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UNIVERSITAT  
ROVIRA I VIRGILI



SYSTEMIC UNIVERSITY  
CHANGE TOWARDS  
**INTERNATIONALISATION**

# Train the trainers

## Intercultural Communication

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June, 2019

# Thank you for tweeting!



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# Guessing game

What is your mental image?

Blind video

<https://www.youtube.com/watch?v=aDQSY2mmCAs>



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# Objectives

At the end of the module, we want participants to:

- Understand ethnocentrism, stereotyping and prejudice
- Become aware of the impact of culture in the process of both verbal and non-verbal communication
- Get the basic tools and strategies to effectively manage the challenges of intercultural communication.
- Get self-awareness of the own cultural filter and interpretations of reality
- Understand better the own cultural context and the influence of the other's cultural context.



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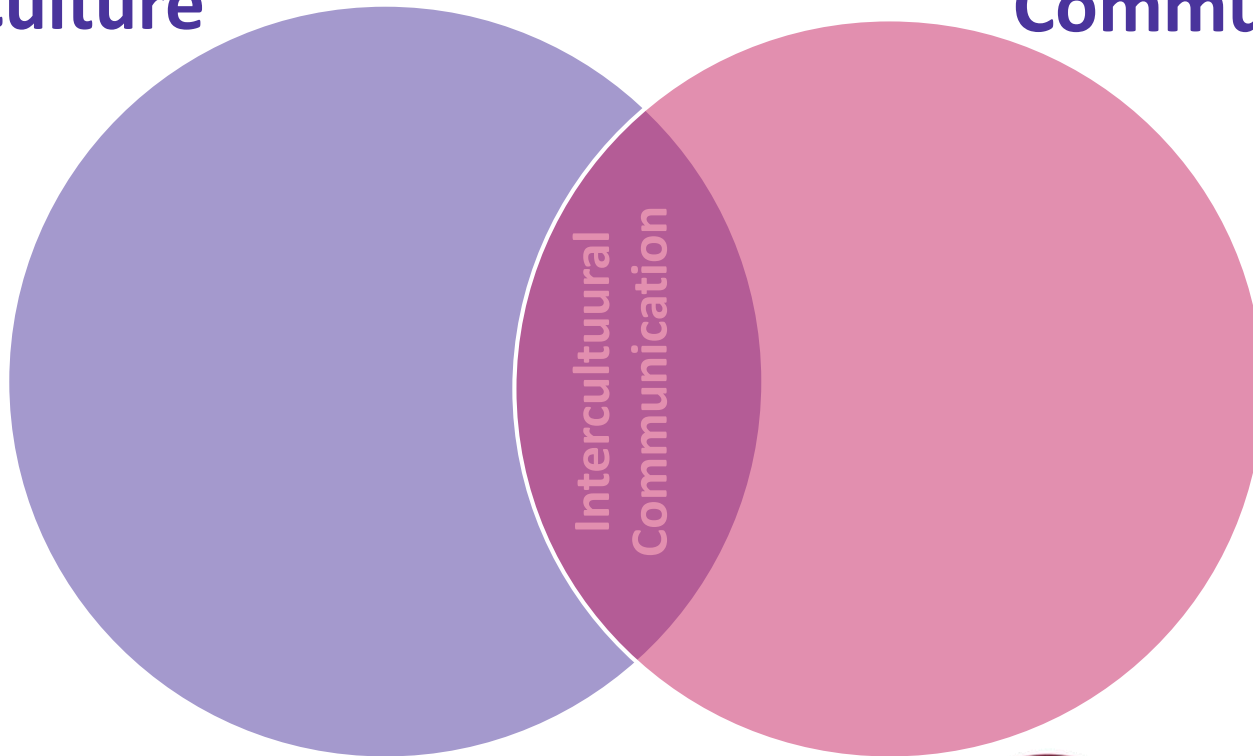


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# Intercultural Communication

Culture

Communication



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# Goal of Intercultural Communicaton

To improve **communication** and the **relationship** among people who think, feel and live within a different perspective from the one that we are used to.



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# How do we do that?



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# Knowledge of oneself

## Relationship to one self and to others

- Cultural self-awareness and cultural awareness.
- Cultural sensibility.
- Behavioral Flexibility.
- DON'T TAKE THINGS PERSONALLY!



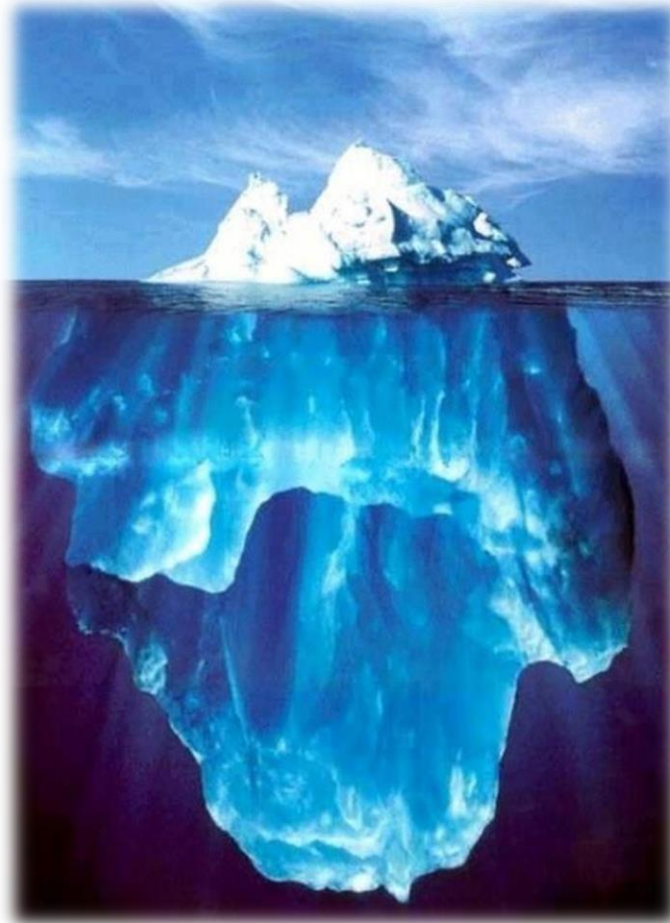
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# Iceberg

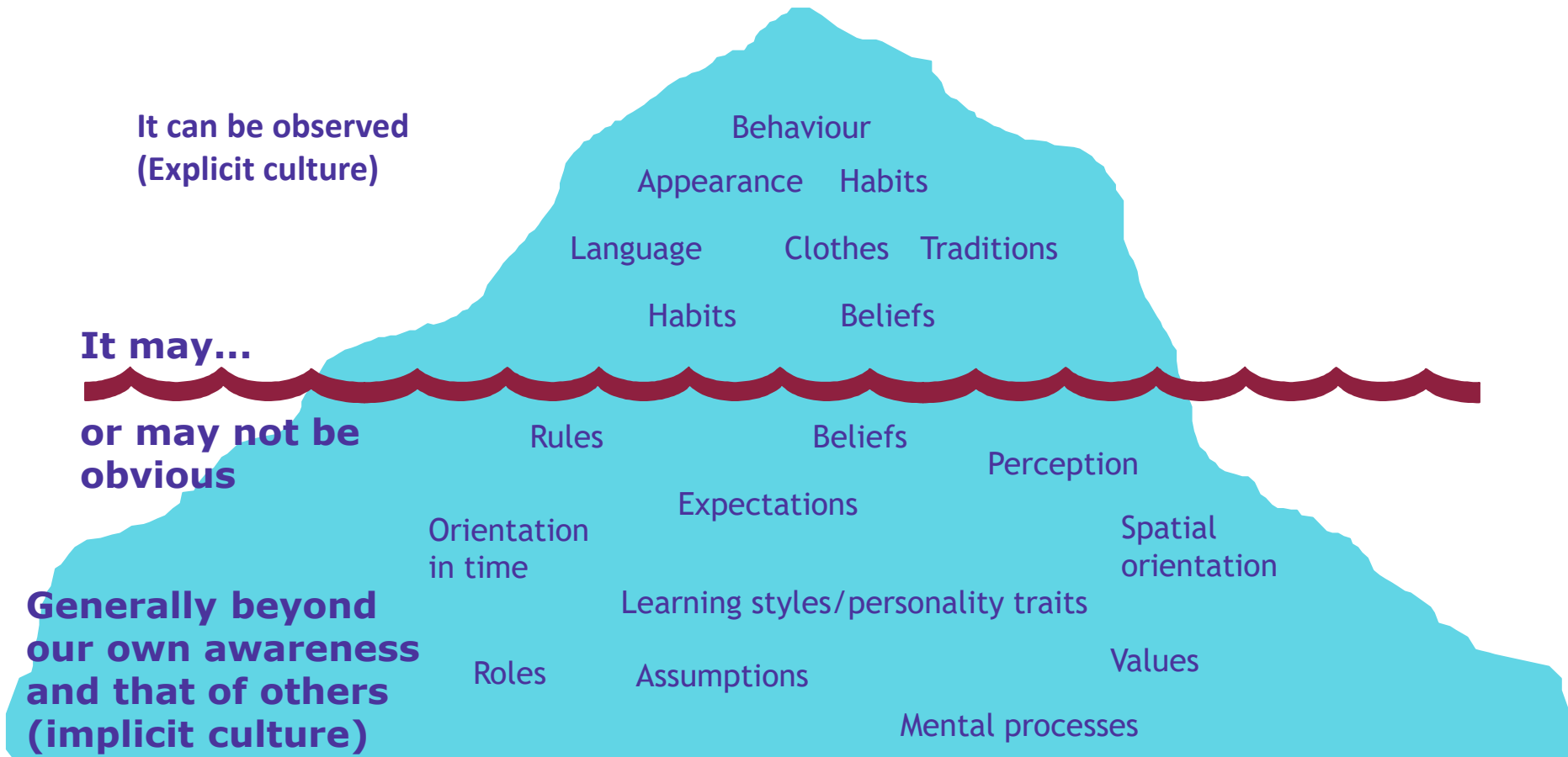


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# The iceberg of culture

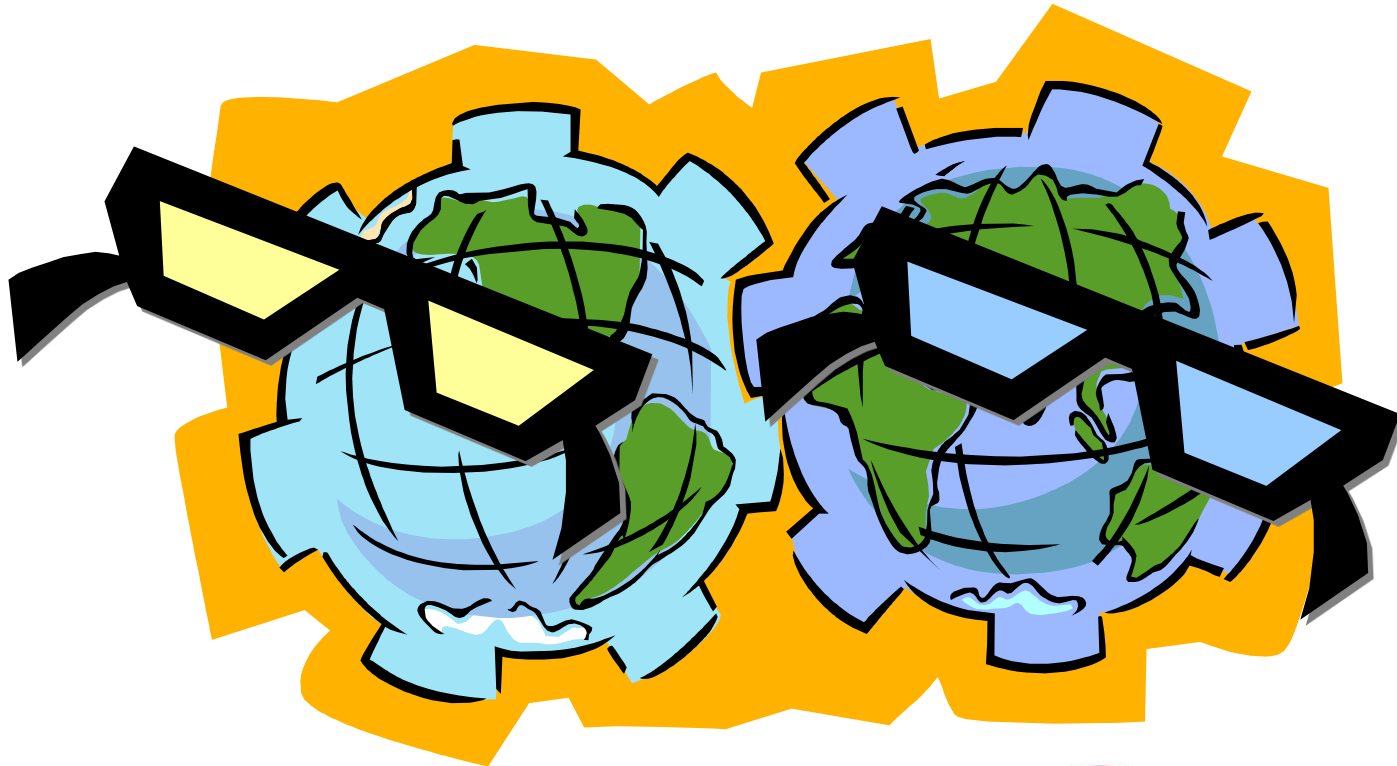


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# Activity

## The sunglasses analogy

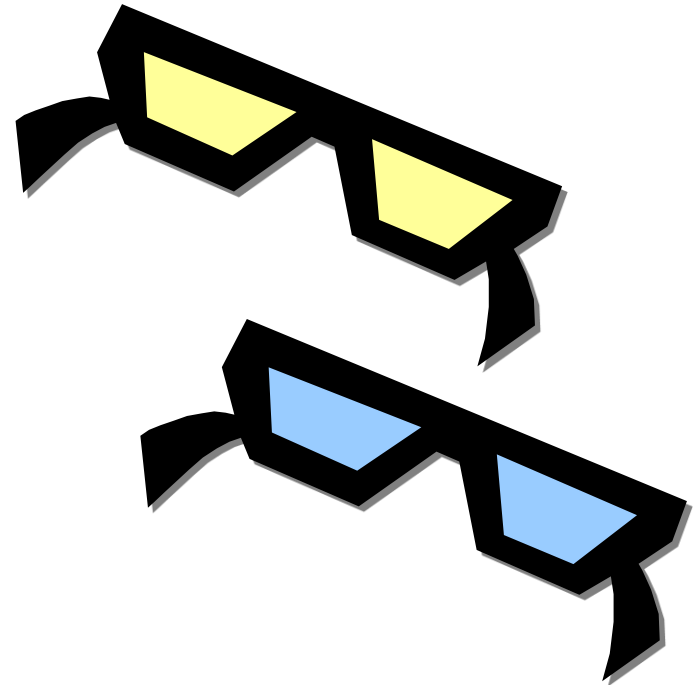


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# The sunglasses analogy

- What are the glasses?
  - Values, rules and beliefs
  - World view
  - Ethnocentrism
  - Stereotypes
  - Prejudices
- Types of filter:
  - Selective
- Perception
- Context
- Coded.
  - Verbal communication
  - Non-verbal communication
- What happens when the glasses break?  
Problems of identity and adaptation.

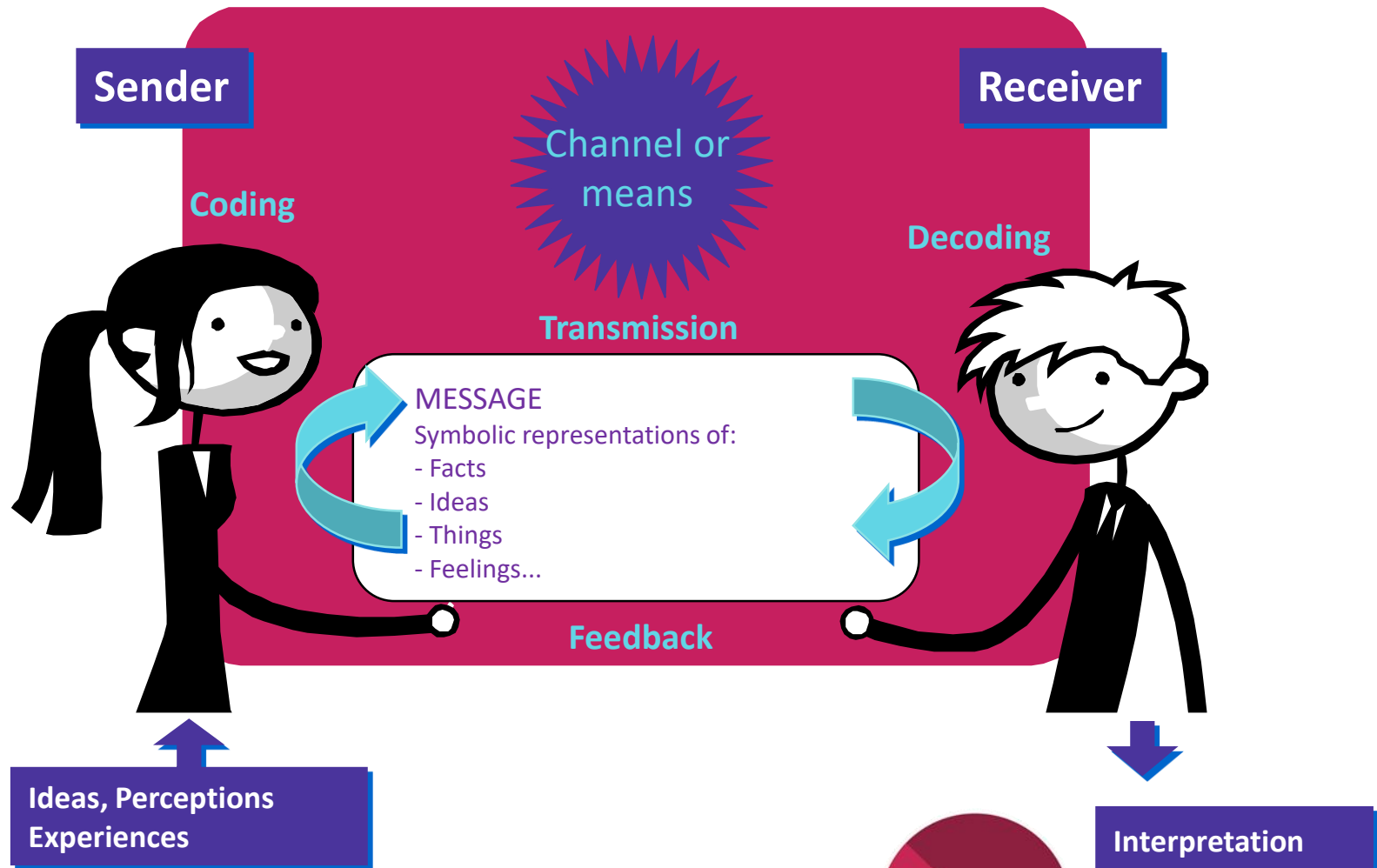


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# Important communication points



# Features of Intercultural Communication

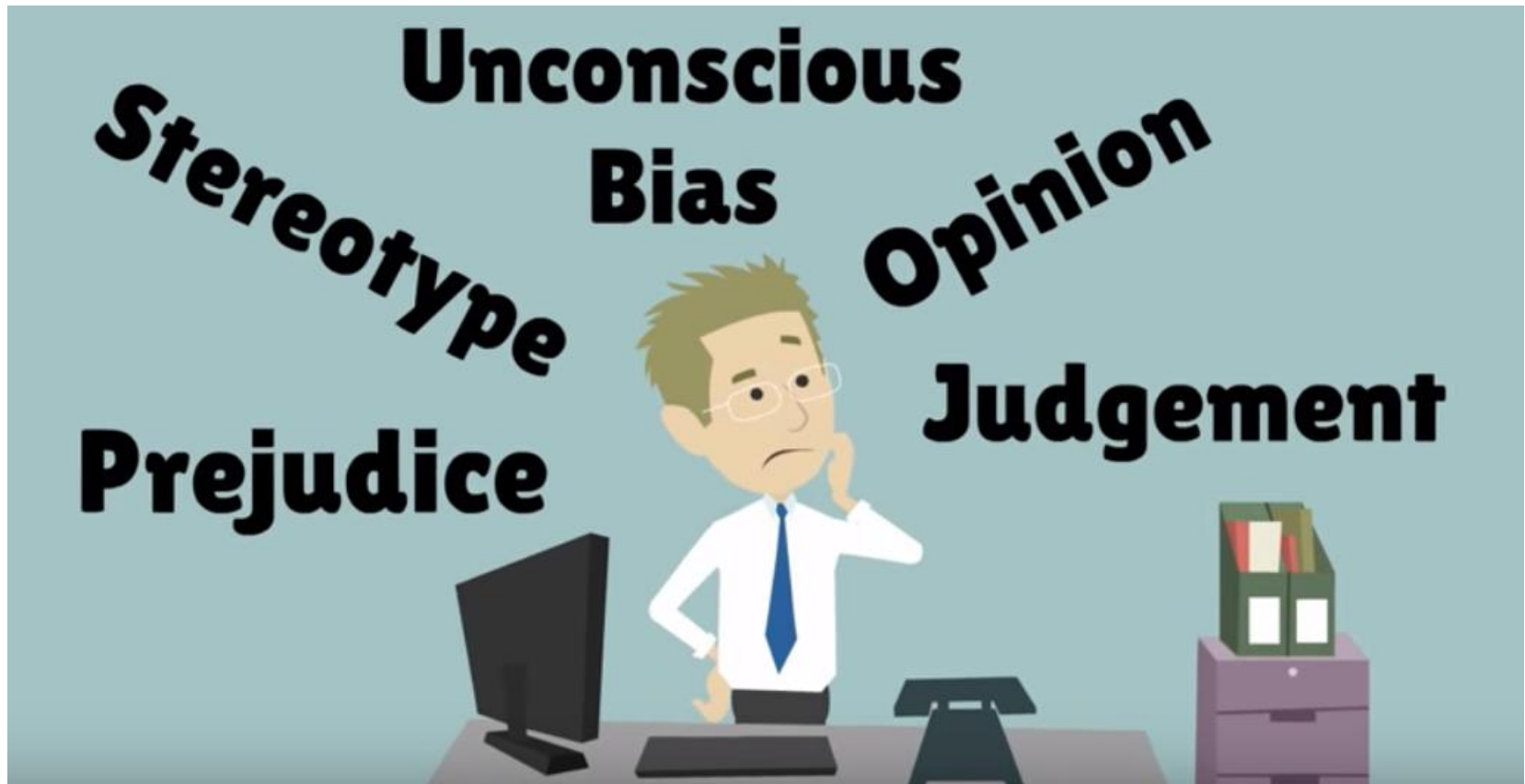
- **Perception**
  - Systems of values, beliefs, rules and attitudes
  - World view
- **Communication and verbal processes**
  - Language
  - Verbal communication styles
  - Patterns of thought
- **Communication and non-verbal processes**
  - Concept of time
  - Proxemics
  - Paralanguage
  - Other non-verbal behaviors
- **Context**



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# Stereotypes & Prejudices



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# Stereotypes & Prejudices

Remember the initial video?

What are your prejudices? What are your culture prejudices against other cultures?

(stop the video at minute 1:50 and ask them what they think is happening. Then let it go till the end)



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# Culture Shock

## 4. Autonomy Stage

This is the first stage in acceptance.

You start to accept the differences and feel like you can begin to live with them.

You no longer feel isolated and instead you are able to look at the world around you and appreciate where you are.



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# Culture Shock

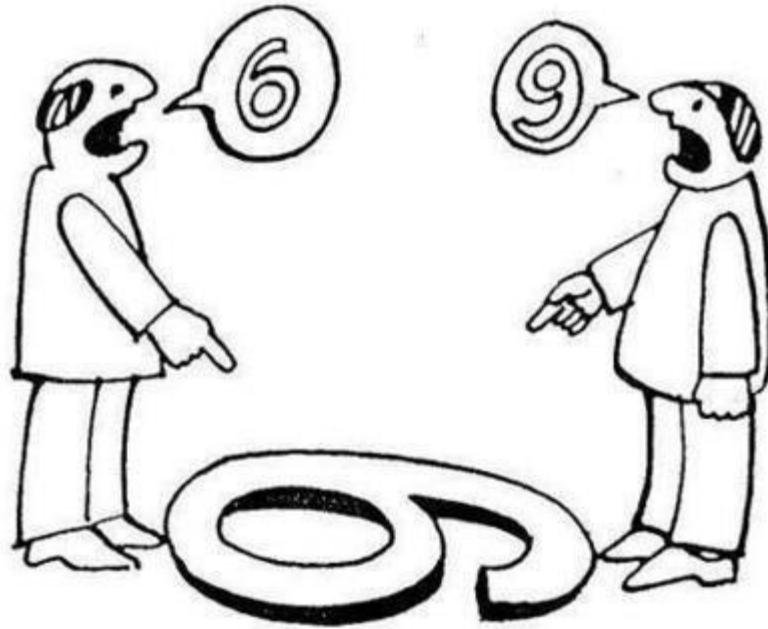


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# WHAT is the TRUTH?

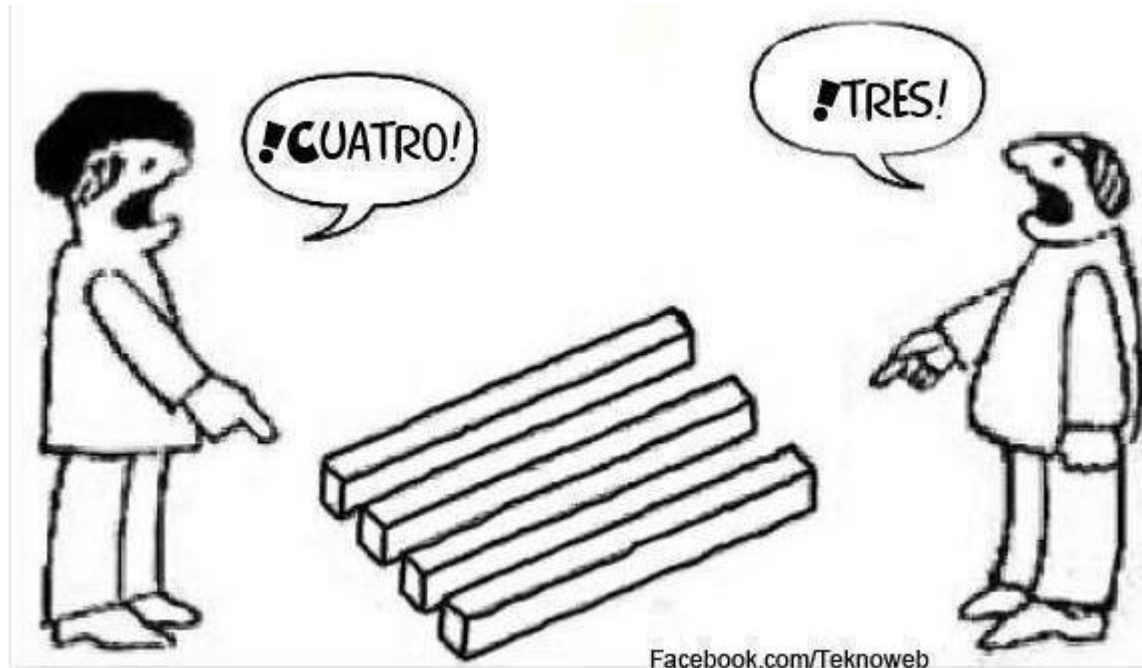


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# WHAT is the TRUTH?

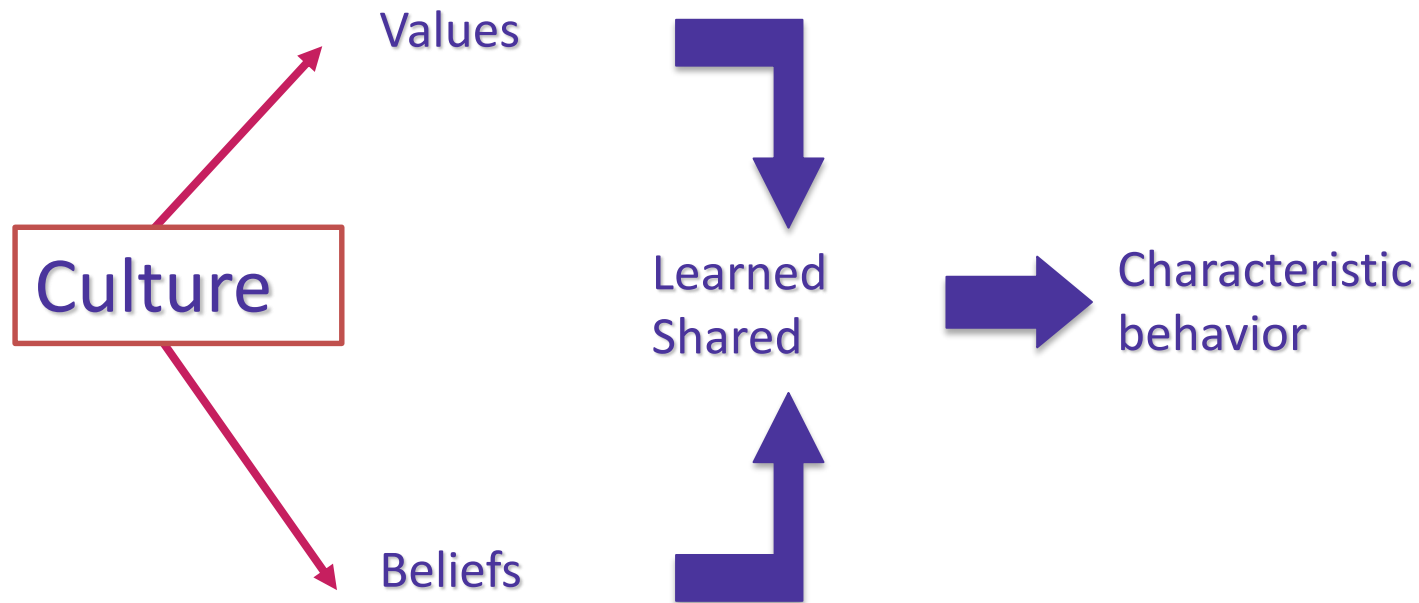


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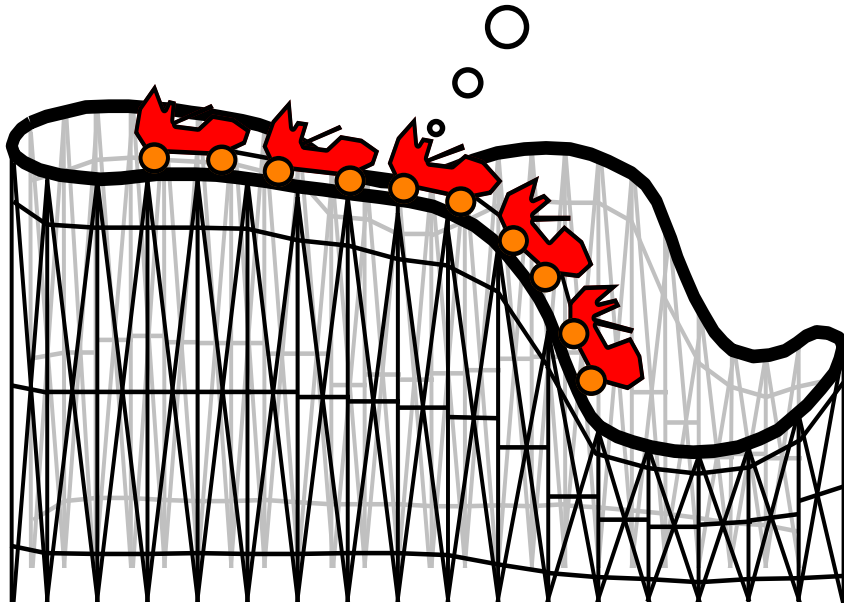
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# Definition of Culture



# Cultural reality models

Life is like a  
rollercoaster



Collective  
Time as a circle

Life is like a  
staircase



Individual  
Time is linear

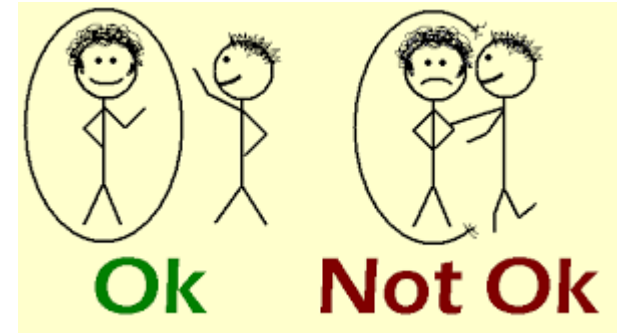
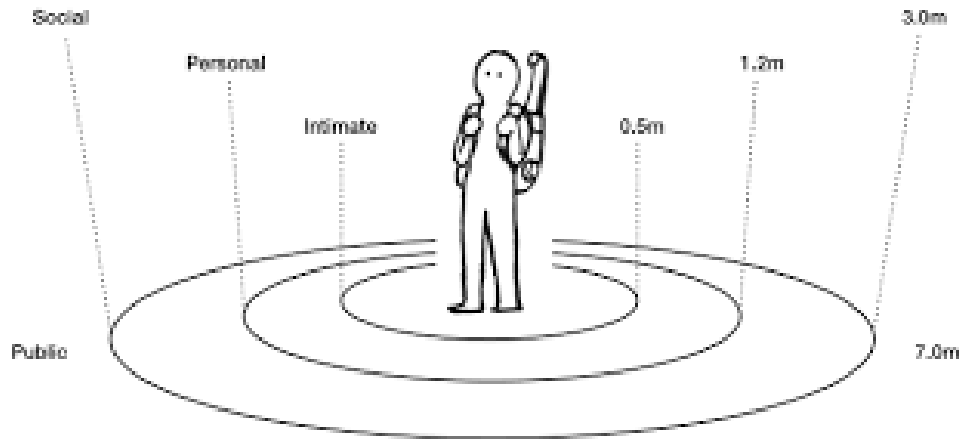
Models developed by Pierre Cass



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# Cultural reality models



Depending on the culture:

- space bubble
- touching the other



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# Verbal Communication

Objective: To get to know the cultural differences that can affect verbal intercultural communication

## Features of verbal communication

- Non equivalence in language
- Differences in verbal communication styles
- Differences in the way of thinking



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# Non-verbal Communication

Objective: To find out the cultural differences that can affect non-verbal intercultural communication

## Features of non-verbal communication

- Differences in the codes of expression (eye contact, etc.).
- Differences in understanding personal space.
- Differences in the concept of time.
- Differences in paralanguage.



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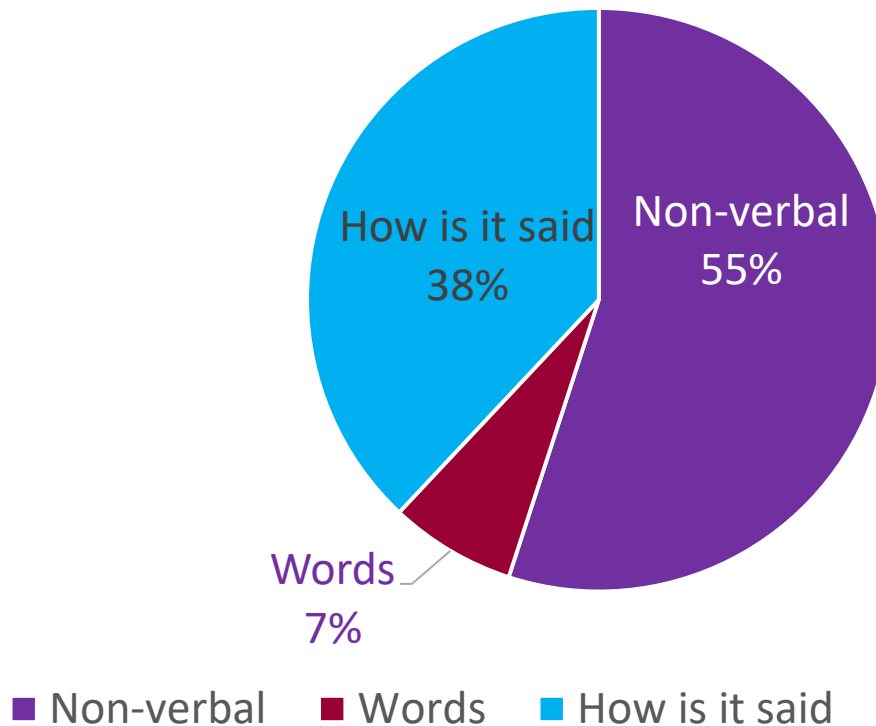


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# Communication

Impact of the message on the receiver

*Dr. Albert Mehrabian*



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# What am I doing?



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# Intercultural perspective basic strategies

Differentiate between **description** and **interpretation**

Learn to ask the right questions

- Why? → *Why are you different from us?* → Focuses on differences
- How? → *How do you do what you do?* → Focuses on similarities

“I notice that you are doing this, what does that mean in your culture?”



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# Activity

## Fairy tale: The ferocious wolf

What do you think could be the perspective of the wolf?



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# Activity

Imagine in small groups that some aliens come to study you.

- What would they think about your culture?
- What stereotypes would they get to?



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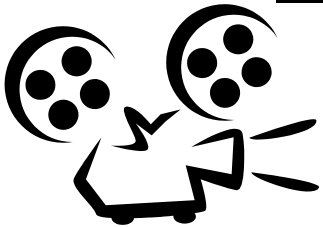


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# Activity



<https://www.youtube.com/watch?v=IJ-nvq5tYns>



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# Conclusion

***“That’s one small step for a man, a giant leap for mankind”.***

*Neil Armstrong*



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# Intercultural Communication

“The first day or so we all pointed to our countries.  
The third or fourth day we were pointing to our continents.  
By the fifth day, we were aware of only one Earth.”



Astronaut Sultan Bin Salman  
al-Saud  
*Saudi Arabia*



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