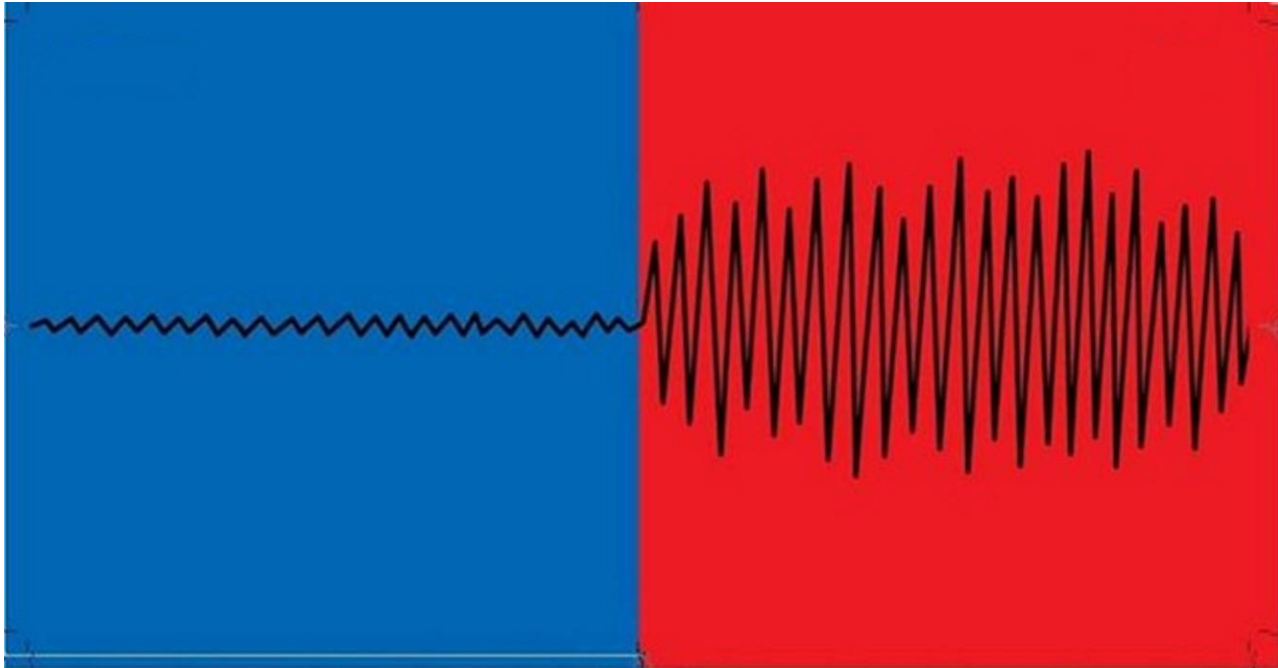
WAY OF LIFE



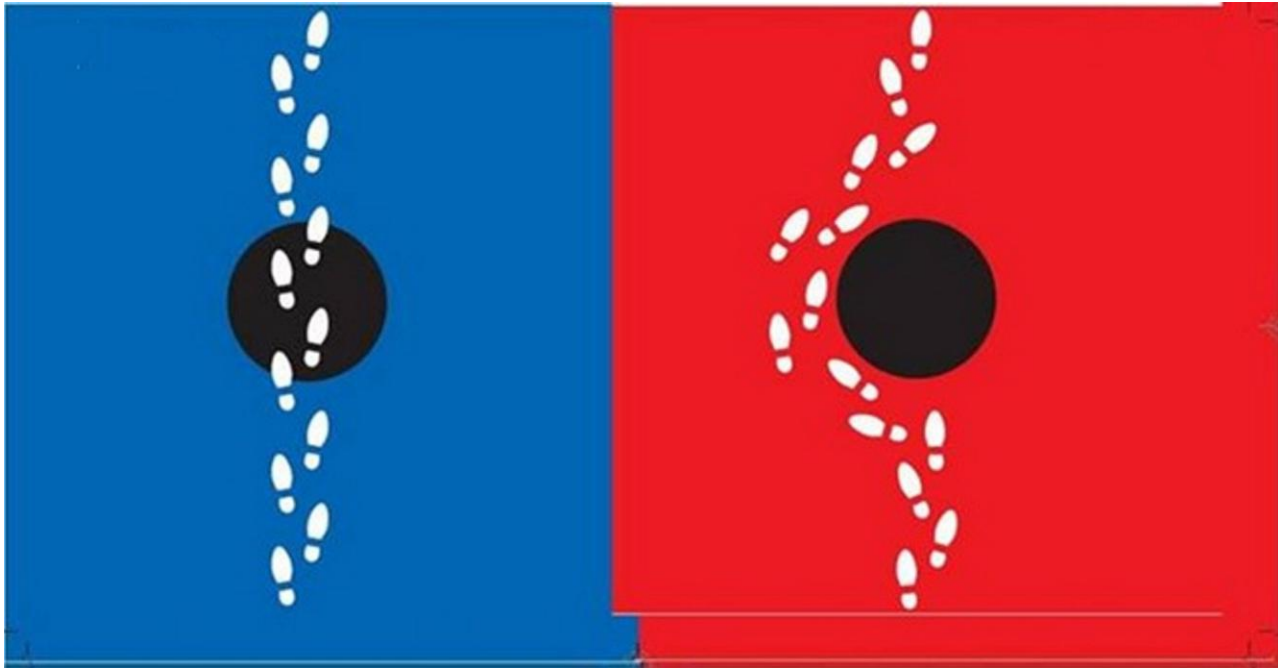
QUEUE WHEN WAITING



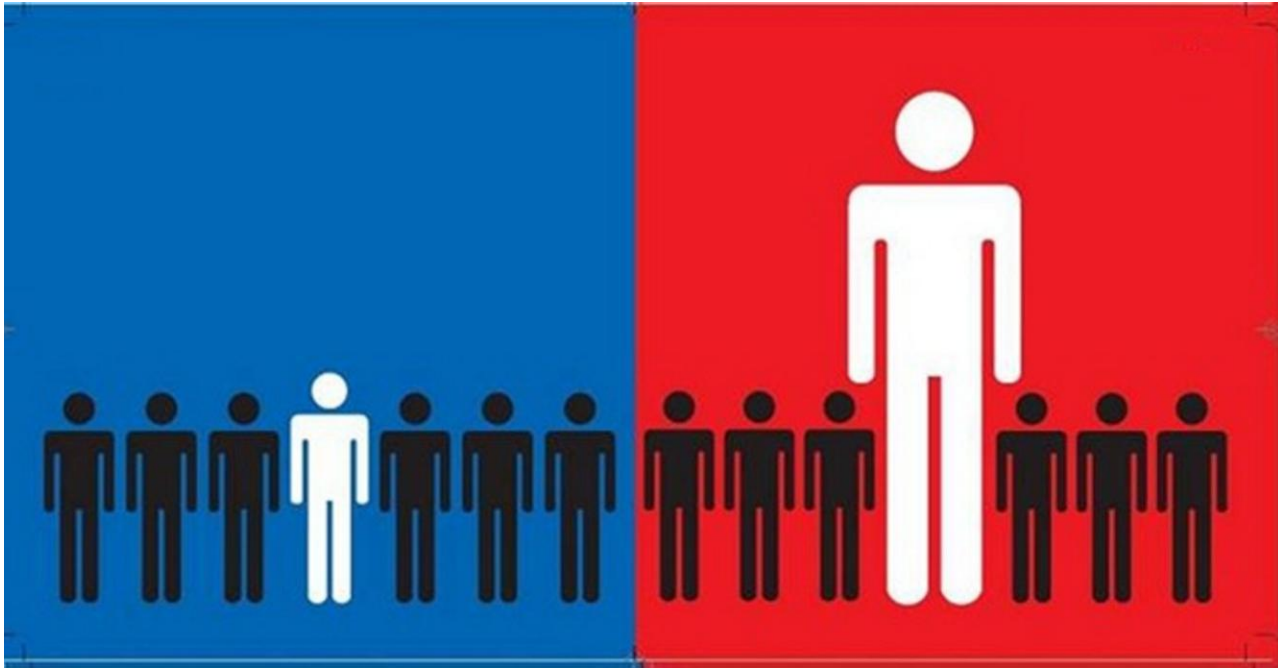
ME



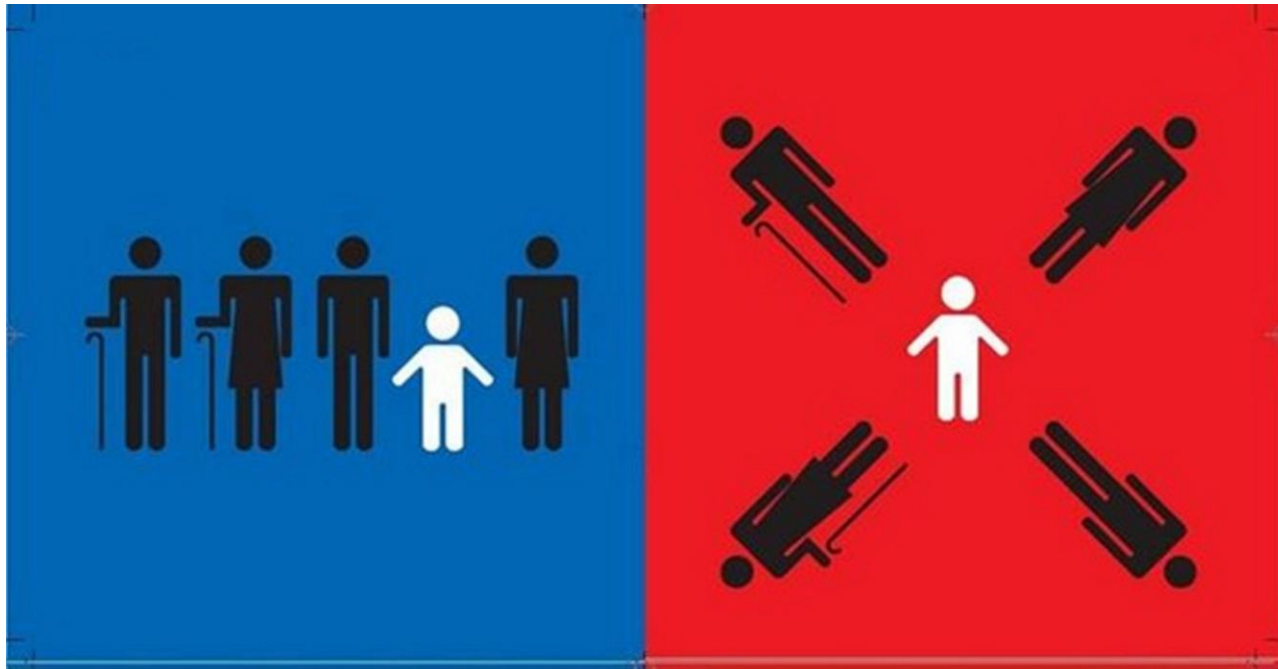
IN THE RESTAURANT



HANDLING OF PROBLEMS



THE BOSS



THE CHILD



Culture Shock

- A term used to describe the symptoms that a person experiences when they live in a culture other than their own.
- Everyone experiences culture shock to some degree.



Symptoms of Culture Shock

- Headaches
- Upset stomach
- Nervousness
- Fatigue
- Nervousness
- Inability to Sleep
- Feeling Angry or Depressed



Coping with Culture Shock

- Evaluate your Expectations
- Keep an Open Mind
- Make Social Connections with Americans and your compatriots.
- Join Student Groups- Stay Active
- Talk with someone if you are feeling sad.



Culture Shock Pattern

