

## Lecture decaan

### Common error 's:

- Self reference
- Attributing an interpretation or value judgement to what member of another culture do or say

### Examples:

My daughter never answers my voicemails

Parent-teacher evening (Muslim people declining coffee → Ramadan, Be aware of your surrounding cultures).

⇒ When you see something, try to see it in a cultural way.

### Examples (Self reference)

“I feel unsafe with all these youths hanging about.” → People of the older culture react negatively of a culture ex. Different age's.

American tourist in Belgian restaurant: “No wonder tipping is not customary in Belgium, service is awful here.” → Choices are much more limited in some countries than others. The circumstances you are used to are **normal** and all the rest is **abnormal**.

### What gaffes could I make

Barack Obama showing his feet to the world. → some cultures this is offensive.

McDonald (same thing)

4 examples of hand signals that are misinterpreted in other cultures.

Example pill → Chinese read from the right to the left. So misinterpretation can happen with some advertisement.

Not every difference can be attributed to culture...

### Topics to consider in CCC

- ⇒ Body language
- ⇒ (Hand) gestures
- ⇒ Place
  - Space and social role
  - Personal space
    - (President Johnson trying a social experiment → The linden Johnson treatment → pushing people into a submissive state.
  - Time
    - Belgian punctuality, and “working to deadlines”
    - Linear time (= Belgium we do one thing, then another and another, etc.
  - Introducing yourself

### Greeting in Russian

Russians have three names : a Christian name, a patronymic and a surname.

The proper way to address a Russian with whom you have a fairly formal relationship is by their first two names, the Christian name and patronymic

A Dutch expert in Flanders

Some years ago, HoGent had invited a Dutch expert to conduct a workshop for teaching staff.

He opened the session as follows: "Good morning, my name is Paul, I am the owner-manager of one of Holland's leading companies in solution oriented thinking. We advise large companies like (...) as

Belgium = Highest Uncertainty Avoidance. (94)

Values

How would you define "respect"?

Respect: Taking in consideration of the opposite his culture, beliefs and habits while not to talk or treat him in a submissive way. Respect is a two – way street.

Asian background: a lot of people have a one way street of respect

Exercise: Translate "baas,overste" into English and French, give some synonyms.

English = boss, CEO, superior, chief, manager

- ⇒ Anglo – American culture
- ⇒ Result oriented

French = patron, chef, superieur, le responsable

French culture

Procedure oriented (= The next in line)

Flanders suits the best with French culture

[Geert-Hofstede.com/countries.html](http://Geert-Hofstede.com/countries.html)

Geert-Hofstede's Dimension Model:

Exercise

In which culture (AA or FB) is it more acceptable

That a subordinate contradicts a superior during a meeting with others present?

America

That a young staff member will represent the company?

America

That poorly performing staff will be given a second and a third chance?

Ismail El Kaddouri TIN 1A1

France (it's almost impossible to fire someone. Feminine culture, where everyone takes care of each other)

That colleagues cc their boss as a "power argument"?

France