



What does it mean to teach culture?

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Sprachenforum International

23th Oct 2023

WHAT DO WE MEAN WHEN WE SAY WE TEACH CULTURE?



"british-royal-family-cropped500px-dpaphotos124205-2008-trooping-the-c-thumb" by esther1616 is licensed under [CC BY-ND 2.0](https://creativecommons.org/licenses/by-nd/2.0/)



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Culture

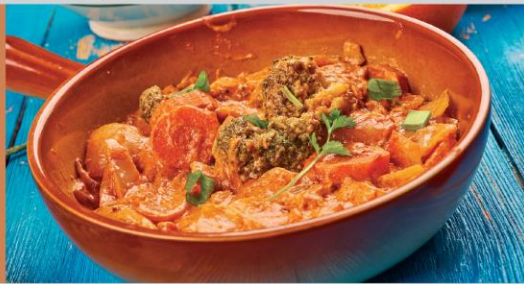
SALSA A LA HUANCAÍNA

The countries in South America have many spicy dishes. *Salsa a la huancaína* is a spicy sauce from Peru. It has hot yellow chillies, onions, salt, garlic, milk and cheese. Sometimes, it has eggs. In Peru, people usually eat it with potatoes.



BERBERE CURRY

Africa also has many spicy dishes. *Berberé* curry is from Ethiopia. It usually has chicken, red meat or fish. It also has onions, garlic, vegetables, salt and the Ethiopian *berbere* spice. The *berbere* spice is full of chilli. It's very hot! People usually eat *berbere* curry with bread.



SOM TAM

In Asia, many people love spicy food. *Som tam* is a spicy salad from Thailand. It's green papaya with salt, garlic, lime, fish sauce, peanuts, sugar and – of course – chillies! Thai people usually put a lot of chilli in their *som tam*.



The world drinks 6 billion cups of tea a day. It is the world's favourite drink.

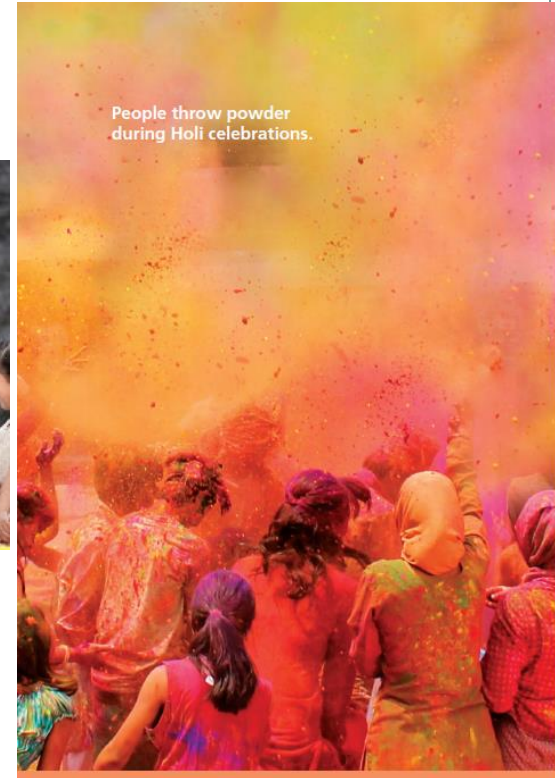


Rice is the main food for 3.5 billion people in the world. But, in a global survey by Oxfam, pasta is the world's favourite food.



In 2018, more than 103 billion servings of instant noodles were eaten worldwide. That's about 14 servings for every person in the world!

Culture



Culture

Greetings around the world

Cheek kissing

In many countries in the Mediterranean, Central and Eastern Europe, the Middle East, Central and South America, e.g. Italy, Russia, Turkey, Saudi Arabia, Peru



Bowing

In certain parts of Asia, e.g. Japan, Korea



Shaking hands

In many parts of the world, e.g. the US, China, Brazil, the UK



Putting your hand on your heart

In Malaysia and some Middle Eastern countries



Pressing your hands together (while bowing)

In some South Asian and South-East Asian countries, e.g. Thailand (where this greeting is called the *Wai*) and India

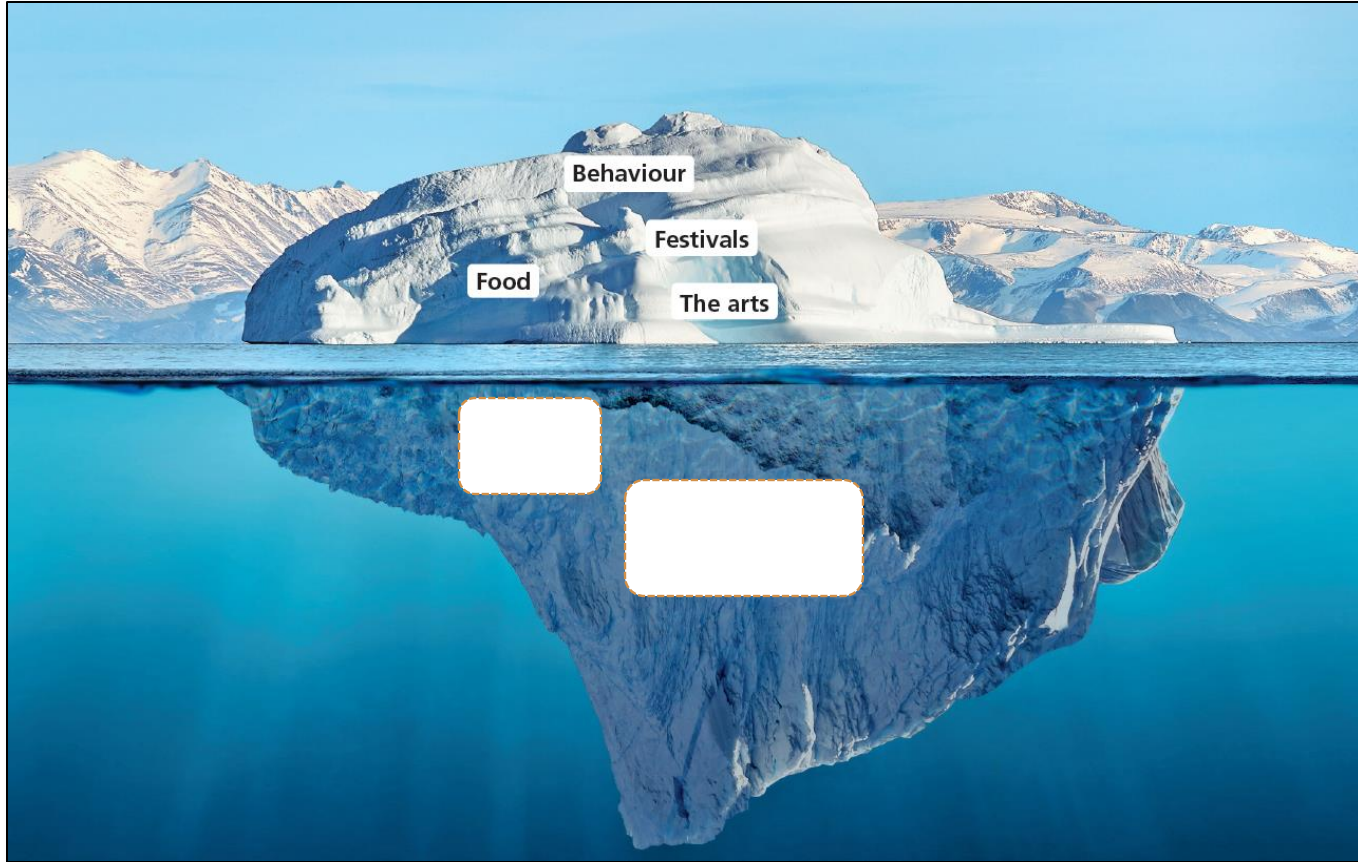


Touching noses

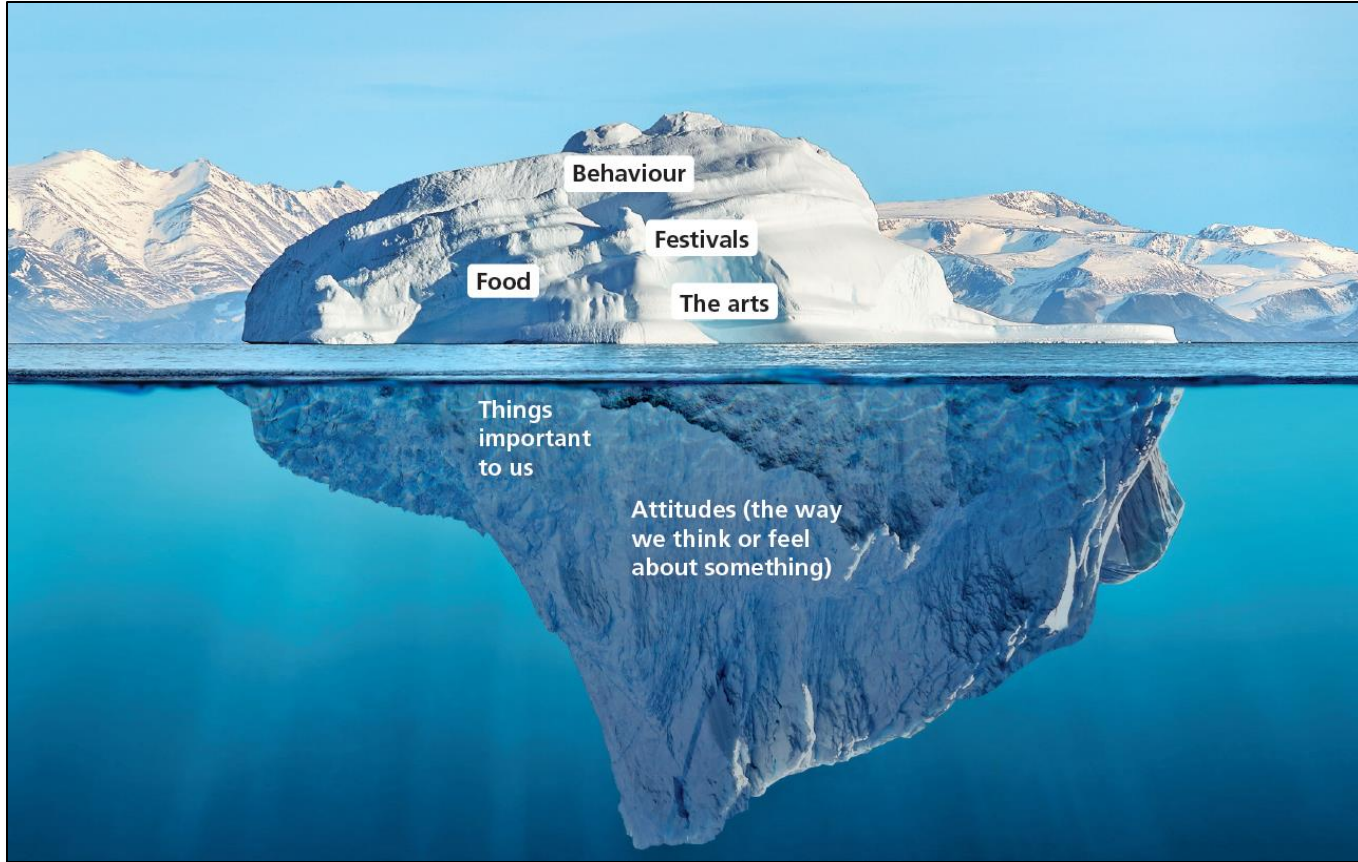
In New Zealand (where this greeting is called the *Hongi*) and some countries in the Middle East, e.g. the UAE



The Cultural Iceberg



The Cultural Iceberg



COMMUNICATION SKILL

Understanding other people's views



When we see something new, e.g. a different kind of behaviour, it's easy to judge it. We might think 'They are so rude,' 'He's so unfriendly,' 'Her behaviour is so strange.' That's because we are only looking at the top of the iceberg.

We need to look under the iceberg to really understand the behaviour. Ask:

- How do they feel about this? What do they believe about this?
 - What is important to them?
-

What's under the iceberg?

Joanna wears the same pair of jeans
five times before washing them.

What's under the iceberg?

Amanda doesn't speak much in class and never puts up her hand to answer the teacher's questions.



INTERNATIONAL/ INTERCULTURAL COMMUNICATION

THE ILLUSION OF
TRANSPARENCY

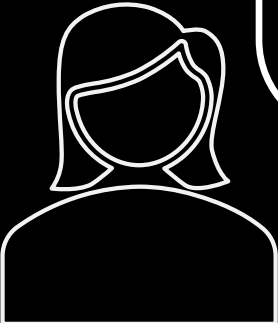
Tendency to overestimate the degree to which our mental state is known to others.

We always know what we mean, and so we expect others to know it too.

**You mean,
you don't mean what I think you mean?**



HOW COULD ANYONE MISUNDERSTAND ME?



I thought I
specifically told you
to put away those
books when I left!
You didn't do it?

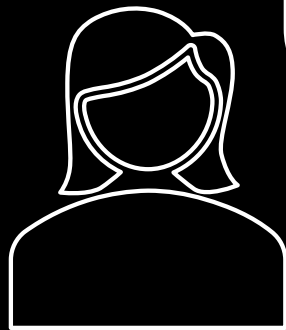
ELIZABETH



No

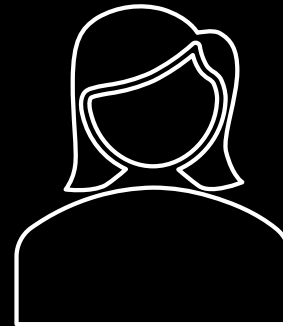
THIAGO

HOW WE MAKE MEANING



What time
does the first
train leave?

EMMA

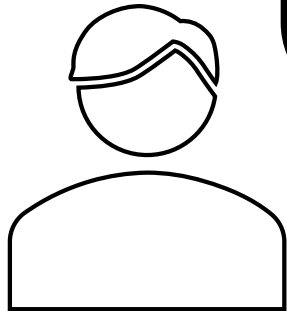


The
internet is
down.

MARTINA

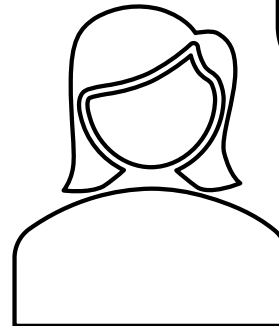
Adapted from VOICES Elementary

Locutionary, Illocutionary and Perlocutionary Forces



FILIPPO

What are you
doing this
evening?



ANA

I'm washing
my hair.

WHAT DO THEY REALLY MEAN???



Photo taken with
permission
from Pexels.com

“

*Nothing can be said in a way in
which it cannot be misunderstood.*

”

KARL POPPER

ED WAS IN A MEETING PRESENTING HIS BUSINESS IDEA TO KATRIN.

ED: So what do you think?

KATRIN: Yes, but the problem is the low profit margin.

ED: I see. We can double the price.

KATRIN: Yes, but there is the problem of the production cost.

ED: We can always change to a cheaper material.

KATRIN: Yes, but then the problem is the target market
won't buy the product.

ED: Maybe we can change the product and target a
different market?

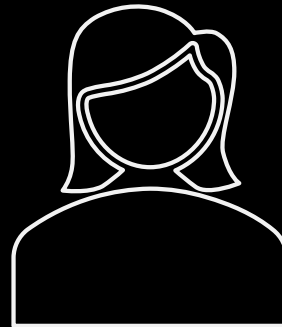
CEFR on Pluricultural Competence

- **Capacity to deal with ‘otherness’ to identify similarities and differences...to enable communication and collaboration**
- **Willingness to act as intercultural mediator**
- **A will to show sensitivity to differences and readiness to offer and ask for clarification**
 - **anticipating possible risks for misunderstanding**

North & Piccardo (2016), Council of Europe

HOW COULD ANYONE MISUNDERSTAND ME?

You won't believe
what happened
to me today!



CHIARA

Jun Sook stares at her
and doesn't say a word.

Fine, if you're not
interested, then I'm
not going to tell you!

Are you a bowling, basketball or rugby communicator?

Communication experts have identified three main styles of communication: bowling, basketball and rugby. Which one are you?

BOWLING

slow pace, pauses between turns, no interruptions



BASKETBALL

fast pace, quick turn-taking, rare interruptions



RUGBY

very fast pace, many interruptions, no pauses

VOICES Upper-Intermediate



Photo by Kay Kim taken from <https://www.flickr.com/photos/kaykim/3883340152> Creative Commons by

Do's

- ✓ Dress properly
- ✓ Bring a gift when visiting an office
- ✓ Bow when you meet someone
- ✓ Slurp when eating noodles
- ✓ Use both hands to accept business cards

Don'ts

- ✗ Tip at a restaurant
- ✗ Open a gift until you leave
- ✗ Blow your nose in public
- ✗ Speak loudly on public transport
- ✗ Wear your shoes when entering a house

What is culture?



CULTURAL FILTERS



SECTOR



COMPANY



PROFESSIONAL /
FUNCTIONAL



GENDER



AGE



RELIGION



POLITICAL
AFFILIATION



REGION



CLASS



ETHNIC
GROUP



SPECIAL
INTEREST

“

Culture is a fluid, creative social force which binds different groupings and different aspects of behaviour in different ways.

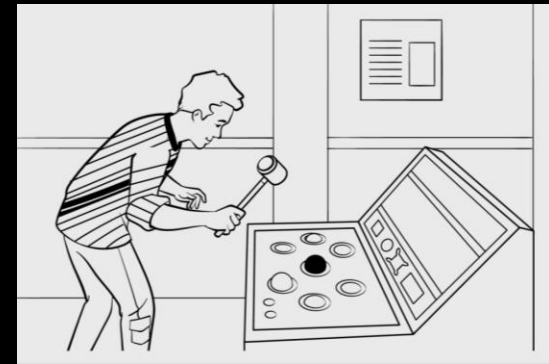
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HOLLIDAY ET AL (2010)

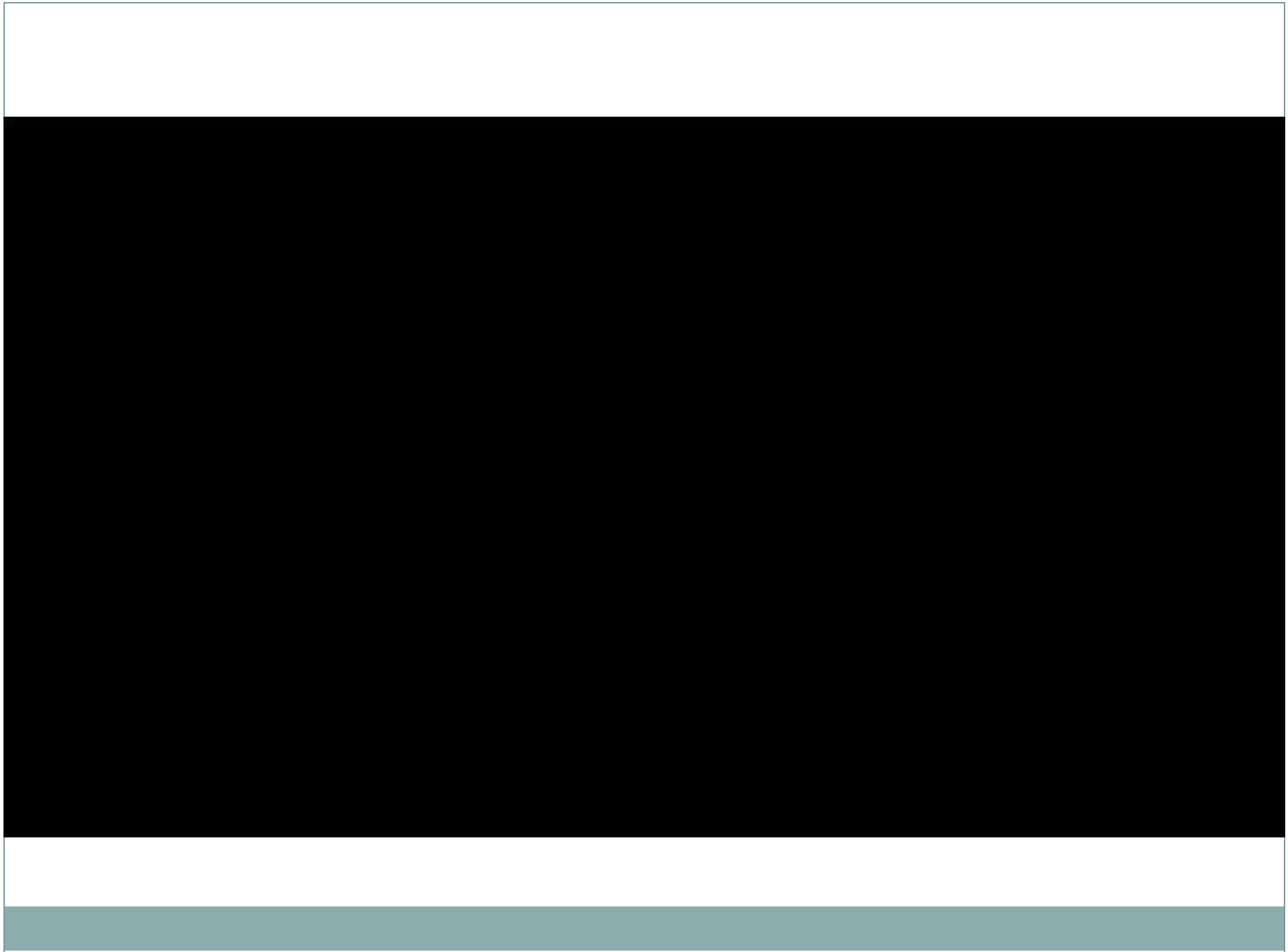
Holliday, A., M. Hyde, and J. Kullman. (2010) *Intercultural Communication*. New York: Routledge.

Carolina likes routines and likes to plan everything carefully in advance. Every Tuesday, she spends the evening at her parents' house. Every Thursday, she meets her friends for coffee and every Friday, she stays at home and makes pizza. Having some control over what's going to happen makes her feel safe. Then one day, Carolina meets Akos. Akos never plans things in advance, is always late and prefers to be flexible. He likes to make decisions based on how he's feeling that day and thinks that eating pizza every Friday is limiting his freedom. When Carolina tries to make plans to meet for coffee in advance, Akos sounds interested, but he never gives her definite answers. His behaviour really annoys Carolina.

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1. Who do you think prefers to avoid uncertainty?
2. Who do you relate more to? Carolina or Akos?
3. What do you think Carolina might say about Akos?
4. What do you think Akos might say about Carolina?



COMMUNICATION SKILL

Dealing with uncertainty



The people we meet might respond differently to uncertainty from us. Consider seeing things from their point of view and adapting a little.

With people who don't mind uncertainty, ...

- remember we can learn a lot from the unknown and the unfamiliar.
- allow for flexibility.
- show you understand the importance of action and change.

With people who avoid uncertainty, ...

- offer details when making decisions.
 - provide a context with background information.
 - show you understand the importance of structure and plans.
-

1 You go to your favourite restaurant one evening with your best friend Ana and she is shocked to see that they have changed their menu. She can't find any dishes she's familiar with and she suggests going to a different restaurant. You get annoyed with her for being inflexible.

2 You have an important exam in two weeks and according to the study timetable you've written, you have to study four chapters of the book today. Your friend Zoltán calls you to watch a film with him at the cinema; the film is only showing for two more days. You tell him about your study plan, but Zoltán says you need to relax and stop stressing about the exam.

3 Your mother drives for 40 minutes to go to the supermarket twice a week. You're trying to persuade her to shop for groceries online because it would be more convenient and would save her time. Your mother has never shopped online before. She thinks that online shopping is risky and she isn't keen.

WWYD?

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What would you do?

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Useful language Adapting to different ways of dealing with uncertainty

Showing flexibility

For me, either way is fine.

Let me know what you're comfortable with.

Providing context

The reason I do it this way is ...

Let me explain why (I'm doing this).

Showing that you understand the importance of something

I understand that (structure/flexibility) is important / means a lot to you.

I can see why you (spend time on planning).

“

Being empathetic is seeing the world through the eyes of the other, not seeing your world reflected in their eyes.

”

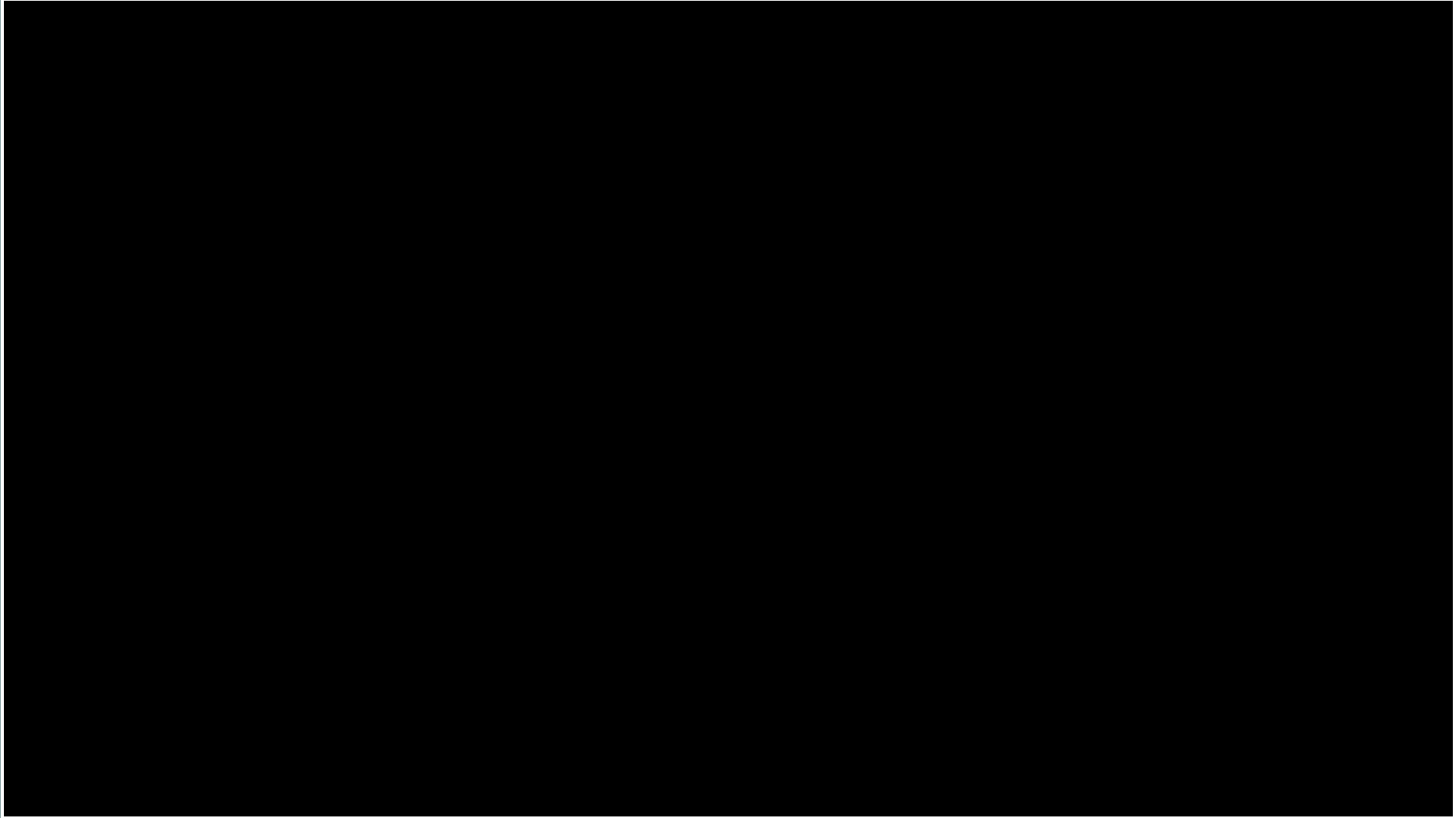
CARL ROGERS

You're going to look at a photo for five seconds.

What do you see in the photo?



Can you describe what you saw in the photo?



COMMUNICATION SKILL

Understanding ways of processing information



Sometimes, you may find yourself talking to someone who processes information in a different way to you. For example, they might use a Whole-to-Part way of thinking, while you might use a Part-to-Whole way of thinking.

Try to notice how they might be processing information and consider these tips:

- Be patient.
 - Listen and ask questions.
 - Try to see things from their point of view.
 - If they're Whole-to-Part thinkers, make connections between what they're saying and the main topic.
 - If they're Part-to-Whole thinkers, help them see the connections you notice by discussing them.
-

“I can’t understand the instructions that my teacher gives sometimes. Yesterday, she said she wanted my help. She asked me to find out what devices my classmates have at home, but I don’t know why she’s asking me to do this. What does she want to do with this information? Is this something I’m doing for the class or for her? None of this makes sense to me.”

W W Y D ?

“I can’t understand the instructions that my teacher gives sometimes. Yesterday, she said she wanted my help. She asked me to find out what devices my classmates have at home, but I don’t know why she’s asking me to do this. What does she want to do with this information? Is this something I’m doing for the class or for her? None of this makes sense to me.”

What advice would you give the speaker?

Useful language Talking to people with different ways of processing information

Asking about connections between things

I'm afraid I don't get the connection between (your grandfather) and (Japanese food).

I'm a bit confused. What has (your grandfather) got to do with (Japanese food)?

I'm not sure I understand how this relates to everything else / what we're talking about.

Looking at the big picture

On the whole, we can see ...

What do you think might be the impact on everything else?

I'm not sure if it's that simple. Have you considered the possibility that ...

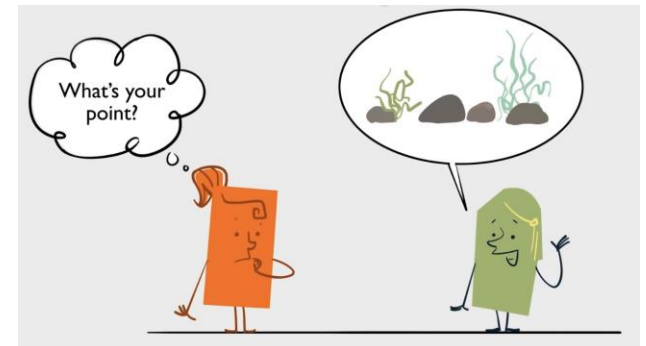
Clarifying what you're saying

I think there are some things we need to consider before we can talk about that.

Before I come to that, let me first talk about the background to this.

I think it'd be good for me to explain the situation to you first.

Unexpected behaviours





WHERE IS THIS COMPANY FROM?

MAGGI IS FROM...



Singapore
Or Malaysia!



Philippines!



Egypt!



Germany!

GLOCALISATION



McSpicy Chicken Rice meal



Brabo Minas Cheese Empanado



SPICY RICE BOWL WITH CHICKEN NUGGETS
NUTRITION



Chicken Cheese Box



Dosa Masala Burger®

“

Cultural awareness alone isn't going to get you very far. It's not going to build that relationship, seal the deal with a customer, or lead that meeting. What's really critical when crossing cultures is the ability to adapt and adjust your behavior in light of the differences that exist. It's behavioral flexibility that matters, not just cognitive awareness.

”

ANDY MOLINSKY

BEN, A SENIOR MANAGER, IS CHATTING TO CARLOS, WHO JOINED THE COMPANY TWO MONTHS AGO.

BEN: So Carlos, how old are you?

CARLOS: I'm 26.

BEN: I see. And where are you from?

CARLOS: I'm from Lerin, in Spain.

BEN: Ah. How many people are there in your family?

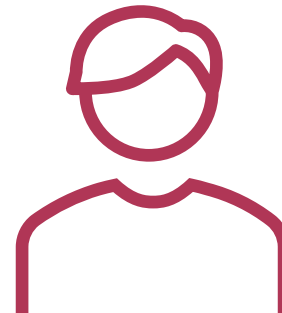
CARLOS: I have two older brothers.

BEN: No sisters?

CARLOS: No.

BEN: Girlfriend?

CARLOS: No, no girlfriend at the moment.



THE ADAPT MODEL



AWARENESS: WHAT'S HAPPENED HERE?

- Ben's asked Carlos some questions about himself.
- Some of the questions are about Carlos's personal life.
- The questions were short and to the point.
- Carlos's answers were short too.

THE ADAPT MODEL



DON'T JUDGE

Ben asked some overly personal questions.



DON'T JUDGE

Ben asked some ~~overly~~ personal questions.



DON'T JUDGE

Ben asked some ~~overly~~ personal questions.

Ben was being rude.



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Ben is socially awkward.



DON'T JUDGE

Ben asked some ~~overly~~ personal questions.

Ben was ~~being~~ rude.

Ben is ~~socially~~ awkward.



THE ADAPT MODEL



ANALYZE: WHY DID BEN BEHAVE IN THAT WAY?

1. Ben is lonely and needs someone to talk to.
2. Ben doesn't like Carlos and wants to make him feel uncomfortable.
3. Ben likes Carlos and wants to know more about him.
4. Ben is not very good at socializing with new people.
5. For Ben, getting to know someone means learning about their family, their home and their marital status.

THE ADAPT MODEL



PERSUADE YOURSELF

How can I align myself with Ben's attitudes, beliefs and values?

- Ben values getting to know an employee's home life.
- Ben values a holistic view of an employee.
- Ben believes you can't separate the personal and the professional sides of a person.

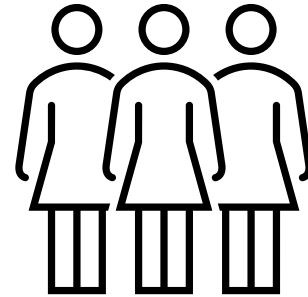
THE ADAPT MODEL



TRY



ME AND
MY STYLE

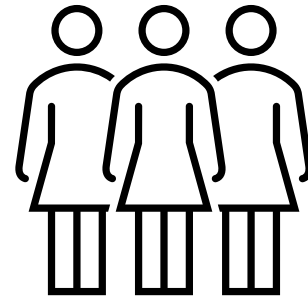
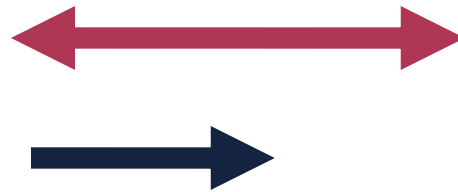


THEM AND
THEIR STYLE

TRY



ME AND
MY STYLE



THEM AND
THEIR STYLE

THE PARETO PRINCIPLE

80 - 20

80% of the results come from **20%** of the causes

Adapting **20%** of your behaviour



80% of the results you want

AWARENESS

UNDERSTANDING

FLEXIBILITY

THANK YOU FOR LISTENING!

CHIA SUAN CHONG

Co-Author of **VOICES**

Author of *Successful International Communication*

