

B2fair Hannover 22.04.2008

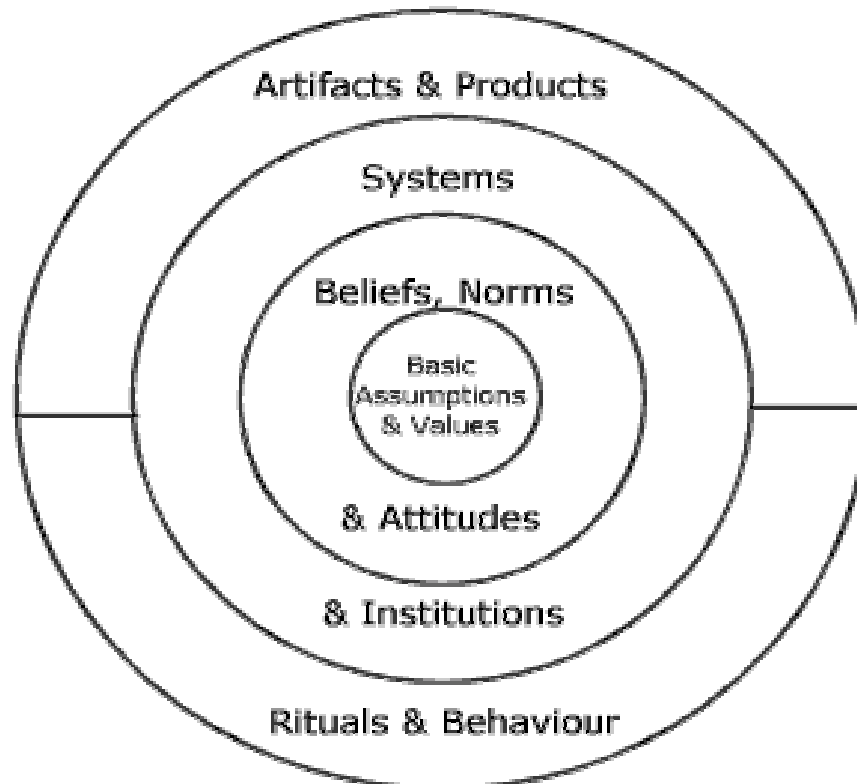
go east go west

Intercultural Communication - the Missing Link between Culture and Business

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What is culture?

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(Spencer-Oatey: 1999)

Expansion: Communication & Intercultural Sensitivity

Individualism versus Collectivism

Mono-chronic time versus Poly-Chronic Time

Egalitarianism versus Hierarchy

Action versus Long Term Orientation

Change versus Tradition

Communication Styles

Masculinity versus Femininity

Uncertainty Avoidance

Power Distance Index

Communication

Verbal Aspects

Non-Verbal Aspects (Body Language)

Intercultural Sensitivity

Cultural Difference

- *Denial* of it
- *Defense* against it
- *Minimization* of it
- *Acceptance* of it
- *Adaptation* to it
- *Integration* of it

Cultural Difference & Advertisement

- Denotation
- Connotation
- Stereotypes
- Collective Memory
- Class/Race/Sex/Age

<i>Region/County</i>	Individualism - Collectivism	Power / Distance	Uncertainty/Avoidance	Masculinity / Femininity	Other Dimensions
North America (USA)	individualism	low	medium	masculine	mutual dependence: authority is respected but superior must be a warm leader
Japan	collectivism & individualism	high and low	high	masculine/feminine	
Europe: Anglo	individualism	low/medium	low/medium	masculine	
Germanic: West Slavic, West Urigic	medium individualism	low	medium/high	medium/high masculine	
Near Eastern: Balkanic	collectivism	high	high	medium masculine	
Nordic	medium/high individualism	low	low/medium	feminine	
Latin Europe	medium/high individualism	high	high	medium masculine	
East Slavic	collectivism	low	medium	masculine	
China	collectivism	low	low	masculine feminine	emphasis on tradition, Marxism, Leninism
Africa	collectivism	high	high	feminine	colonial traditions; tribal customs
Latin America	collectivism	high	high	masculine	extroverted; prefer orderly customs and procedures

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