



Innovation in Rural Development - ERA-IP-2010-15

Erasmus IP Pre study material

Topic:	Intercultural Communication and Group Working Skills
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Work load for student:	3 hours
Form of the material:	Power Point, 9 Slides

Intercultural Communication

in face-to-face situations

-practical aspects

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Concepts

- Culture
 - Hofstede: Culture is a collective programming of the mind which distinguishes the members of one group or category of people from another
 - Hall: Culture is communication and communication is culture
- Intercultural
 - meeting of individuals from different cultures
- Communication
 - when people meet there is always communication
 - one can not help to communicate
- Face-to-face situations
 - same place, same time

Problems in intercultural communication

- Uncertainty
 - not knowing enough
 - not being able to interpret other person's behaviour > risk of misunderstanding
 - unconsciously communicating something we don't want to communicate > risk of offence
 - risk of conflict and broken communication
 - who should be flexible?

Differences between cultures in non-verbal communication

- orientation to time
- space and distance
- touching
- body language
- eye contact
- physical appearance
- paralinguistics (tone, rhythm, pitch)

Differences between cultures in communication styles

- direct – indirect
- rich in speech – short in words
- person oriented – context oriented
- result oriented – process oriented
- low context – high context

Critical points

- greeting
- introducing yourself, introducing others
- business cards
- addressing people, titles and names
- pauses in discussion > silence
- saying no

Solutions to problems

- knowing your own culture
- finding out about the other culture
- cultural sensitivity
- stereotypes
- open discussion

Cross cultural skills

- self confidence
- self reliance
- self awareness
- cultural sensitivity
- tolerance
- diplomacy
- openness
- motivation
- commitment