



Cross Cultural Communication Skills for Credential Evaluators

British Columbia
Institute of Technology





- Define Cross Cultural Communication
- Understand the various cultural general frameworks
- Use “Something’s Up” methodology with Case Studies
- Wrap Up



LEARNING OBJECTIVES



Cross Cultural Communication and The Credential Evaluator

Cross-cultural communication is a field of study that looks at how people from differing **cultural** backgrounds **communicate**, in similar and different ways among themselves, and how they endeavor to **communicate** across **cultures**.



Two Definitions

Intercultural sensitivity (Noticing)

The ability to discern and experience relevant cultural differences in a positive way

Intercultural competence

The ability to think and act in appropriate ways that support the achievement of goals in culturally diverse contexts

Sometimes we don't notice





Redundancia*

PERSON A

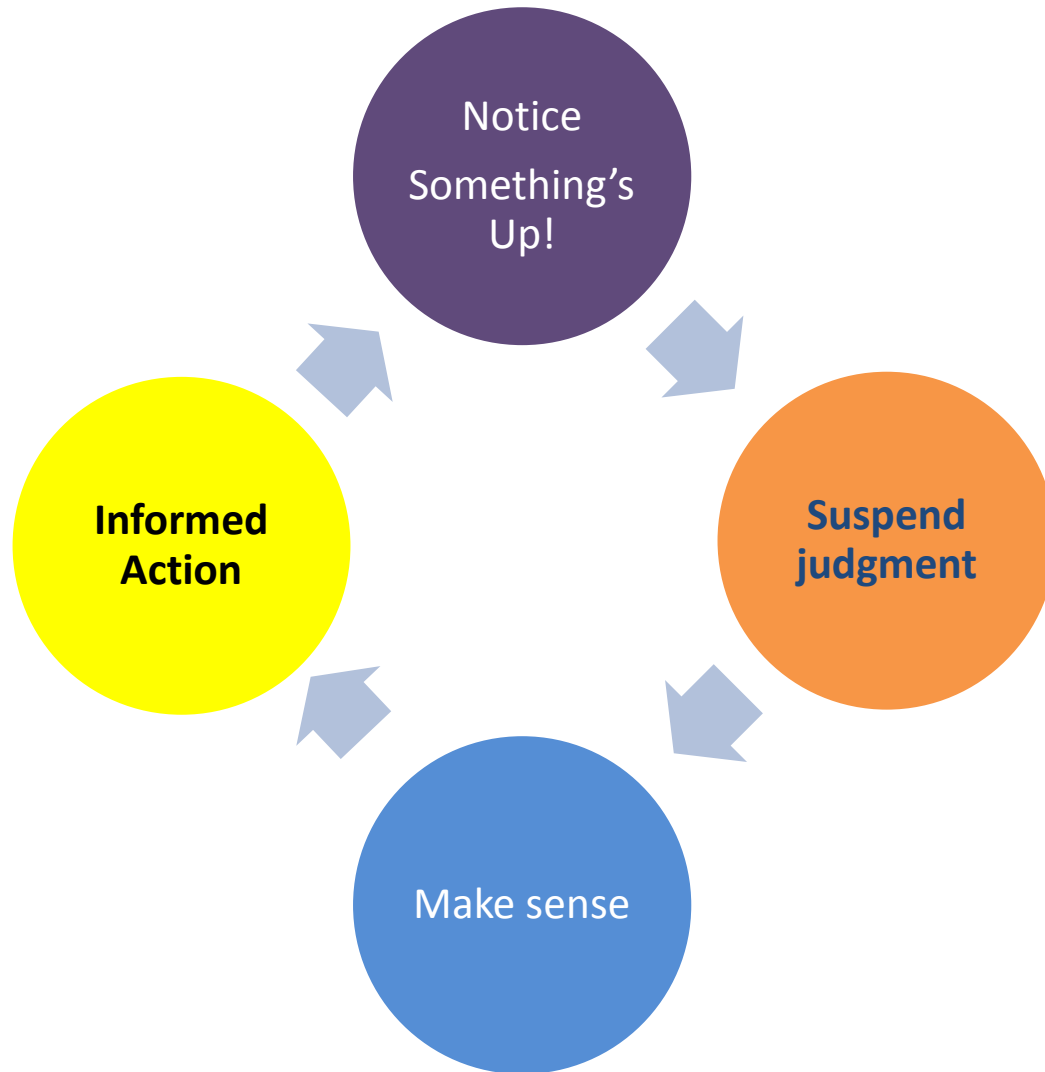
- Think about a favorite vacation or trip.
- Share with your partner about your experiences!
- But...you must speak using 2 different verbs
- You may not finish until instructed

PERSON B

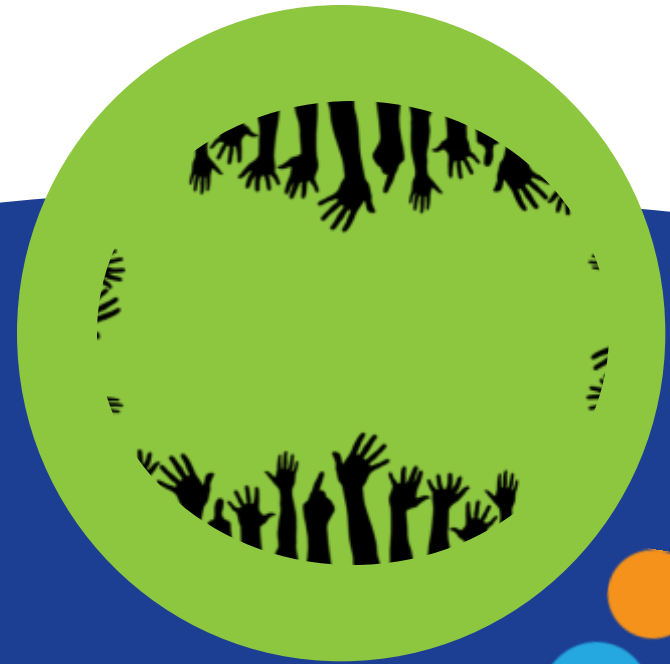
- Listen to your partner talk about his/her experience.
- Use nonverbal empathy to show that you are really listening to your partner.

*Created by: Dianne Hofner Saphiere, use only with permission

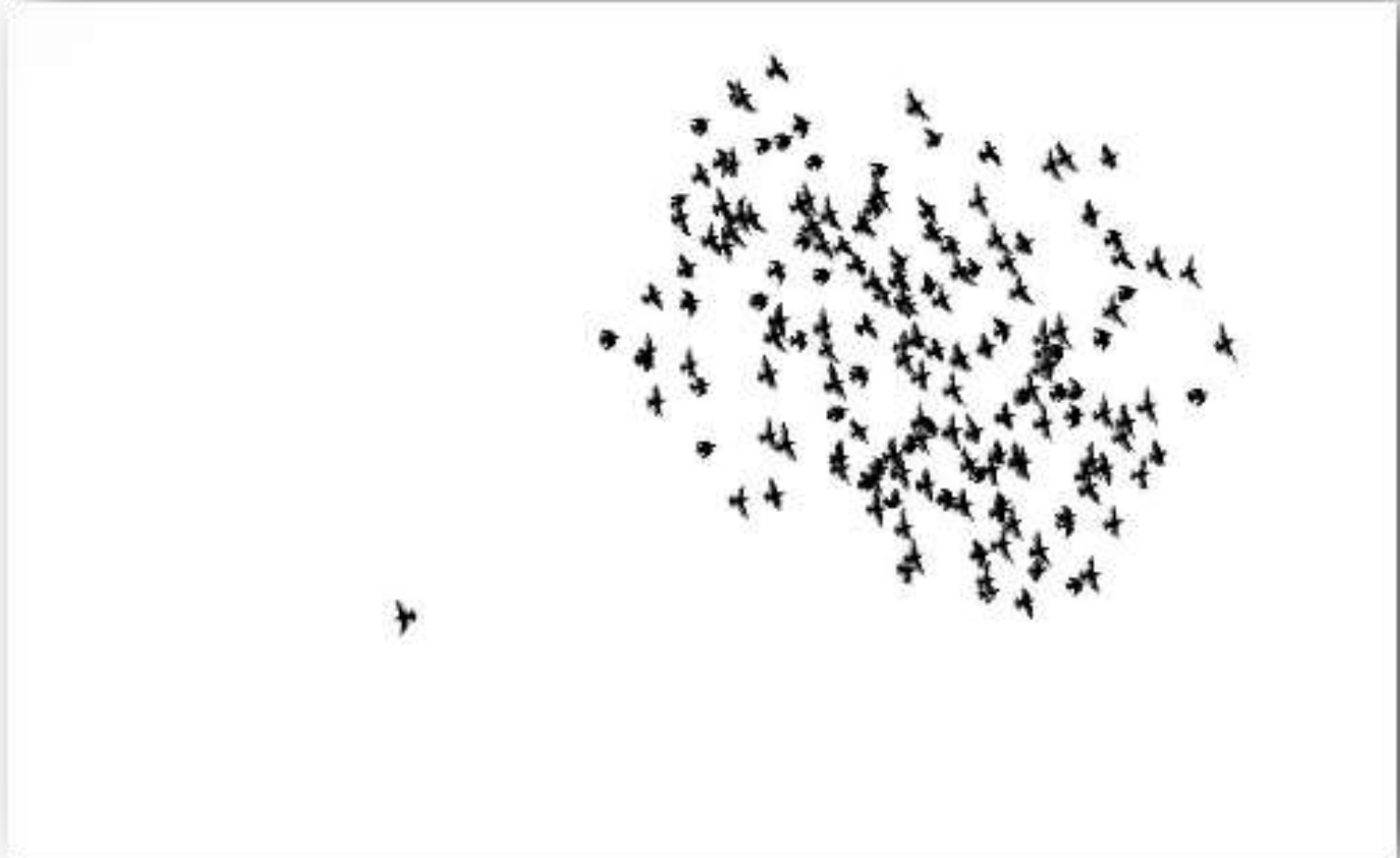
Something's Up!



Cultural General Frameworks



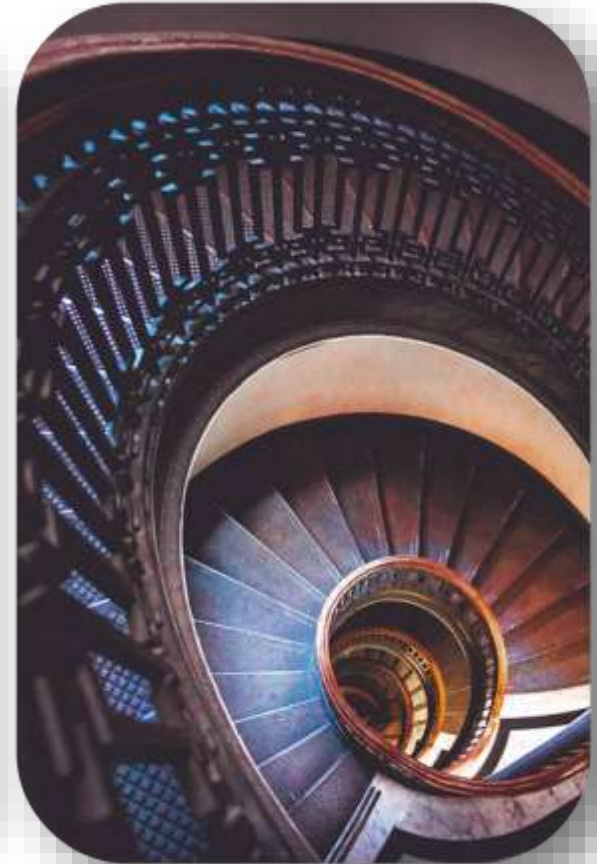
Individual vs Collective Relationships



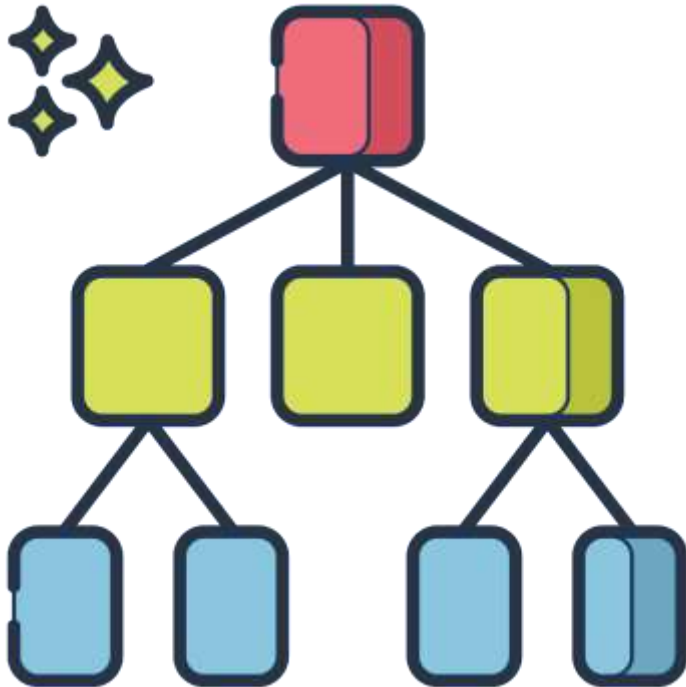
Social Framework: High Context or Low Context



Time: Linear, Flexible, or Cyclical



Power: Hierarchical vs Democratic



Universalism vs Particularism





Critical Incidents Activities

ADDITIONAL RESOURCES



INDIVIDUALIST Cultures	COLLECTIVE Cultures
Transaction Oriented (focus on results)	Relationship Oriented (focus on process)
Short term gains	Long term gains
Emphasis on content (facts, numbers, ratios, statistics)	Emphasis on context (experience, intuition, the relationship)
Reliance on linear reasoning	Reliance on circular reasoning
Independent	Interdependent
Competitive, decision-driven	Collaborative, consensual
Direct, explicit communication	Indirect, circuitous communication
Personal accountability	Protection of 'face'
Private offices	Open office plan
Linear time, impatient	Flexible time, patient

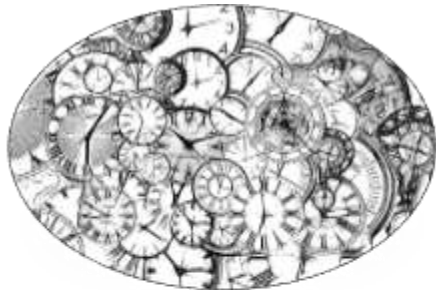
Adapted from Hofstede,
Trompenaars, Triandis



High Context Cultures	Low Context Cultures
Relies on implicit communication	Relies on explicit communication
Emphasizes nonverbal communication	Emphasizes verbal communication
Subordinates tasks to relationships	Separates tasks from relationships
Emphasizes collective initiative and decision making	Emphasizes individual initiative and decision making
Relies on intuition or trust	Relies on facts and statistics
Uses indirect style in writing and speaking	Uses direct style in writing and speaking
Prefers circular or indirect reasoning	Prefers linear reasoning
Adheres to the spirit of the law	Adheres to the letter of the law

Adapted from Hall

Cultural Views of Time



	Linear	Flexible	Circular
Attitude Toward Time	An entity to be saved, spent, or wasted	Fluid or flexible	Circular and repetitive
Task Completion	Completes in sequential order	Simultaneously, multitasking	Completes tasks over long periods of contemplation
Task vs relationship	Complete tasks in certain time frame	Nurtures relationships represented by tasks	Values the long term in tasks/relationships
Work vs relationship	Separates work from family and social life	Views work, family, and social life as one	Focuses on the long term in tasks and relationships
Locus of control	Controls time by maintaining a rigid schedule	Reacts as the day's events evolve	Believes that life controls time
Focuses on	The future	The present	The past

Signs and Symbols of Power

Age
Education and Profession
Family Connections
Gender
Language
Attire
Titles and Greetings
Flow of Information
Power distance

Hierarchical	Democratic
Communication restricted and flows from top down	Communication flows up and down
Dominant leader	Dominant leader with active subordinates
Preserve face and maintain respect	Non-collectivist culture
Paternalistic	Equality

Adapted from Hofstede

Universalism	Particularism
Seek fairness by treating all like cases the same way	Seek fairness by treating all cases on their special merits
Focus on Rules more than relationships	Focus on Relationships rather than rules
General standards, codes, laws	Personal relationships, exceptions, circumstances
Trust is expected via legal processes	Trust expected via relationships
"A deal is a deal."	Willingness to make changes.

Adapted from Hofstede, Trompenaars
& Hampden-Turner