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Riana Schreuders  
Cross Cultural Solutions

## Interculturele Communicatie/*Intercultural Communication*

TIPS EN TRUCS

JOHANNES BOGERMANSCHOOL

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Welkom  
*Welcome*



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### Agenda:

- Welkom/Introductie
- CQ
- Wat is Cultuur?
- Interculturele Communicatie
- Tips & Trucs



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Even voorstellen...  
*A quick round of introductions...*

Go to [www.menti.com](http://www.menti.com) and use the code **7659 6899**



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We build our village in the valley, so that our daughters cannot marry men from other tribes...

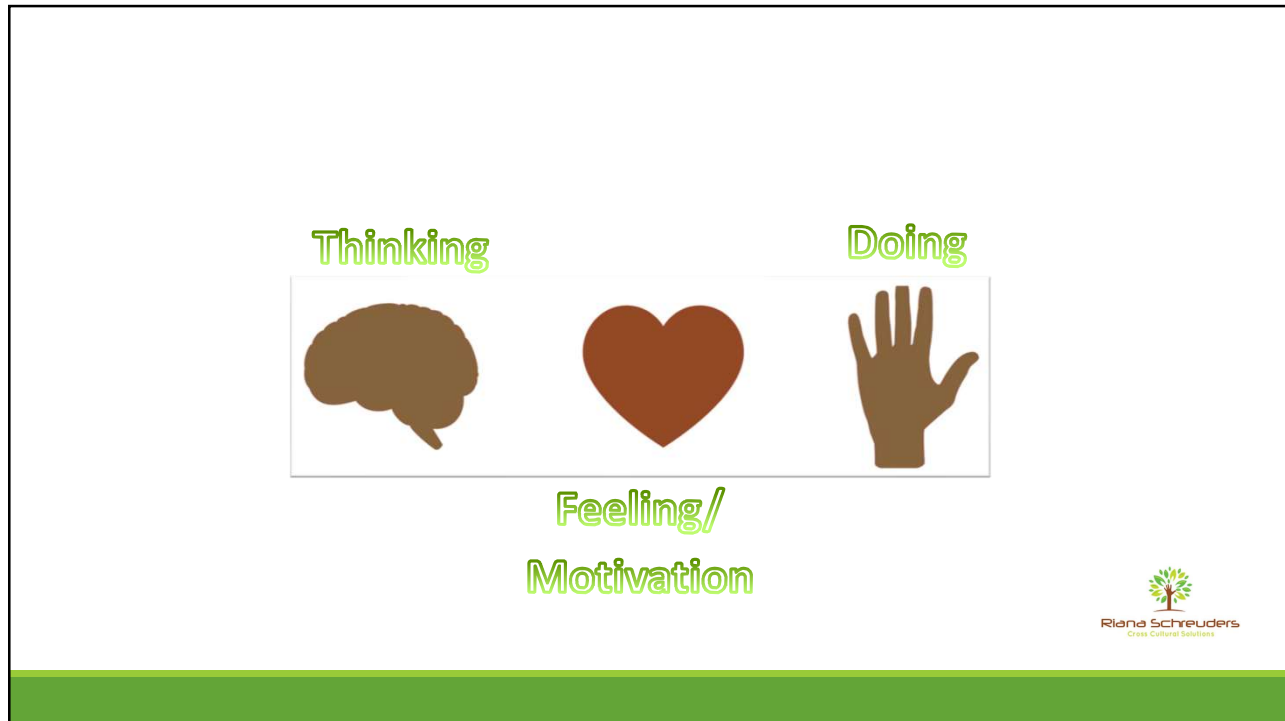
We live and work in a global village

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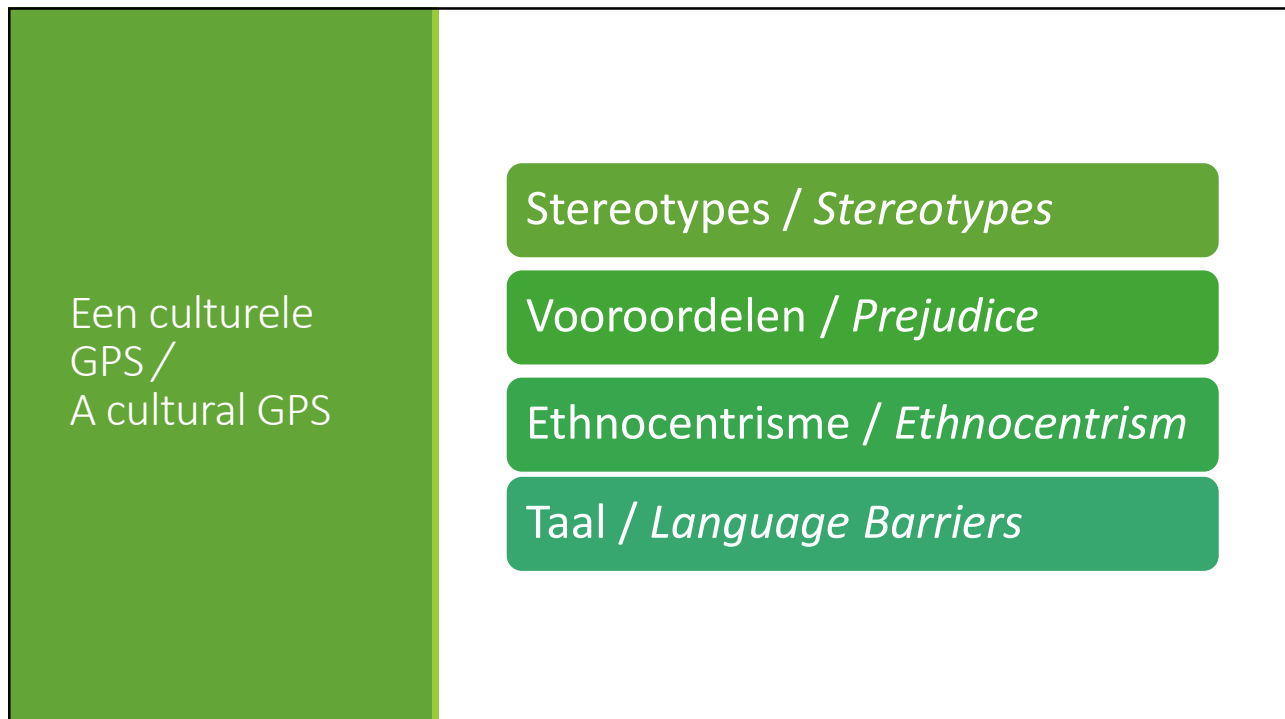
*CQ/Cultural Intelligence*

- The ability to deal effectively with people with whom you do not share a common cultural background and understanding
- Skilled & flexible about understanding culture
- Shaping your thinking and behaviour to be more appropriate when interacting with other cultures

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# Stereotypen / Stereotypes

## VOORDELEN / BENEFITS

- Bespaart tijd / *Saves time*
- Snel oordeel, snelle beslissingen / *Quick judgement, fast decisions*
- Vereenvoudiging van de werkelijkheid / *Simplification of reality*
- Mental(e) "Mindmaps"

## VALKUILEN / PITFALLS

- Sterker dan de waarheid/ *Stronger than facts*
- Zelf-ervullende profetie / *Self-fulfilling prophecy* Verkeerde aannames / *Wrong assumptions*
- Kan leiden tot vooroordelen en discriminatie / *May lead to prejudice and discrimination*



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Stereotype of  
geldige  
informatie? /

*Stereotype or valid  
information?*



- Beschrijvend en niet veroordelend / *Descriptive and non judgemental*
- Verifieerbaar uit meer dan één onafhankelijke bron / *Verifiable from more than one independent source*
- Geldt voor een statistische meerderheid of ALLE leden van een populatie / *Applies to a statistical majority or ALL members of a population*
- Discrimineert - geeft kenmerken aan waarvoor deze populatie verschilt van anderen / *Discriminates - indicates characteristics for which this population differs from others*



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Zeg iets hierover...  
*Say something about this...*



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when you  
**ASSUME**  
 you make an  
**ASS**  
 out of  
**U** and **ME**



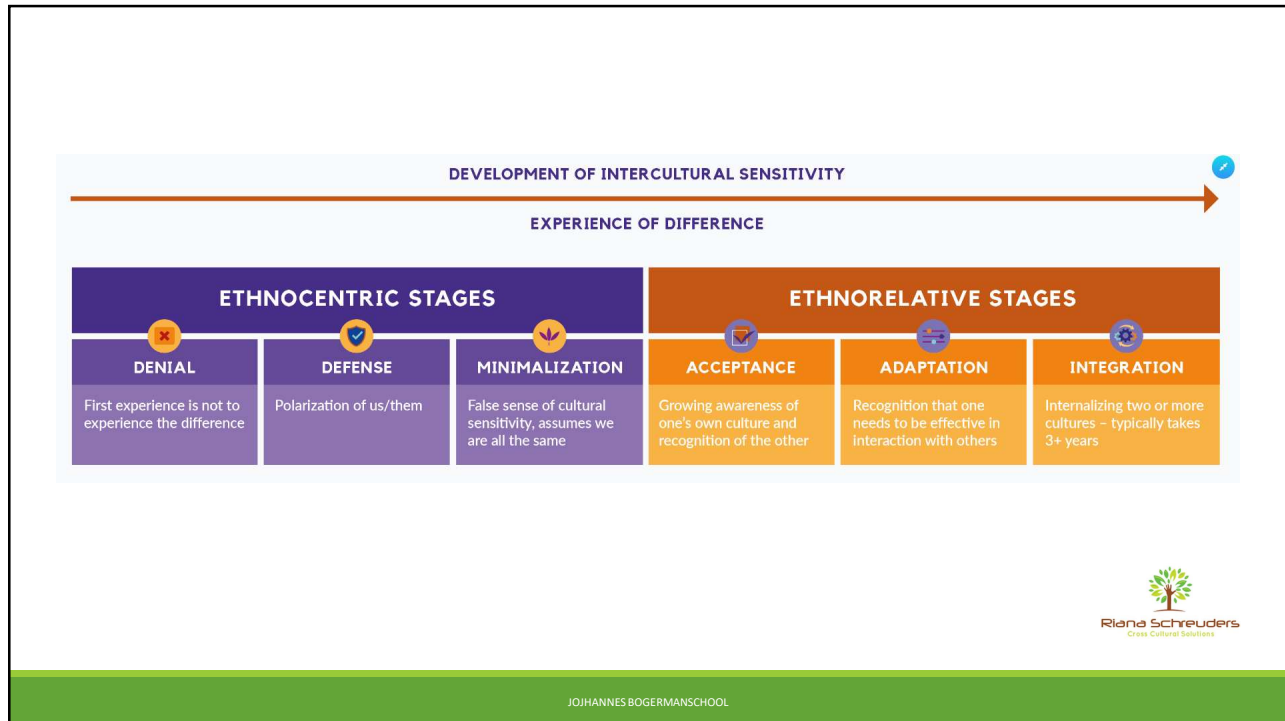
*Describe:* Wat zie ik? Objectieve beschrijving van wat ik zie?

*Interpret:* Wat denk ik dat ik zie? Welke verklaringen kunnen er zijn voor deze situatie? Stel vragen, check je bevindingen voor correctheid

*Evaluate:* Is wat ik zie goed/sleg/juist/onjuist? Is dit persoonlijkheid?/ Menselijke natuur? Cultuur? WAG met je OORDEEL

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**Taal Barrière /  
Lost in translation?**



The screenshot shows a WhatsApp chat with the following messages:

- South African flag: Ik moet even checken want 8 april is natuurlijk pasen 11:58 ✓✓
- Dutch flag: 8 april nog niet Pasen? 11:59
- Dutch flag: Zaterdag avond? 11:59
- South African flag: Volgens mijn Google is paaszondag op 9 april? 12:11 ✓✓
- Dutch flag: Hahahaha 12:12
- Dutch flag: Yep 12:12
- Dutch flag: Pasen is zondag en maandag 12:12
- Dutch flag: Zaterdag nog niet? 12:12

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Mijn liefdesverhaal /  
My love story

#DOESLIEF

Ek is lief vir jou!

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Wat is kultuur?  
*What is culture?*

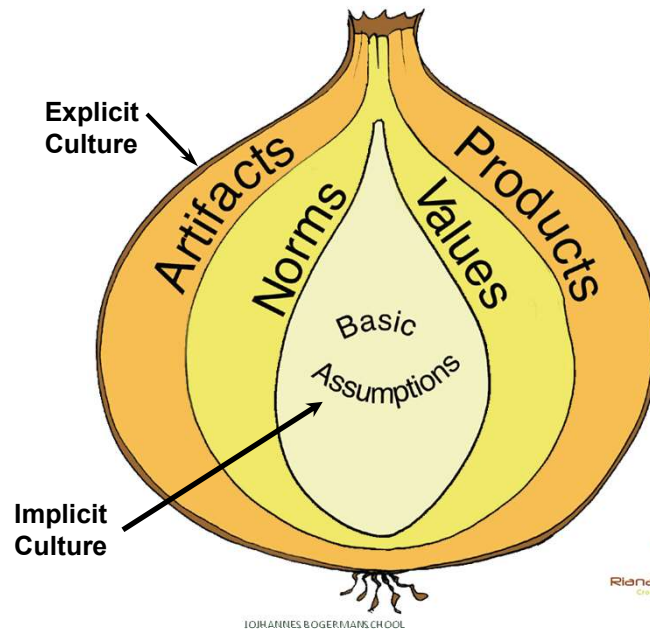
- Overlevingsmechanisme/  
*Survival mechanism*
- Oplossen van problemen/uitdagingen  
*Solutions to our problems/challenges*
- Soortgelijke problemen maar verschillende oplossingen /  
*Similar problems but different solutions*

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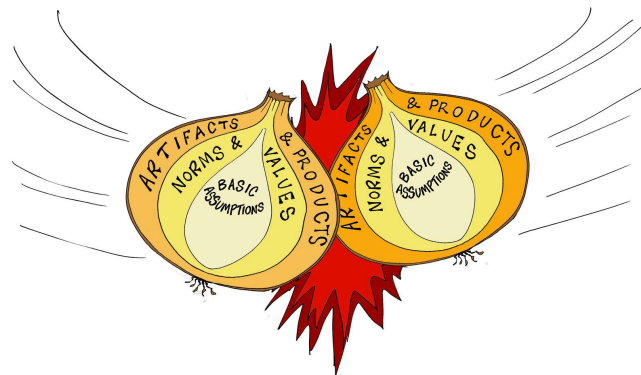


Een model van  
cultuur /  
*A model of  
culture*



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Wanneer culturen  
elkaar niet  
begrijpen... /  
When cultures  
collide...



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Een Culturele  
Mindmap /  
*A cultural  
Mindmap*

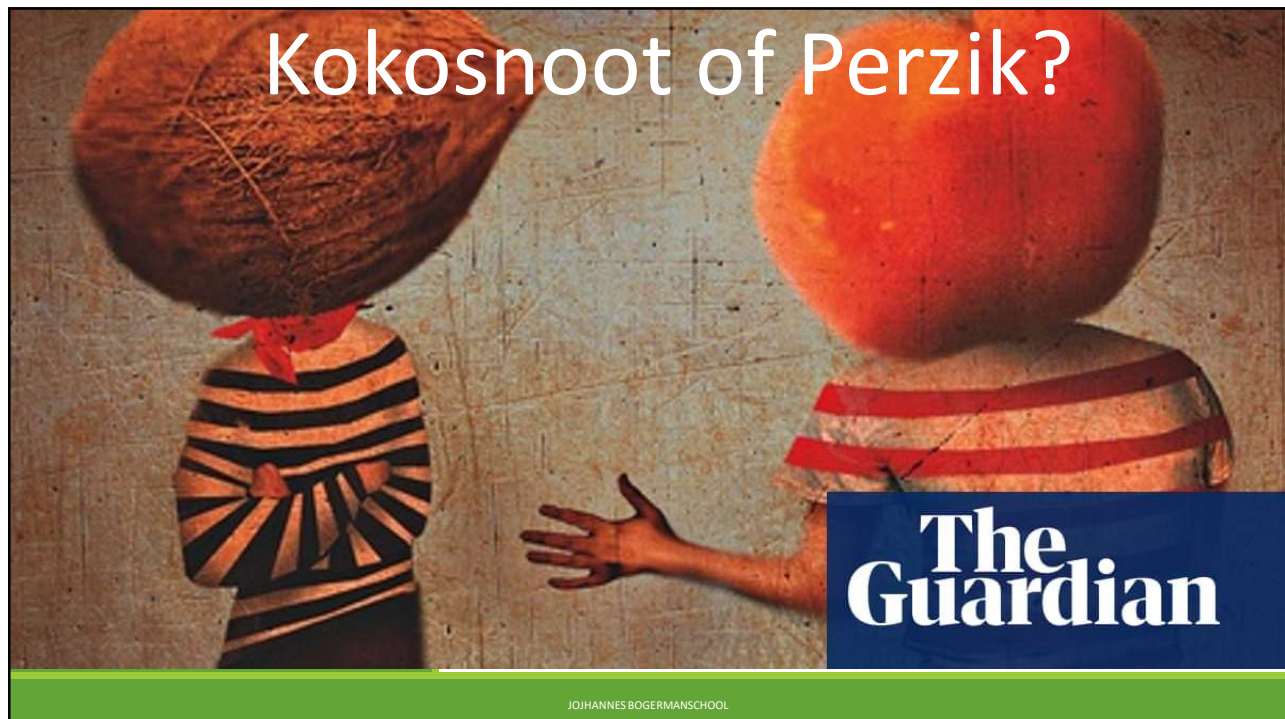
Directe of Indirecte communicatie /  
*Direct or Indirect Communication*

Status en Hiërarchie / Status and  
Hierarchy

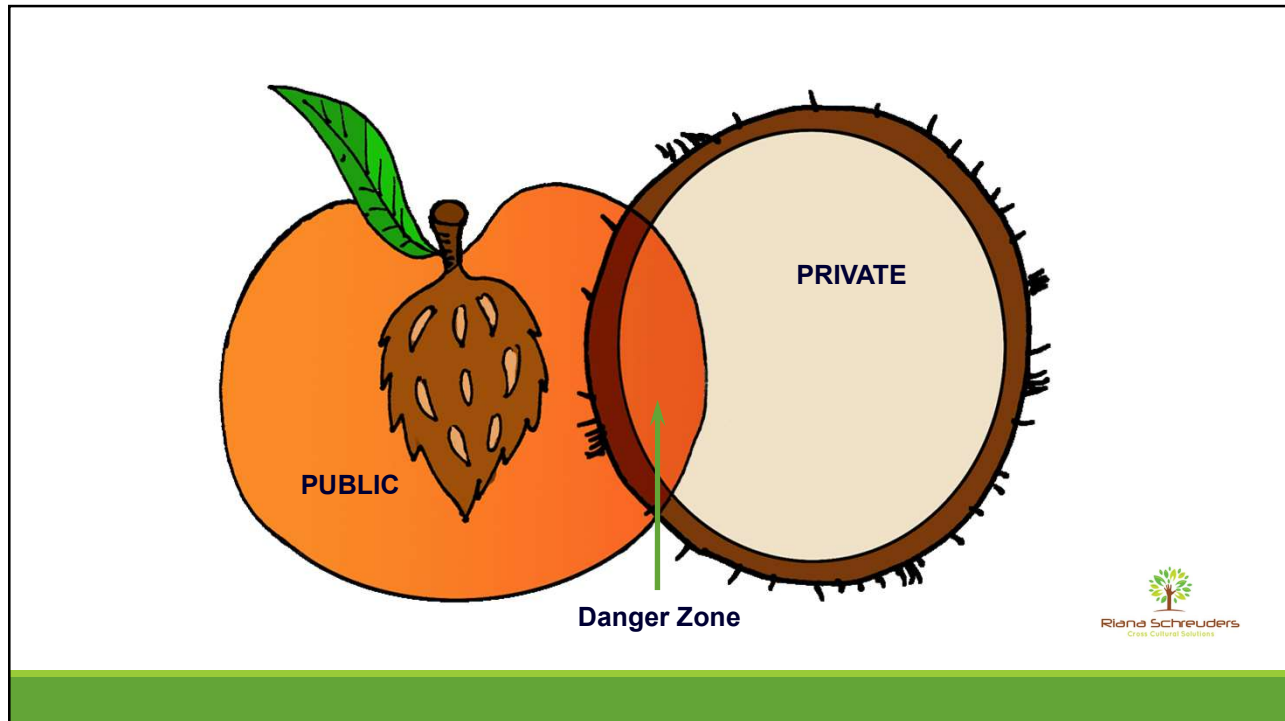
Non-verbale communicatie / *Non-Verbal  
Communication*

- Fysieke uiterlijk / *Physical appearance*
- Gebaren / *Gestures*
- Gezichtsuitdrukkingen / *Facial Expressions*
- Persoonlijke ruimte / *Personal Space*
- Tijd Oriëntatie / *Time Orientation*
- Parataal / *Parataal*

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Sommige perziken gaan wel heel ver met segmenteren van hun levens...vooral als ze erg taakgericht zijn.

*Some peaches go to pretty big extremes in terms of segmenting their lives...especially if they are very task orientated.*

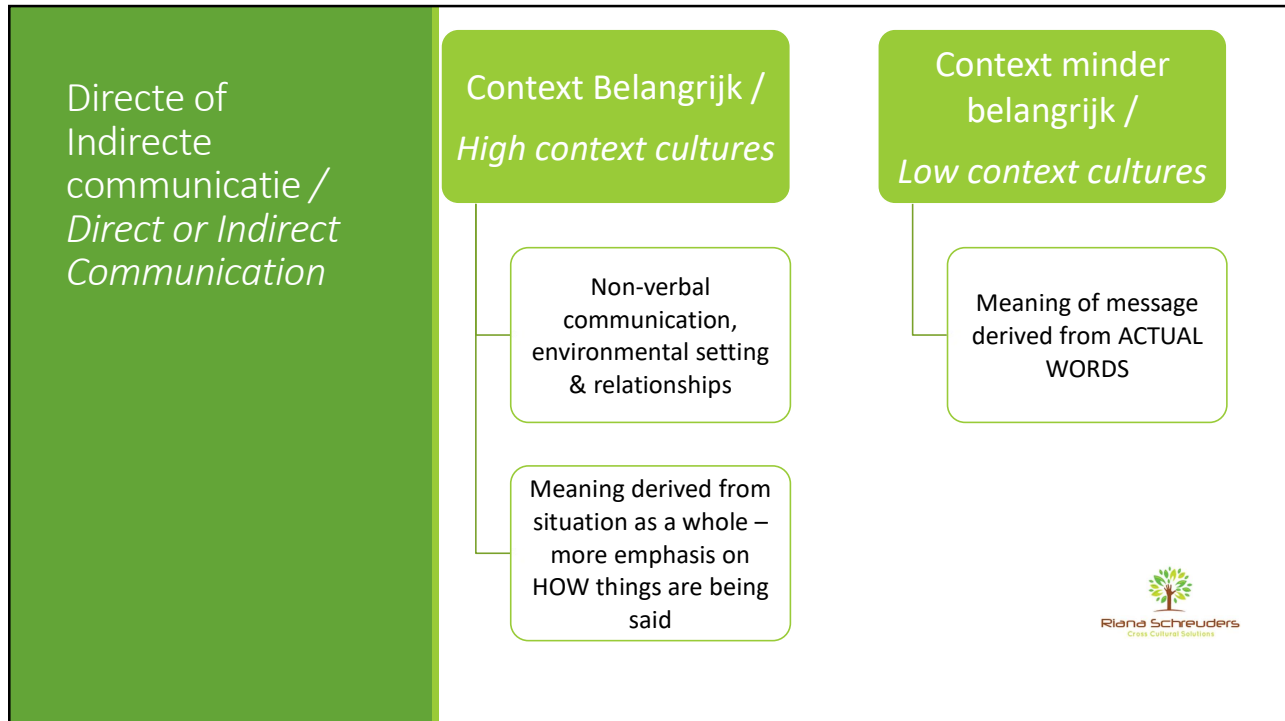
*Giel en Rianne*  
Wij gaan trouwen  
op 15 juni 2018  
en dat willen we met jou vieren!

<p><i>Cerimonia</i> Catharinakapel Klooster 1, Harderwijk 12:00</p>	<p><i>Receptie</i> Catharinakapel Klooster 1, Harderwijk 13:00 - 14:00</p>	<p><i>Tentje opzetten</i> Vuurvlinder 2, Den Dolder Vanaf 16:00</p>	<p><i>Diner</i> Vuurvlinder 2, Den Dolder 17:00</p>	<p><i>Tent</i> Vuurvlinder 2, Den Dolder 20:00</p>
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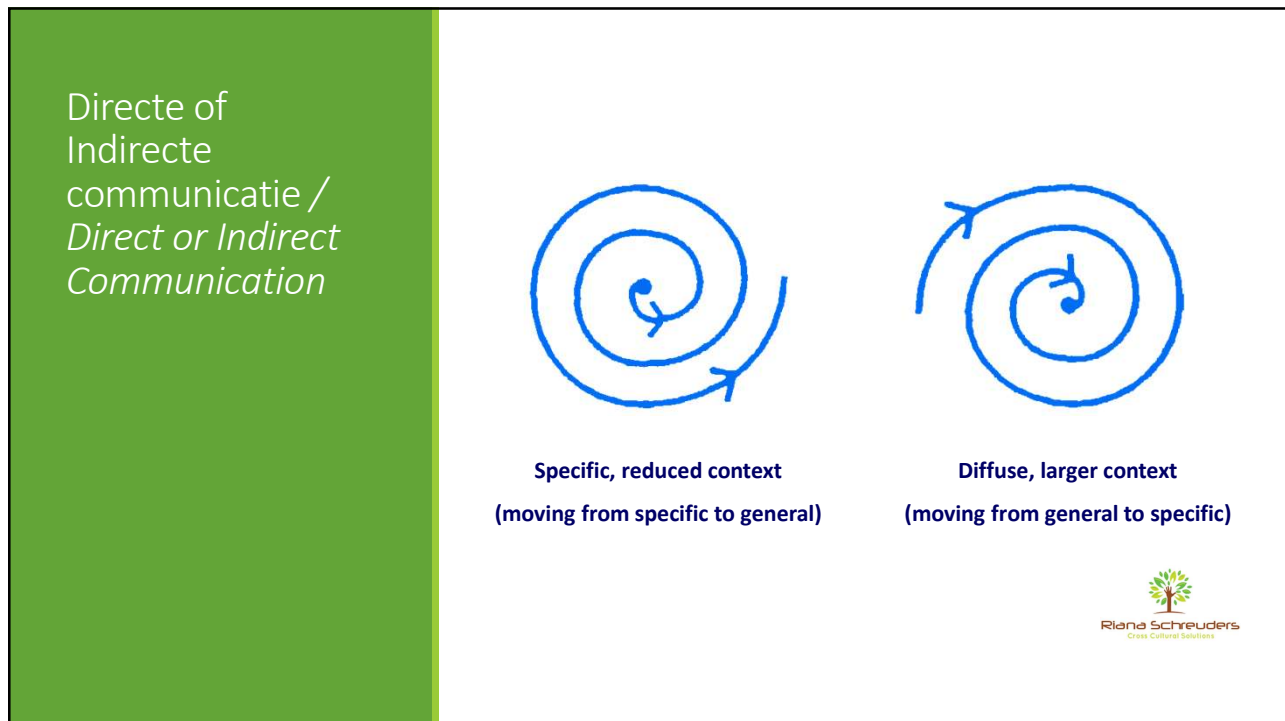
Heb je vragen? Kun je er niet bij zijn? Wil je komen kamperen?

Kadoflip: Riana Schreuders Cross Cultural Solutions

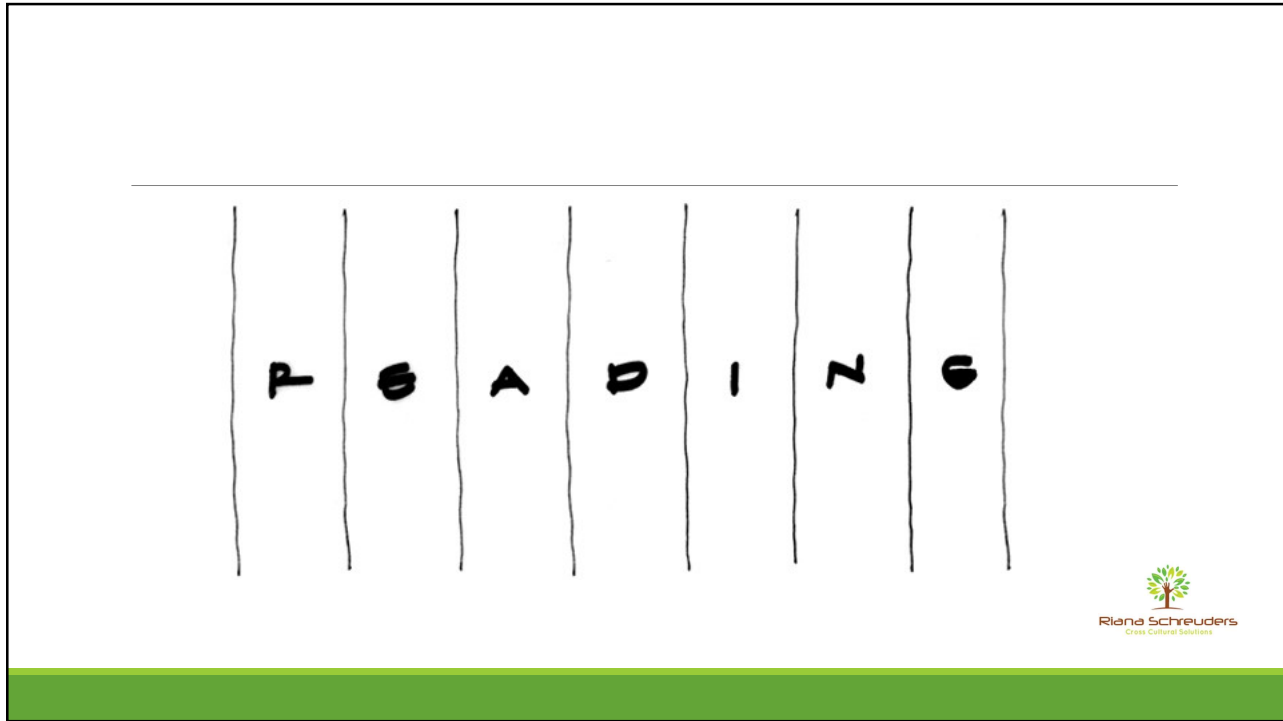
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**Chinese languages**

- Japanese
- Arabic

**Indian Languages**

- Greek
- Spanish
- Italian
- English
- French
- American

**Scandinavian Languages**

- German / Swiss
- Dutch

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Hoe belangrijk is context voor jou?  
*How important is context for you?*

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Directe of  
 Indirecte  
 Communicatie? /  
*Direct or Indirect  
 Communication?*

Dear "Honourable" Distinguished Adviser Dr. Molenaar,

I am delighted to inform you that our Senior Management would like to invite you to consider accepting our invitation to be re appointed as Distinguished Adviser to our faculty for another 3 year term w.e.f. 1 Feb 2014 .

I am quite sure I am not being presumptuous that, given the long, meaningful partnership and relationship at different levels, that the answer is "Yes ?"

Please let us hear from you soon.

Best regards and warm greetings from the team in hot Ecuador to you and the wonderful team in Amsterdam!

Miss Lopez and the University team

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## Status & Hiërarchie / *Status and Hierarchy*



  
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- **Gezag:** Hoe worden leraren, doktoren, mensen in machtsposities behandeld en gerespecteerd in jouw cultuur?
- **Authority:** *How are teachers, doctors, people in authoritative positions treated and respected in your home culture?*

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School uniform?  
Wel/Niet? Hoe zit het  
in jouw cultuur?

*School uniforms:  
Yes/No? What is  
common in your home  
culture?*

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Fysieke uiterlijk /  
*Physical  
appearance*

Binnen de eerste seconden van een eerste ontmoeting,  
bepalen we antwoorden op de volgende vragen:

- Vind ik je leuk?
- Kan ik je vertrouwen?
- Ben ik veilig bij je?
- Aan wie doe je mij denken?

*In the first few seconds of contact, we will have already  
answered four fundamental questions:*

- Do I like you?
- Can I trust you?
- Am I safe with you?
- Who do you remind me of?




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Gebaren /  
Gezichtsuitdrukking  
/Persoonlijke ruimte /  
Tijd Oriëntatie

*Gestures, Facial  
Expressions, Personal  
Space & Time Orientation*

- Gebaren hebben verschillende betekenissen in verschillende delen van de wereld
- *Different meanings attached to gestures in different parts of the world*
- Universele Gezichtsuitdrukkingen: Geluk, Verdriet, Angst, Walging, Woede, Minachting en Verrassing
- *Universal Facial Expressions: Happiness, Sadness, Anger, Contempt and Surprise*
- Gezichtsverlies / *Losing face*
- Contact vs Niet-Contact culturen / *“Contact” vs “Non-contact” cultures*
- Monochrome vs polychrome tijd / *Monochronic vs polychronic time orientation*

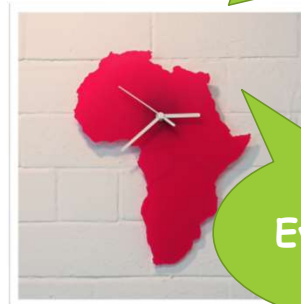


  
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Just now =  
Later

Now now =  
Shortly



Now =  
Eventually,  
Maybe

  
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## Parataal / *Paralanguage*

Rate of speech

Rhythm

Voice quality

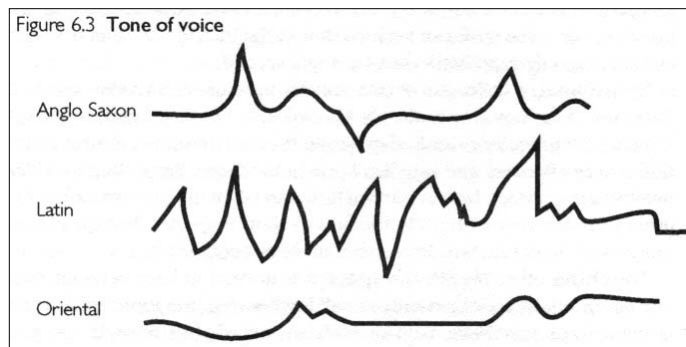
Intonation

Vocalisation and silence

Often clashes between high & low context cultures

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## Tone of Voice



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## Pace of voice

Anglo-Saxon	
A	— — — — —
B	— — — — —
Southern Europe	
A	— — — — —
B	— — — — —
Asian	
A	— — — — —
B	— — — — —



Riding the Waves of Culture  
F. Trompenaars / C. Hampden - Turner

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What  
sound  
does  
**COW**  
make

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## Tips for sending messages effectively

<p>01 Own your messages (I, my)</p>	<p>02 Make messages complete and specific</p>	<p>03 Verbal &amp; Non-verbal messages should be congruent</p>	<p>04 Be redundant</p> <ul style="list-style-type: none"> <li>• Send same message more than once, using different channels</li> </ul>	<p>05 Ask for feedback concerning the way messages are being received</p>	<p>06 Make message appropriate to receiver's frame of reference</p>	<p>07 Be descriptive</p> <ul style="list-style-type: none"> <li>• Explain feelings by name, action or figures of speech</li> </ul>
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**Paraphrase**


Paraphrase accurately and non-evaluatively

Restate sender's ideas and feelings in your own words & indicate that you understand the sender's frame of reference



**Describe**

Describe what you perceive to be the sender's feelings



**State**

State your interpretation of the sender's message

Negotiate with the sender until you both agree on the message's meaning

Tips for receiving messages effectively

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