

Effective and Sensitive Intercultural Communication

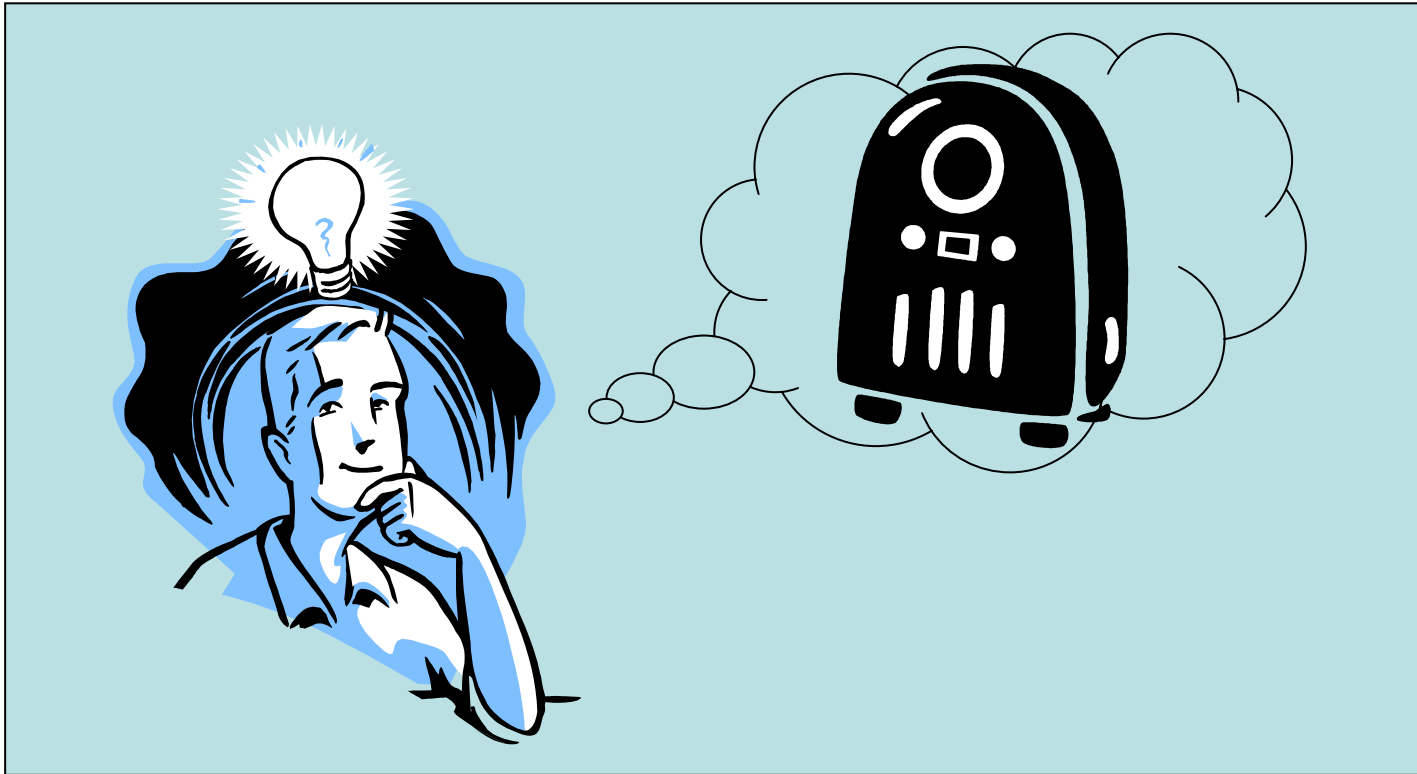
Which elements constitute culture?

Culture can be considered everything
the human being *rules* about *life* and
communicate to other humans in a
social context

Which elements constitute culture?

E.g. The process to invent something new and be used by the others like a metaphor of life and culture

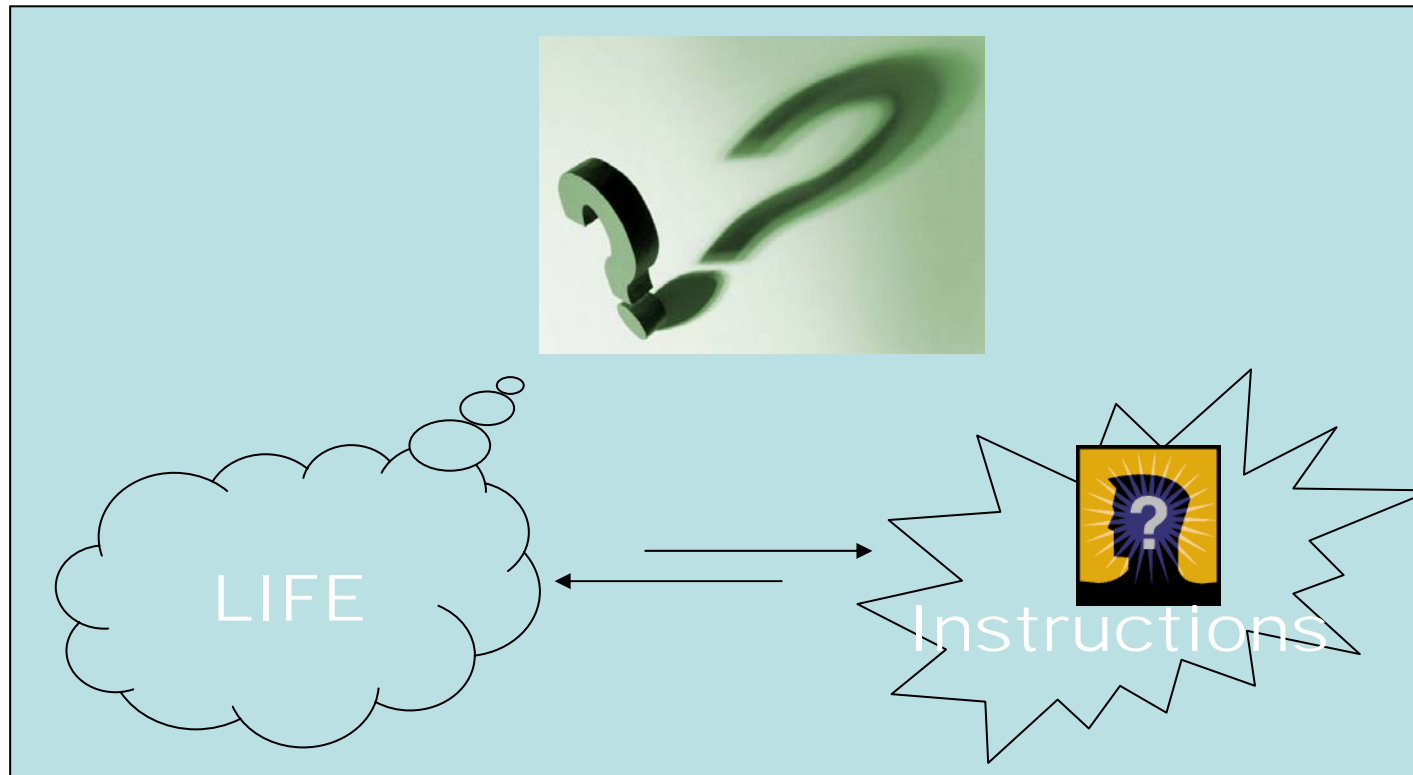
An inventor has an idea to make something new

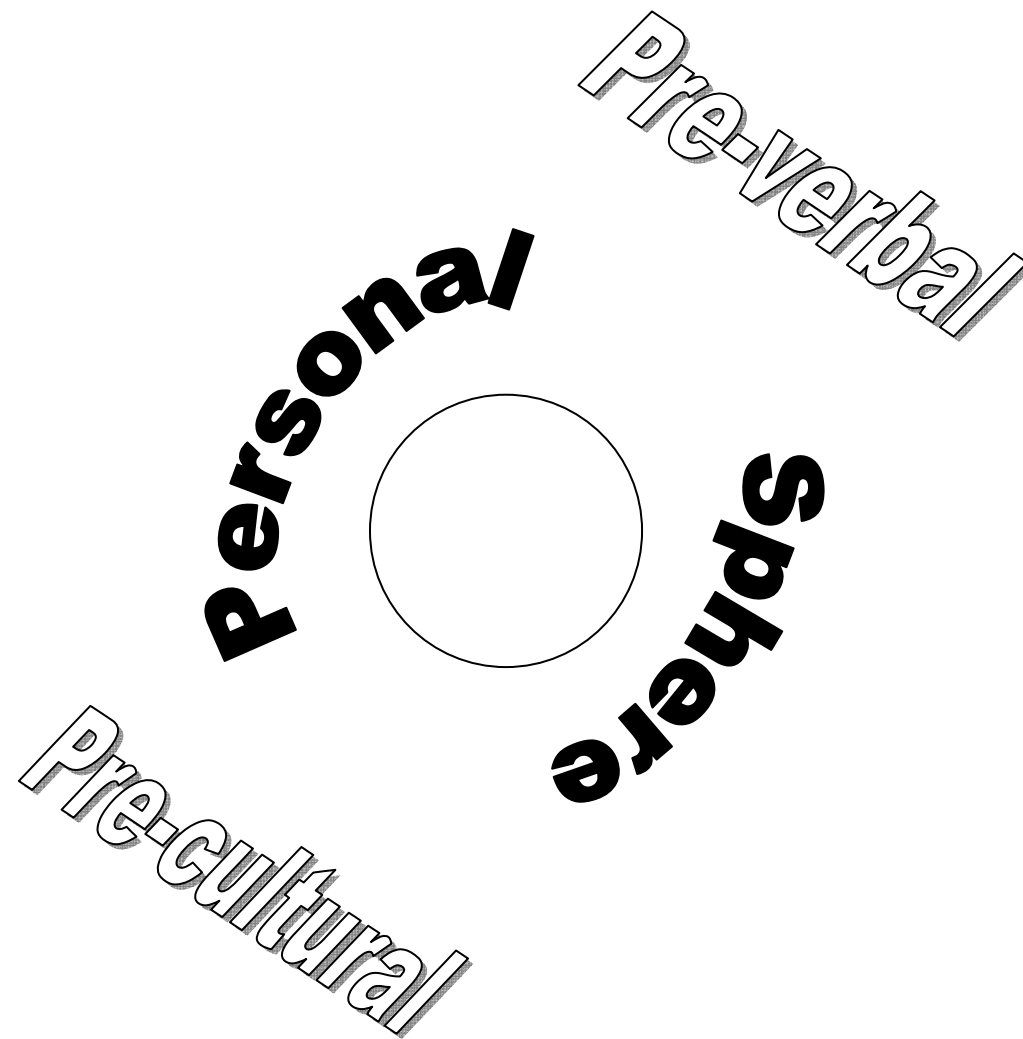


But the invention has to be understood by the future users, this means: *instructions*



What do you think about life like the
radio and culture like *instructions* to
write?

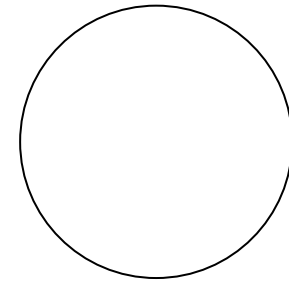




Social Rules



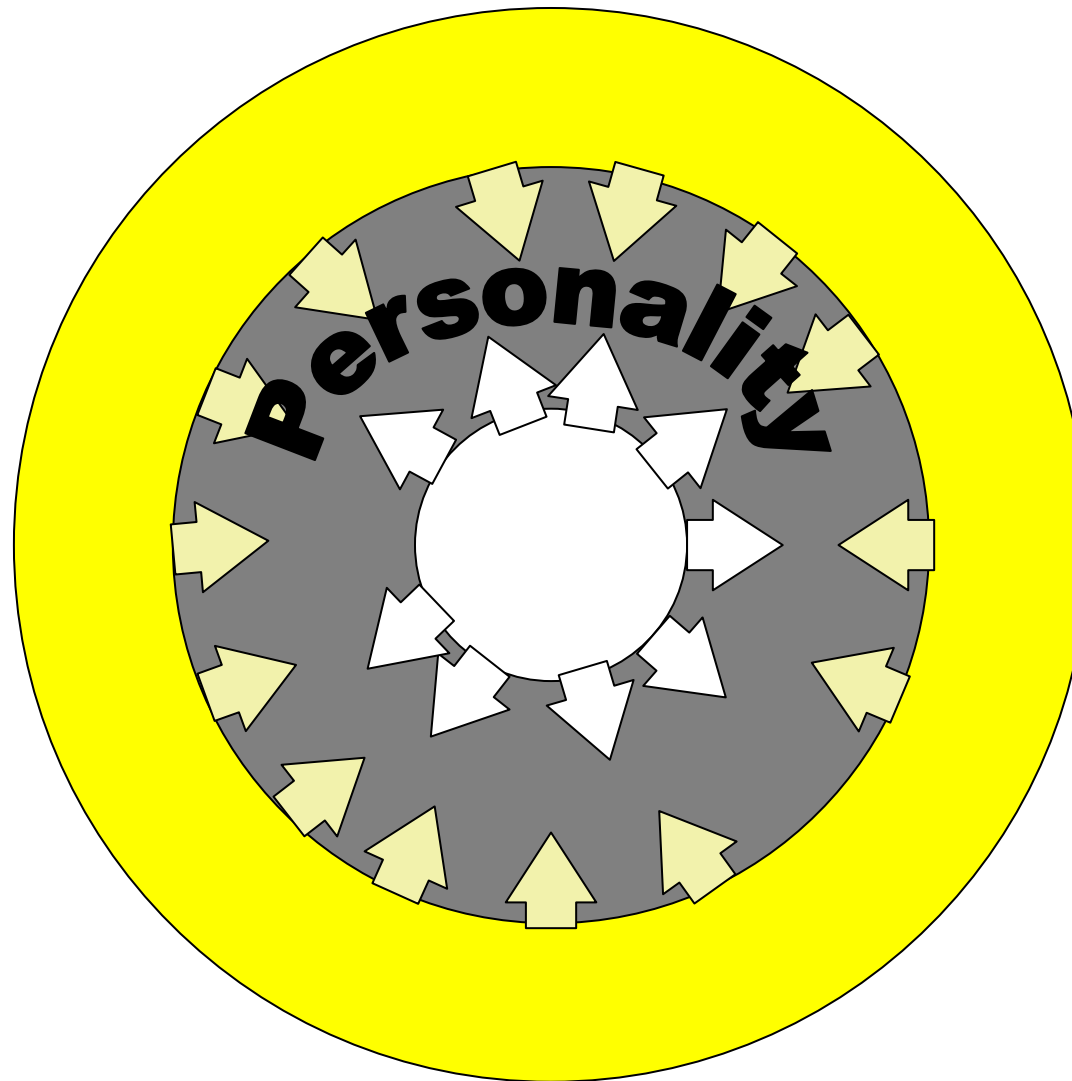
Guide to live



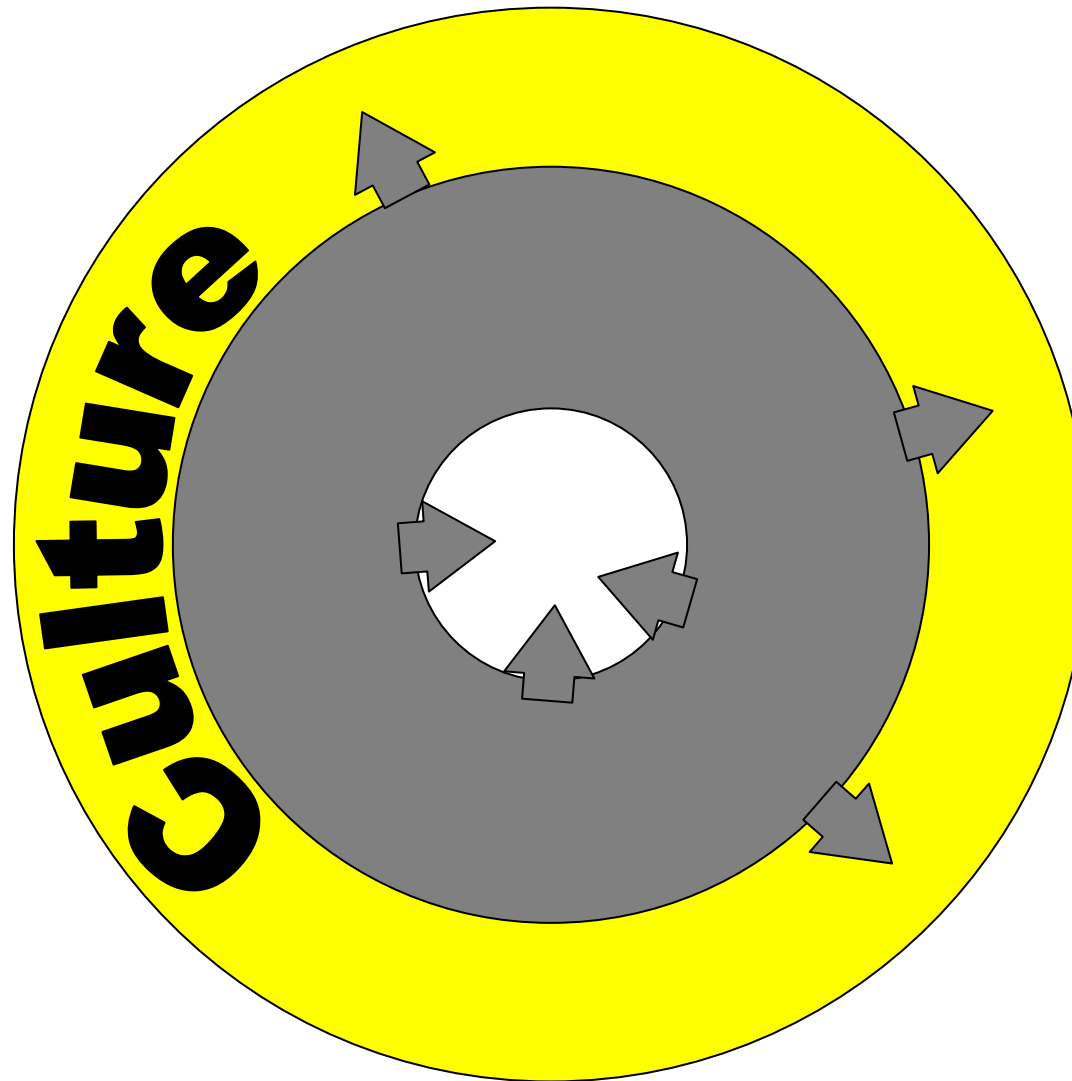
How do they interact?



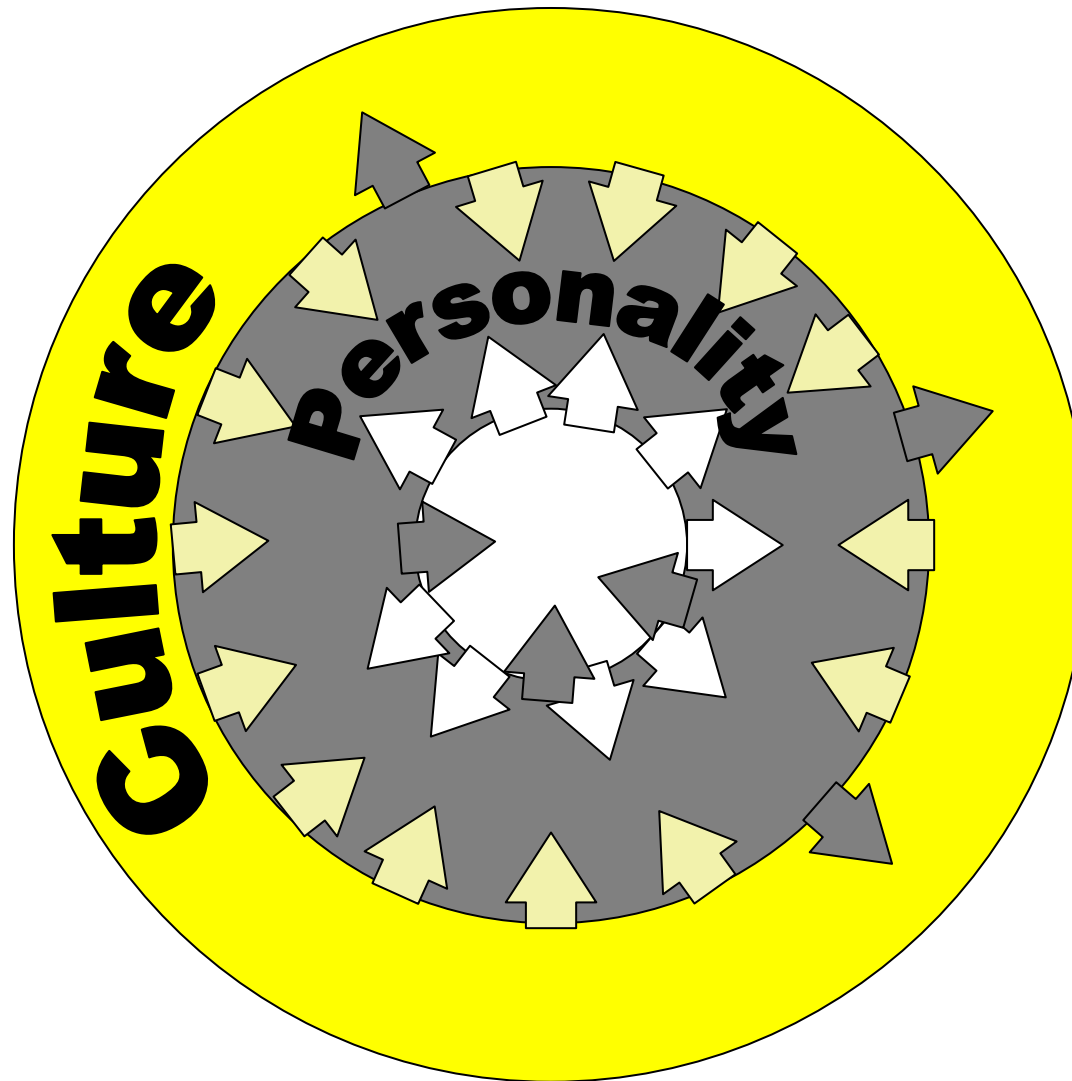
Throughout personality



Personality = person & culture



Personalities influence culture



Personal and social progress

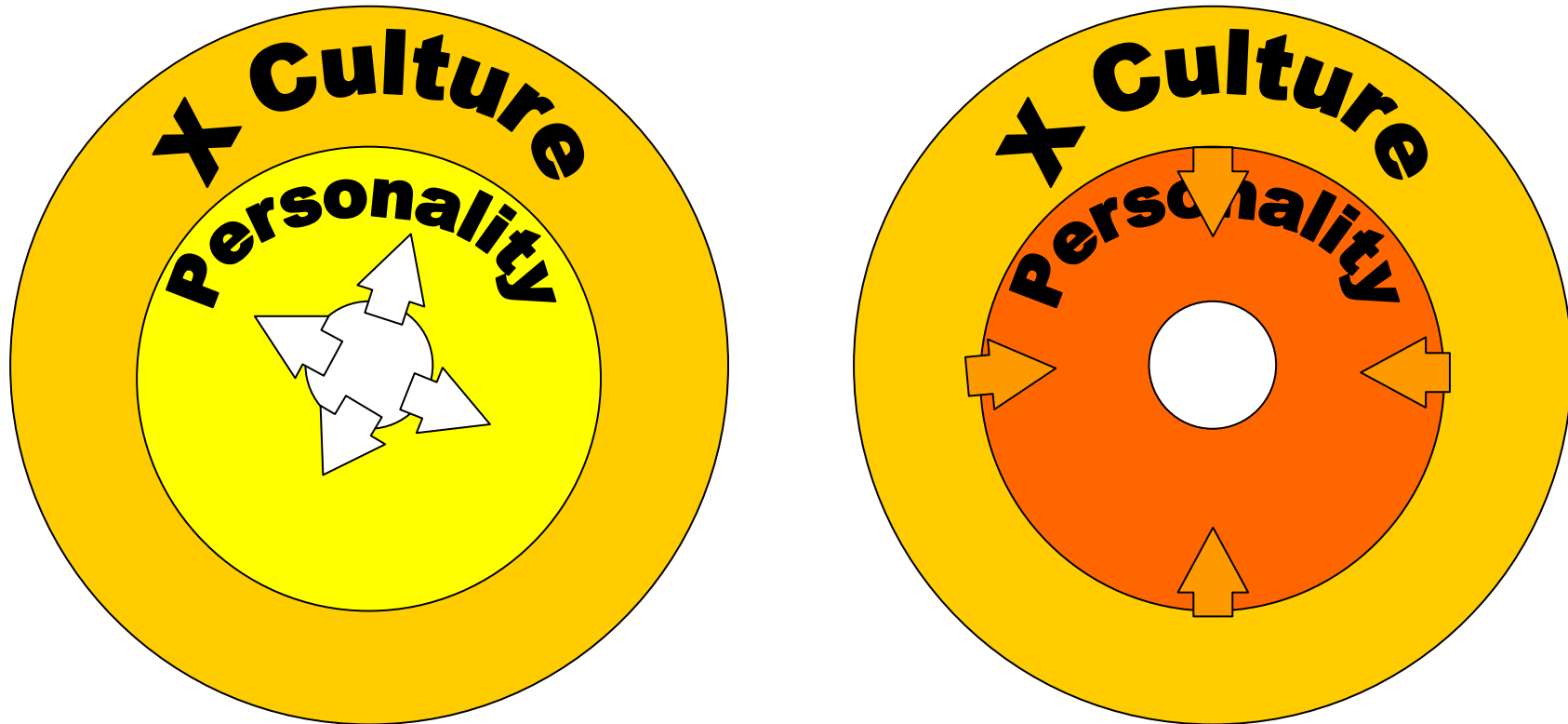
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How does culture affect communication?

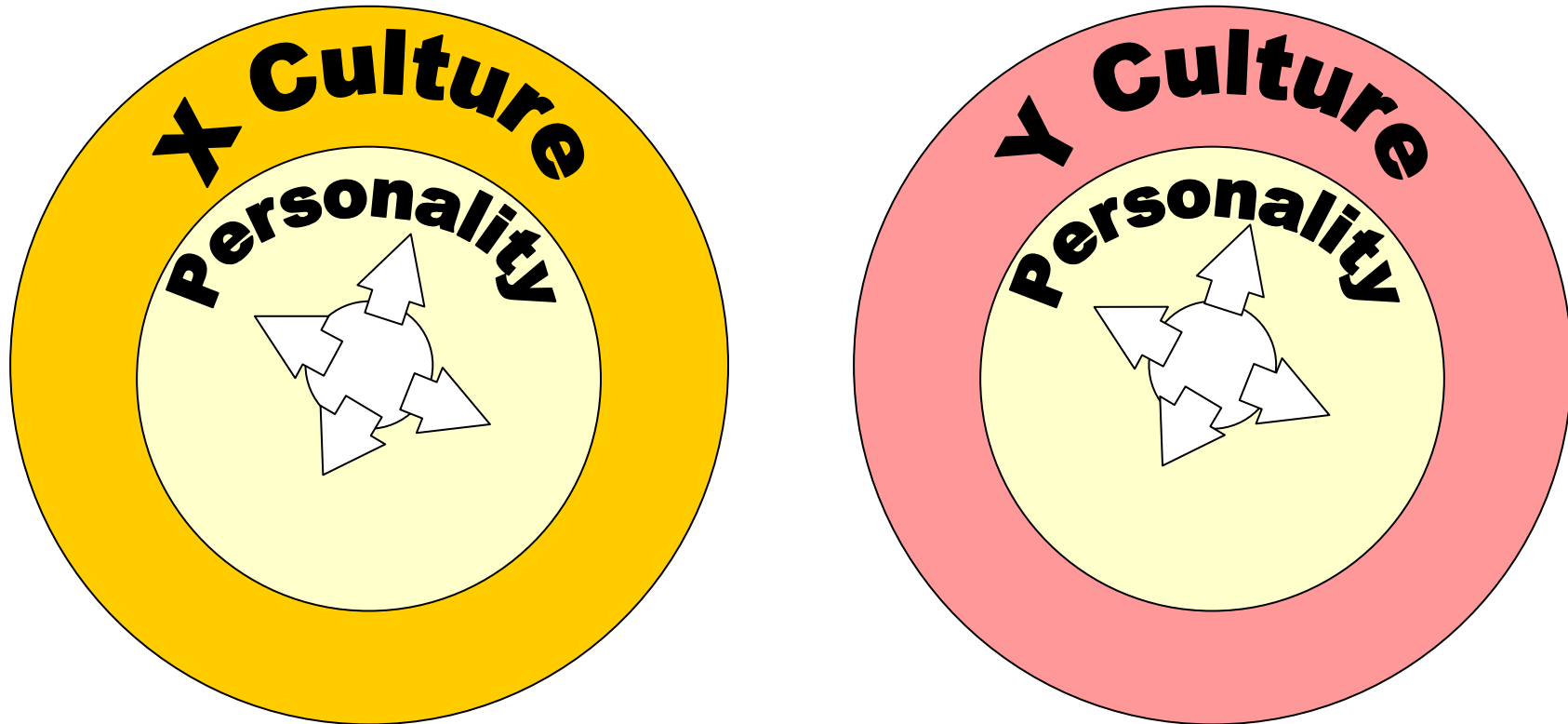
Each individual has a *personality* directly influenced by its personal *background and the surrounded culture*

Same culture but different personalities



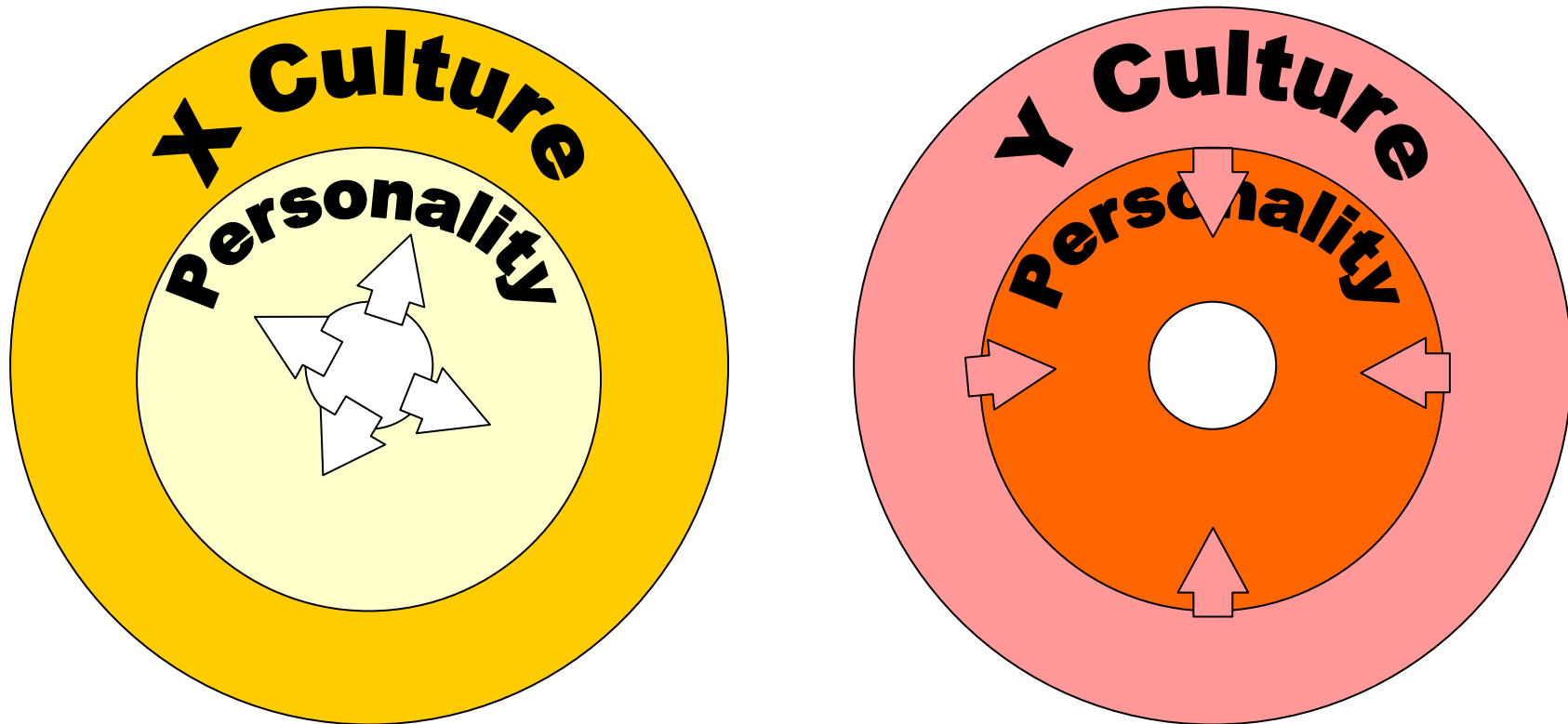
= Communication problems

Different cultures but similar personalities



= Possible approaches to mutual cultural understanding

Different culture and personalities



= Cultural and personal crashes

Tips

- Know yourself

what is mine?, what is from my culture?

- Know the world

make cultures an opportunity of knowledge not a conflict

- Know the others

every culture is a complex add of different personalities
with the same aim: to live life together

"I have long believed, as have many before me, that peaceful relations between nations requires understanding and mutual respect between individuals."

US President Dwight D. Eisenhower



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