



Intercultural Communication



Knowing how to communicate within
different parts of the world.

Culture 🎭

Social behaviour of a group of people

+ knowledge

+ beliefs

+ customs

Communication 🖐️

The process of sending and receiving information (by using messages).

Problems that may arise

- "Out of the norm" cultures 🖐️
- Ethnocentricity 🚩

Types of context ✨

- + Low-context: what we say is what we mean 🗨️
- + High-context: what we say + non verbal and
contextual clues composes what we mean 🧠

Dimensions of culture ▴

- Individualism / Collectivism *
- Power Distance *
- Masculinity / Femininity
- Uncertainty Avoidance
- Long-term / Short-term orientation
- Indulge / Restraint

Individualism / Collectivism (● - ●)

Preference of individual thoughts over
the collective's will

Power Distance:

Preference of equity or subordination
between institution and people

Generally:

Individualism \Leftrightarrow Low power distance

Collectivism \Leftrightarrow High power distance

Examples:

- Russia, South America, South-East Asia...
- North America, Australia, Europe...

thanks /

questions?