

Engineering Management BMEVITMMB03

BME Faculty of EE &IT MSc Majors

Economic & human themes

Cross-cultural Communications

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Overview

1. Culture seems to be an iceberg
2. Different ways of thinking and saying
3. Levis Model of cultural diversity
4. Definition of Culture by Hofstede (onion)
5. Dimensions of National Business Cultures
6. Inglehart–Welzel Cultural Map
7. Cross cultural communications
8. Unacceptable approaches
9. Verbal communication
10. Eating & drinking together
11. Meta-communications
12. Summary
13. Books on the topic



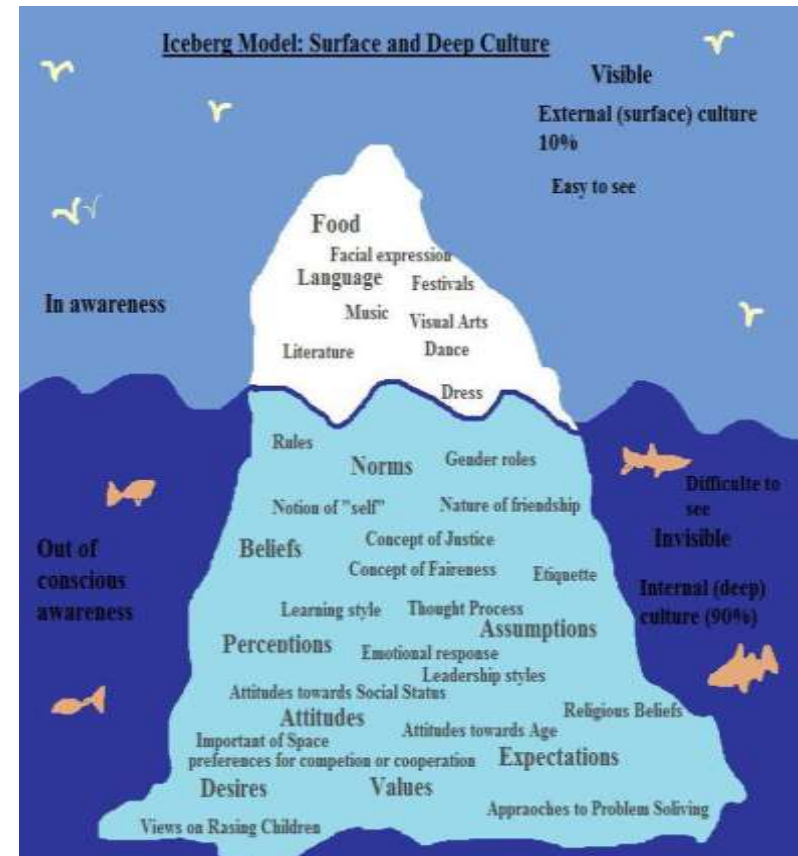
<http://sixminutes.dlugan.com/cross-cultural-communication/>

1. Culture seems to be an iceberg

Only a small part of culture can be seen

- existing objects are seen
- behavior can be seen
- way of thinking can be really different
- expectations from each others is really different
- acceptance of differences in behavior cause emotions

A part of these feelings are undermined



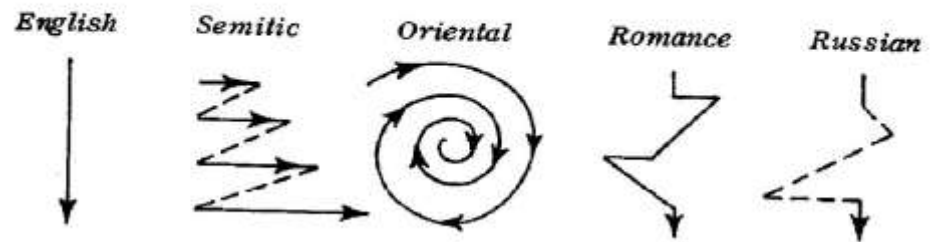
<https://culturalconflict.wordpress.com/2013/11/09/>

2. Different ways of thinking and saying

There is a diagram of different cultural thought patterns for different language groups.

It can be a guide for developing cultural competence in cross cultural communication, being speaker or listener.

Kaplan's model



<http://www.callearning.com/blog/2010/06/communication-and-cultural-thought-patterns/>

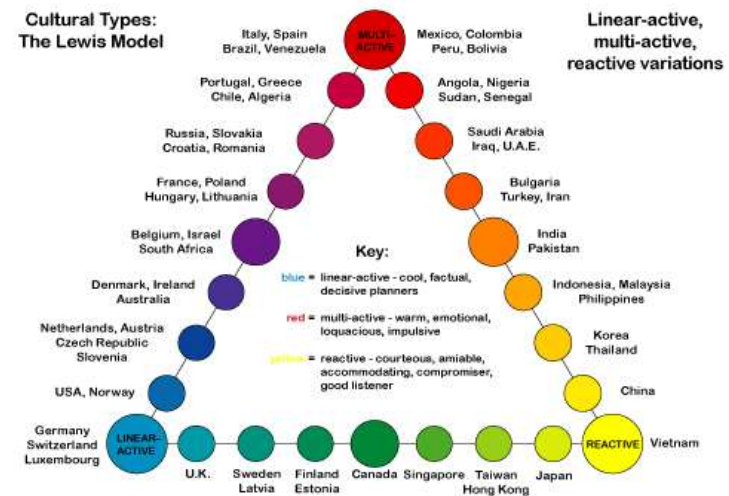
3. Lewis Model of cultural diversity

Richard D. Lewis divides cultures into three main categories:

- Linear active
- Multi active
- Reactive

Each culture is a mix, but there are in different places

<http://foxhugh.com/multicultural/lewis-model-of-cross-cultural-communication/>



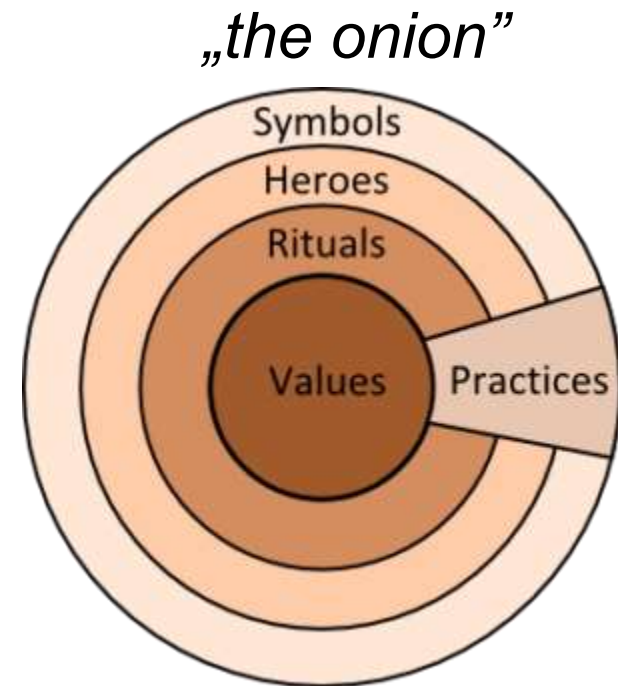
4. Definition of Culture by Hofstede

The first layer is about the symbols: *what is seen on the surface*

The second layer is about the „heroes“: *who are the stars in our mind*

The third layer is described as rituals: *what is expected to do in a situation*

The core stands for the values of a certain culture: *what do we feel is good, fair, correct*



<https://globalmarketingprofessor.com/whatre-the-differences-of-business-culture-behind-the-trade-war/>

5. Dimension to measure National Business Cultures

Prof. Geert Hofstede was working at IBM as a psychologist.

1967-1973 he collected and analyzed data from over 100,000 individuals from 50 countries and 3 regions.

He developed a model that identifies four primary Dimensions to describe cultures.

Later he added a fifth Dimension that is based on Chinese approach based on Confucian dynamism



The five cultural dimensions are:

(PDI) Power Distance Index

(IDV) Individualism

(MAS) Masculinity

(UAI) Uncertainty Avoidance Index

(LTO) Long-Term Orientation

http://www.tlu.ee/~sirvir/Leadership/Leadership%20Dimensions/dimesnions_of_culture_geert_hofstede.html

6. Inglehart–Welzel Cultural Map

World Values Survey findings

Vertical axis

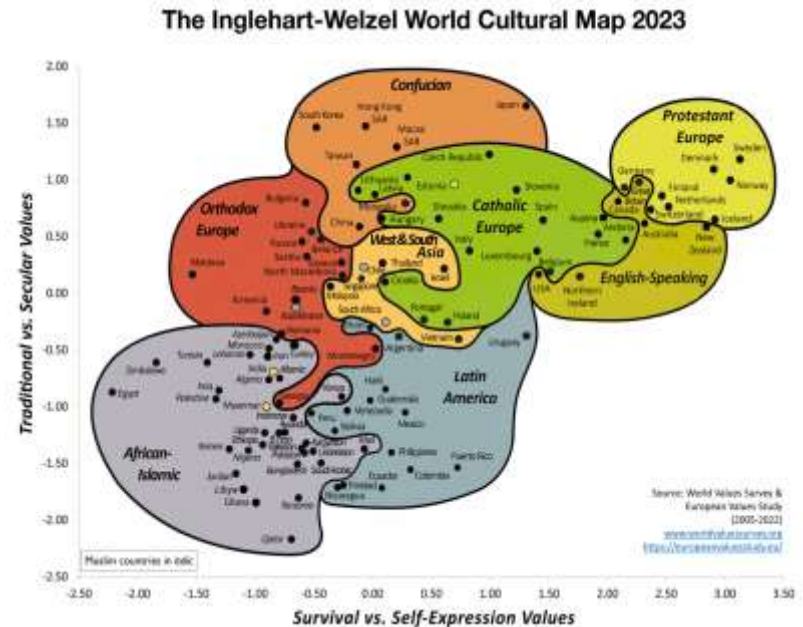
Traditional values: religion, parent-child ties, authority, traditional family values

Secular-rational values: personal freedom (including divorce, abortion, euthanasia and suicide) are acceptable.

Horizontal axis

Survival values: economic and physical security, ethnocentric outlook and low levels of trust and tolerance

Self-expression values: environmental protection, tolerance of foreigners, gays and lesbians and gender equality, participation in decision-making in economic and political life.



<https://www.worldvaluessurvey.org/WVSContents.jsp?CMSID=Findings>

Changing map in time:

<https://www.youtube.com/watch?v=ABWYOcru7js>

7. Cross-cultural communications

Effective cross-cultural communication

- Be honest
- Be flexible
- Listen flexible,
- Respect differences
- Ask questions
- Build self awareness
- Avoid stereotyping
- Distinguish perspectives
- Think twice
- Recognize complexity

Think on communications barriers



<http://erikocommunicationbarriers.blogspot.hu/2009/03/cross-cultural-communication-barriers.html>

8. Unacceptable approaches

It is unacceptable:

- Not to prepare yourself to the cross-cultural diversity
- Expect your partner first fully understand you, before you understand him /her
- Ranking different cultures
- Be nervous from different approaches at the table

Limits of understanding:

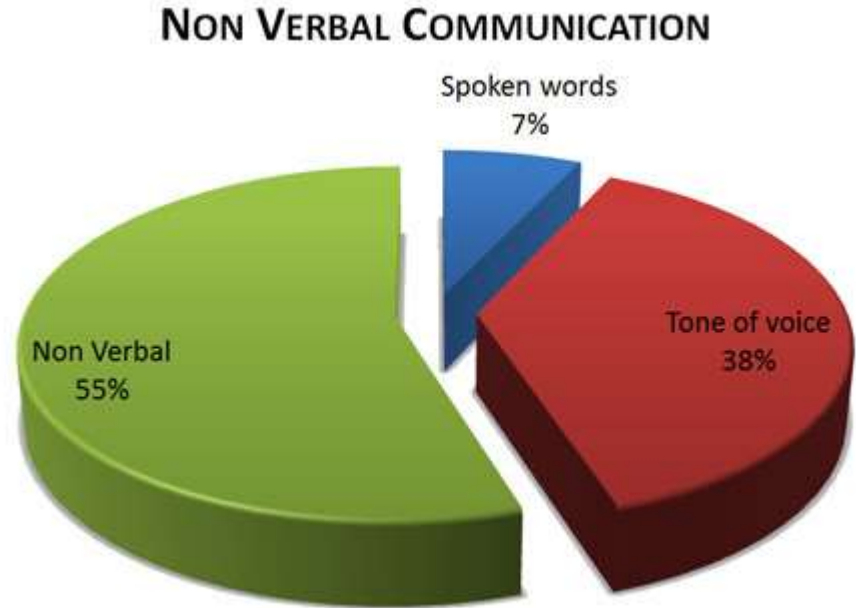
- crime, violence, terrorism, drug-consuming ... are not acceptable



<https://culturalconflict.wordpress.com/2013/11/24/cross-cultural-misunderstandings/>

9. Verbal communication

- ❑ Try to be simple and understandable
- ❑ Accept the language difficulties of the partner
- ❑ Answer directly the questions you get, if it is possible
- ❑ Think on Kaplans' model of verbal communication of different directions in speaking
- ❑ Be polite but not complicated in language forms



<https://www.linkedin.com/pulse/importance-nonverbal-communication-sally-burgos/>

10. Eating & drinking together

- Be honest with the eating traditions: *prevent Indian vegetarians from meat, Muslims and Jewish from pork.*
- Speak about food specialties of your countries, but do not ask them to eat
- Do not criticize the food you get, ask less if it is strange for you

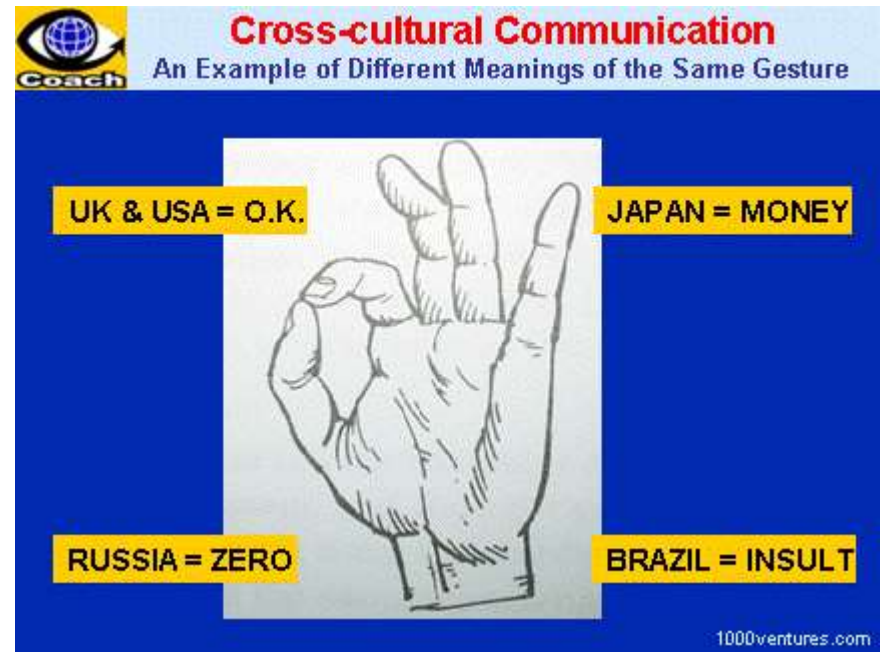
Dining Etiquette Around the World



<https://www.designswan.com/archives/helpful-infographic-of-dining-etiquette-around-the-world.html>

11. Meta-communications

- Be careful with meta-communications, it may mean completely different things.
- Try to understand the body language of the partner
- Be careful, not to disturb your partner, with your body language.



http://www.1000ventures.com/business_guide/crosscuttings/communication_cross-cultural.html

12. Summary

First step is to understand, that there are cultural differences

- in way of thinking
- in behavior
- in expectation
- in self evaluations
- in understanding of meta communications

Prepare yourself to the cross-cultural communications

- Respect differences, but avoid stereotyping
- Learn about the cultural diversity

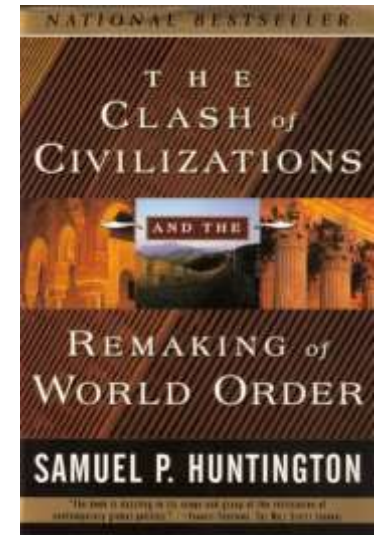
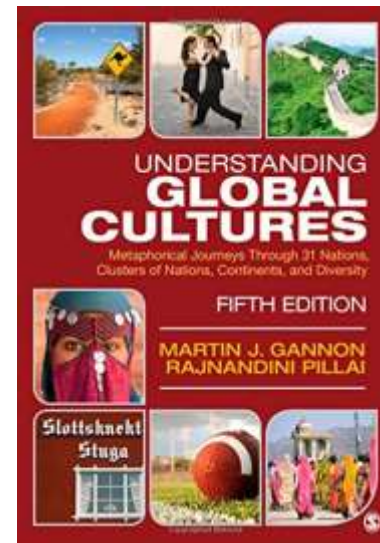
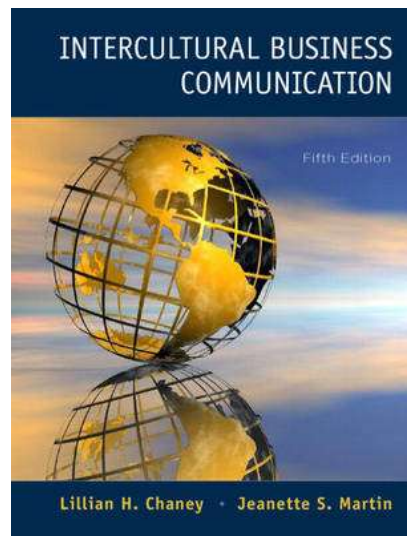
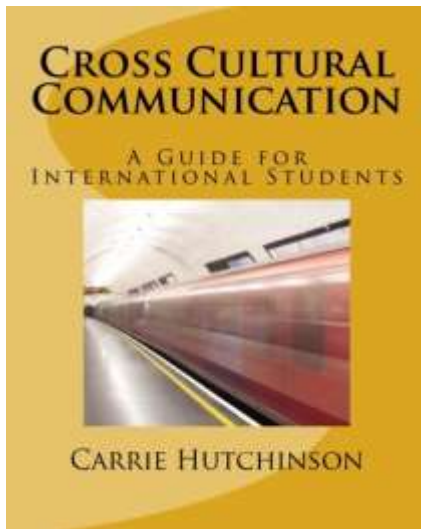
Build up personal credibility and trust in cross cultural communication

- ❑ Be honest and flexible & think twice
- ❑ Ask questions, if you do not understand something, before evaluating

Prepare yourself for eating and drinking together

- ❖ Avoid forbidden food and drinks
- ❖ Describe the ingredients of your offered dishes

Books on the topic



[Clash of Civilizations - Wikipedia](#)

