Culture and Communication

Presented by: Steve Reynolds
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What is a cultural diversity workshop?

Intercultural competence requires the ability to participate in the social life of people who live according to different unwritten rules.

(Hofstede, 2009)
Agenda

• Welcome & Objectives

• Culture
  • Warm-up: Identity Tags
  • Discussion: What is culture?
  • Mini-lecture – Ten Aspects of Culture
  • Activity: Either/Or

• Communication
  • Communication Role Play
  • Mini-lecture – The Something’s Up! Cycle; Cross-Cultural Communication Tips
  • Communication Scenarios
  • Recommended Resources

• Wrap-up
Learning Objectives for this Workshop

• **Explore** ideas about culture
• **Understand** the way values drive cultural behaviours
• **Practise** new cross-cultural communication skills
• **Get connected** to further resources
Warm-up: Identity Tags

• Write your name in large letters in the middle of a piece of paper
• Answer the question: Who are you?
  
  Write your identities in small letters around your name. These should be identities you feel comfortable sharing.

• Hold your paper and circulate around the room introducing yourself, discussing your identities, and asking other people about their identities. (5 minutes)
Discussion: What is culture?

• Four analogies - look at the picture on your table and discuss with your group:
  • What is the similarity between the object in front of you and culture?
  • What insight does this give you about how to work effectively across cultures?
• “The way of life, especially the general customs and beliefs, of a particular group of people at a particular time.” – Cambridge English Dictionary
Activity: Either/Or

• In groups of two, go through the slips of paper provided and read the cultural behaviours on each. Discuss and decide which one you agree with the most, then fold the paper in half and leave the behaviour you agree with facing up.

• Follow-up:
  • Why did you select the behaviour you did?
  • What value(s) might be behind this behaviour?
  • How might this behaviour make a newcomer with different values uncomfortable?
## Cultural Norms & Values

- **What are some different cultural “normals” that you’ve experienced locally?**

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<thead>
<tr>
<th>Cultural Norms &amp; Values</th>
<th>Change</th>
<th>Stability</th>
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<tr>
<td><strong>Risk Tolerance</strong></td>
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Culture

• Any questions?

• Next up: Cross-Cultural Communication
Communication
Communication Role Play

• In pairs, find some space
• You’ll be given a role play prompt – follow it without showing it to your partner
• Come back to the group after 3-5 minutes

• Follow-up:
  • What did you have to do and what did your partner do?
  • How did you feel following your prompt?
  • How did you feel while your partner followed his/her prompt?
  • How might Canadian communication etiquette feel to a newcomer?
The Something’s Up! Cycle*

Something’s Up!

Informed Action

Suspend Judgment

Make Sense

*NorQuest College,
https://www.norquest.ca/NorquestCollege/media/pdf/centres/intercultural/CI/The-Somethings-Up-Cycle.pdf
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CAN'T UNDERSTAND BIG WORDS...

SMILE AND NOD
Cross-Cultural Communication Tips

• Make It Visual
• Show and Tell
• Use Their Language
• Take It Easy
• Keep It Simple
• Say It Again
• Assume Confusion – Check Understanding the Right Way
• Get Help
• Walk in Their Shoes – Dignity
• Smile, but Don’t Laugh
Cross-Cultural Communication Scenarios

• Scenario 1

• Scenario 2

• Scenario 3
Culture & Communication Resources

• “Centre for Intercultural Learning” – Global Affairs Canada –
  www.intercultures.gc.ca > “Country Insights”

• “God Grew Tired of Us” DVD
  • 40-60 min mark of the movie, watch for the “Honeymoon” and “Culture Shock”
    experiences of the refugees as they wrestle with issues of integration

• Time Wise, “White Like Me” & YouTube keynote speeches on
  black/white racial issues in the US – good for raising awareness re:
  minorities and dominant culture power dynamics
  https://www.youtube.com/watch?v=4TGMHvj_2JQ

• The Something’s Up! Cycle –
  https://www.norquest.ca/NorquestCollege/media/pdf/centres/intercultural/CI/The-Somethings-Up-Cycle.pdf

• “Guide to Understanding Halal Foods”
We think [this] is a good place. Everything is better. From the very beginning, I told my family, we are going to be like the Canadians. I’m not going to bring my life – we are going to be changed. So far, it is as I read. The people are very nice, even nicer than I read about.

We see the whole world here...you can see everybody, from every country. It is lovely to be multicultural and one culture. In the end, you are Canadian. We love this country, we love the people, the generosity of them, and we thank them.”

-- Vanig Garabedian, one month after arriving as the first refugee off the first flight to arrive from Syria*
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Evaluation Forms & Thank You!

PowerPoint download: www.regionalconnections.ca/downloads
Activity – Yes/No

- Find a partner (groups of two).
- Introduce yourselves.
- Start playing “Twenty Questions” – try to guess an object in the room by asking only yes/no questions.
- Variation: continue the game, but move your head in the opposite way when answering yes/no. E.g., nod for “no” and shake for “yes.”