

Global Cross Cultural Etiquette



Cultural communication differences can be identified by 8 different criteria:

- *when to talk;*
- *what to say;*
- *pacing and pausing;*
- *the art of listening;*
- *intonation;*
- *what is conventional and what is not in a language;*
- *degree of indirectness; and*
- *cohesion and coherence.*

Cross-cultural Communication

An Example of Different Meanings of the Same Gesture

USA=OK

RUSSIA=ZERO



JAPAN=MONEY

BRAZIL=INSULT

UNDERSTANDING DIFFERENT CULTURES



It is impolite to open gifts when received.

Remove your shoes before entering someone's home.

If you are invited to someone's home, you should always bring a gift to the hostess.

When receiving and offering business cards, always do it with both hands and never write on it.



You should always dress well; it is better to be formal than too casual.

Do not give anything with the number 13. It is bad luck to French people!

It is OK to open gifts when received.

Handshake is common way of greeting but friends may greet by kissing on both cheeks.



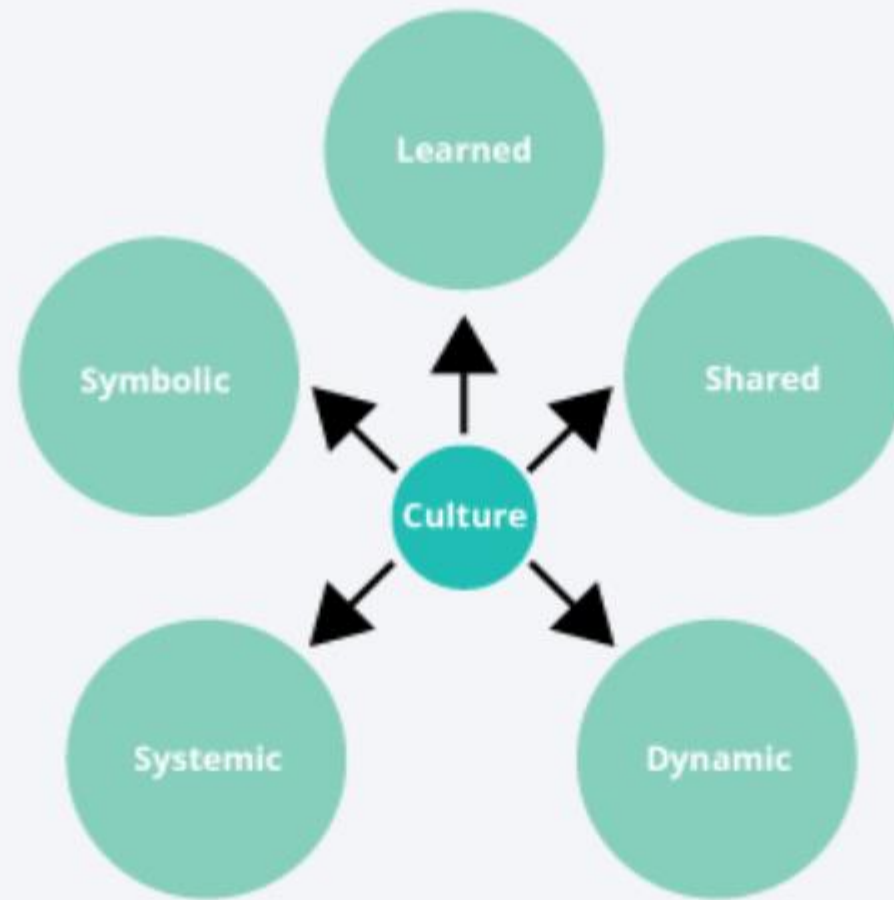
Do not wrap your gifts in green, white, or black colored paper.

You should never sign or write anything in red ink.

When eating, the eldest or senior person should eat first.

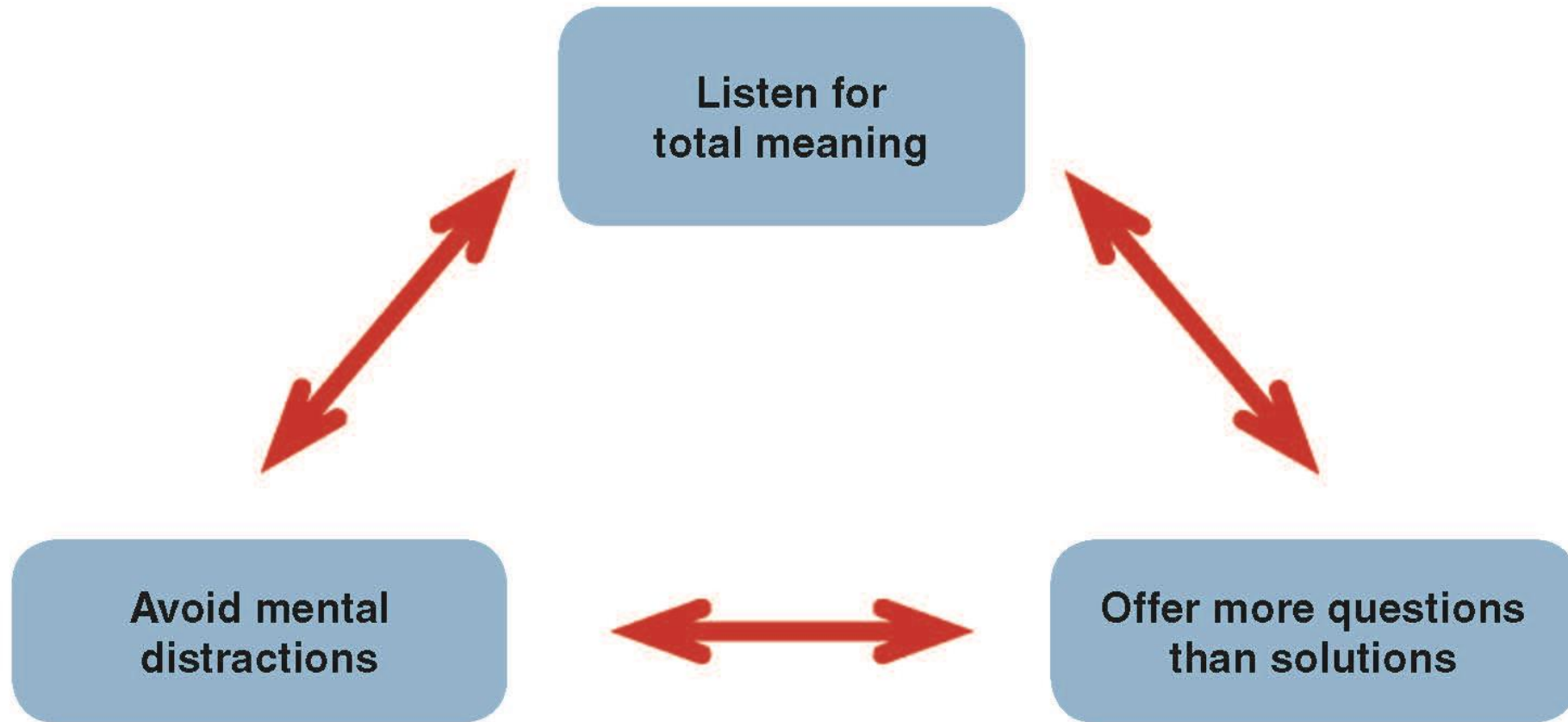
When meeting someone, the person of lower status should bow to the person of higher status first.

What is Culture?



Cultural Competence

An Important Skill Set for the 21st Century



How many cultures are there in the world

