



Diplomatic protocol

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Lecture 9. Introduction to cross cultural communication

...a closed mind is like a closed book...

- https://www.youtube.com/watch?v=2xJ_hbD4TQA



#WhatsYourCQ

Funny, But True: Cultural Differences

312,843 views · 27 Mar 2017

👍 1.4K 🗨️ DISLIKE ➦ SHARE ≡+ SAVE ...



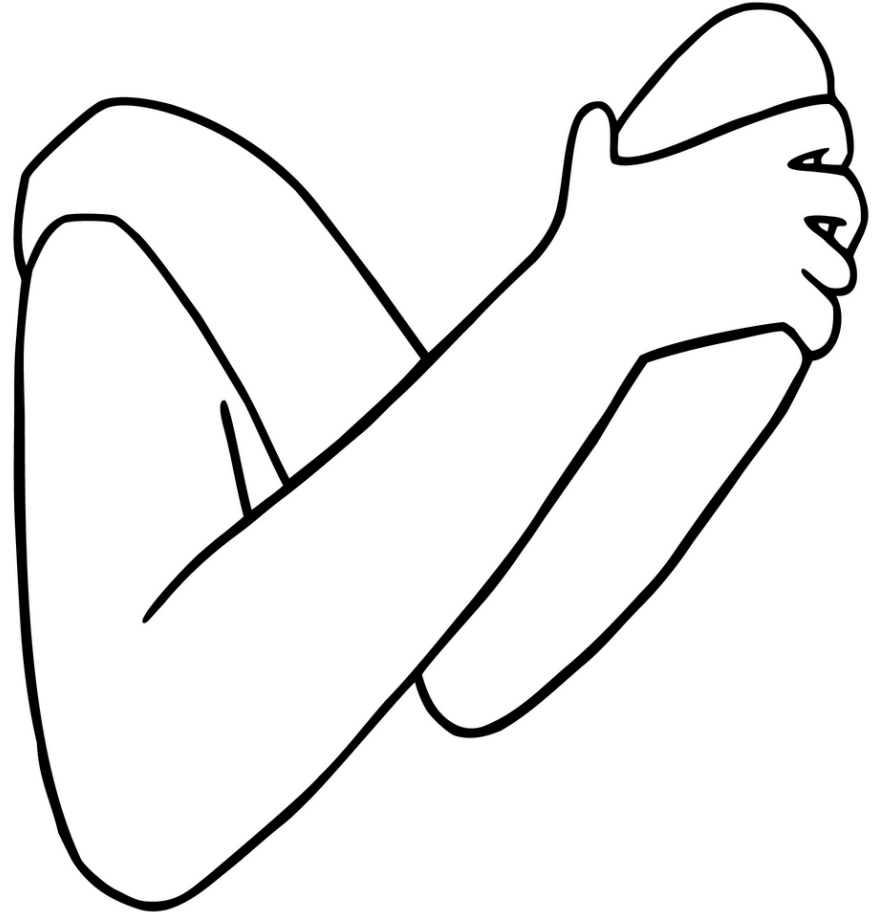
ME!

WE?

Induvidual or collective relations?

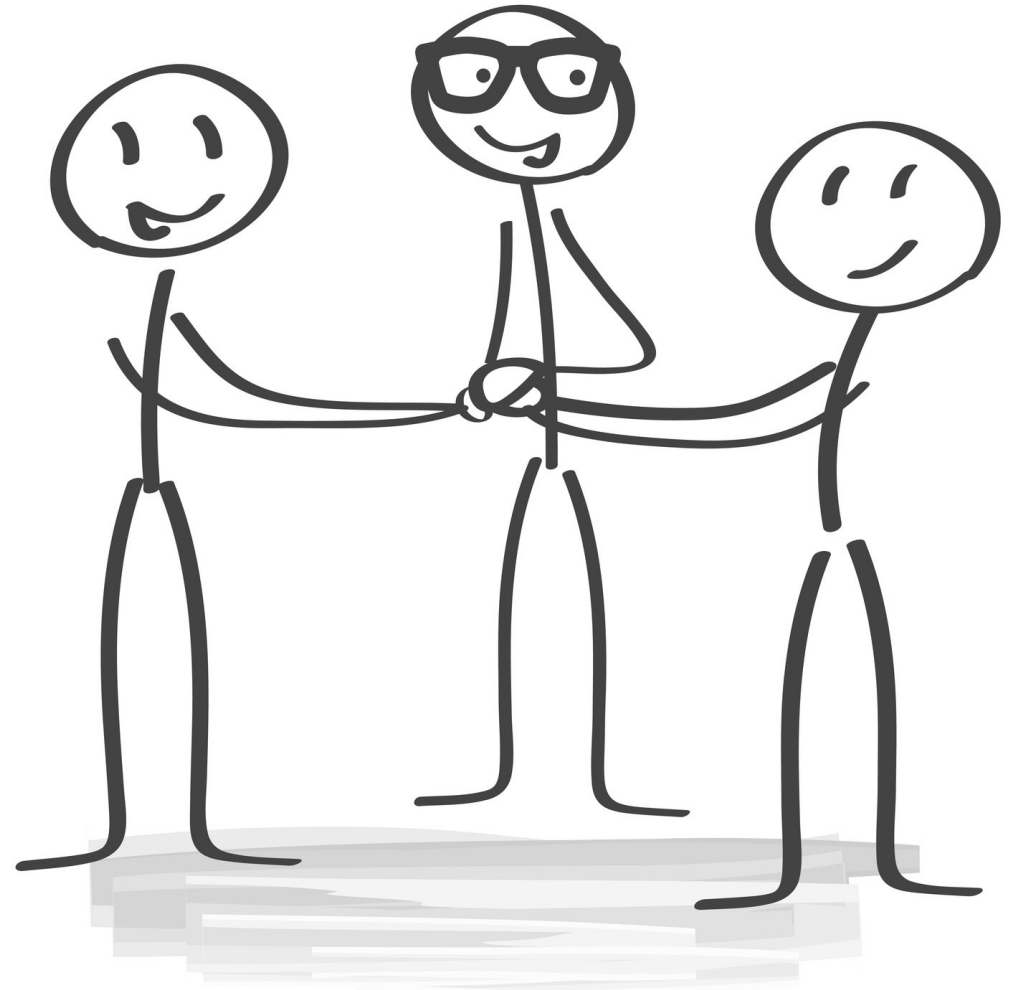
„ME”


- How do we see ourselves?
- Independent units, keeping for their fate?
- Independence?
- Taking risks?
- Assertiveness?
- Directness?
- Individual motivation for goals and rewards?



„ME”

- Are interdependent units?
- Part of a larger group?
- Striving for harmonious contacts?
- Goals aimed at the welfare of the group?
- Sharing respect, rewards, good opinion?



A close-up photograph of a person's hands holding a large, round, woven basket. The basket is intricately decorated with horizontal bands of colorful beads in shades of blue, yellow, orange, red, and green. The person holding the basket is wearing a vibrant, patterned garment with geometric designs in yellow, red, and black. The background is a soft-focus green, suggesting an outdoor setting with foliage.

... But cultures are rarely homogeneous. Ethnic groups in the US: African Americans, Caribbean Americans, live in large families, value common values.

Individual cultures

- "If you want something done right, do it yourself." - American proverb



North America. North and Western Europe. Australia New Zealand

- Independence, independence, individualism;
- Children taught to be autonomous, to think critically, to ask questions, to make choices, to be responsible for actions and decisions.
- The most important thing is the individual.
- Most cultures aim to educate individuals who can deal with problems on their own.



Individualism

- Life decisions, e.g. choosing a profession, partner or way of bringing up children, made by individuals whose goal is independence.
- The identity of the individual over the group.
- The rights and needs of the individual are more important than the groups.
- Contracts can be broken? Interpersonal relationships as contracts can be terminated, and family ties can also be severed if they prevent the achievement of personal goals.

A green rectangular sign with rounded corners and a white border, mounted on a metal post. The sign features the text 'MY Way' in white, bold, sans-serif font. The background of the sign has a fine, dotted texture. The sign is set against a background of out-of-focus green and yellow leaves, suggesting an outdoor setting.

MY Way



- Personal space privacy: at home, in the office, in crowds

Business activities

- Based on competitiveness
- Achievements are the most important
- Results that can be measured
- Competitiveness
- Separation of personal relationships from professional ones





Culture of collectivism. Collective relations

"Two is better than one and three is better than two. But the group is the best "

-afghan proverb



Asia, Africa, Middle East, Australia and Oceania

- "The protruding nail is driven in." (Japan)
- "The loud duck will be shot first" (China)
- "A sheep that separates itself from the herd is eaten by a wolf" (Turkey)

The group is the most important

- Members of collectivist cultures are dependent on others, part of a strong structure that provides protection for loyalty.
- Decisions made collectively, consulted, group interests are prioritized over private ones.
- Concentration on private interests - selfishness and myopia.
- Collective values. WE over ME. Harmony, personal dignity, "saving face", respect for elders, loyalty of children to parents, equal distribution of rewards in the group, meeting the needs of others





- Private space is not as important as interpersonal relationships.
- Less need for personal space.
- The group is the most important - there is no need to separate from it.
- Private space is not as important as interpersonal relationships
- Common space - at home, in the office, in a crowd.



Intuitive,
complex and
variable
communication

- Wildcard messages and hidden meanings
- The meaning hidden between the lines
- Problems communicated subtly
- Non-linear logic



Business activity is based on interpersonal relations and requires cooperation

- Subordination to interpersonal relations
- Relationships interpreting data
- Emphasis on long-term

Differences between the cultures of individualism and collectivism

Individualism	Colectivism
It is the conclusion of the transaction that counts (result)	People-to-people relationships matter
Short-term benefits	Long-term growth
What matters is the content (facts, figures)	Context matters (experiences, intuition, relationships)
Linear reasoning	Non-linear reasoning
Independence	Dependence
Competitiveness, decision making	Collaboration, Compliance
Direct communication, clear message	Hidden meanings, ambiguous message
Responsibility of the individual	Save face
Private rooms	Open spaces, open spaces
Linear time, impatience	Flexible time, patience



Social structures

High and low context

Low and high level cultures in advertisements

- <https://www.youtube.com/watch?v=o6pkAriA7aI>
- <https://www.youtube.com/watch?v=j8PGzYwTsqM>
- <https://www.youtube.com/watch?v=j45isnK7x8g>




- <https://www.youtube.com/watch?v=O15dxrBNuAQ>



High level cultures

- Relying on Non-Verbal Communication - Japan Stamps
- Appreciating non-verbal communication (facial expressions, gestures, body language, eye contact)
- Subordinating actions to interpersonal relations (nepotism?)



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- A photograph of two men in an office environment. The man in the foreground is seated at a desk, wearing a blue and grey hoodie and glasses, looking intently at a computer monitor. The man behind him, wearing a red and blue striped shirt and glasses, is leaning over and pointing at the same monitor. The background shows other office workers at their desks, creating a busy, collaborative atmosphere. The text is overlaid on the left side of the image.
- Valuing collective initiatives and decision making
 - "You will not build a raft from one bamboo stalk" (China)
 - Employer-employee relations as personal (not impersonal)
 - Mutual responsibility
 - Loyalty
 - "Family members"



- Rely more on intuition and trust than on facts and satisfaction
- Preferred style of indirect written and oral statements
- Non-linear thinking
- Following the spirit of the law

Differences between high and low level cultures

High level culture	Low-level culture
Communication by means of hidden meanings	Literal communication
Nonverbal communication	Verbal communication
Subordinating actions to interpersonal relations	Separation of work from interpersonal relationships
Value collective initiative and decision making	Valuing individual initiative and decision making
Perception of the employee-employer relationship as personal	Perception of the employer-employee relationship impersonally
Relying on intuition and trust	Relying on facts and statistics
Preference for indirect style in written and oral statements	Preference for direct style in written and oral statements
Following the spirit of the law Non-linear logic and reaching conclusions "around"	Following the letter of the law Linear logic
	Preference for direct style in written and oral statements

Thank you for attention

Dziękuję za uwagę

Vă mulțumesc pentru atenția

Благодаря Ви за вниманието

Σας ευχαριστώ για την προσοχή



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