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Developing the internationalization  
of PhD studies in South Africa

## PART I.3

# DOMAINS OF CULTURAL DIFFERENCES

*Fanny Poujol*  
University of Montpellier

# Source video

- <https://www.youtube.com/watch?v=VMwjscSCcfo>

## DOMAINS: Verbal

- Choice of words
- Organization of messages

## DOMAINS: Non-verbal

- Body language
- Eye contact
- Laughter
- Touch
- Tone, volume and speed
- Turn-taking and silence

# Is the body language an universal one ?

✓ Yes

✓ No

Body language is a very powerful tool.  
Before we speak, 80% of what you  
understand in a conversation is read  
through the body, not the words.

*From a Deborah Bull quote*



*"I speak two languages, Body and English."*

- A great part of communication goes through non verbal channels.
- What are the different channels used when we communicate?



# Communication channels

Sight



Hearing

Feeling





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To communicate we use these three channels but usually each one of us has his favourite one :

People can be classified into 3 main learning styles depending on their main communication channels:

- Visual persons ( Sight ) 50%
- Auditory persons ( Hearing ) 20 %
- Kinesthetic persons (Feeling) 30 %

*Bandler and Grinder, Neuro-Linguistic  
Programming (NLP)*

# Implications?

- When we communicate our message will be understood and remembered if we have chosen the best communication channel of our partner:
  - Face to face
  - Phone
  - E mail

[https://www.youtube.com/watch?v=\\_SI2TP4HHPo](https://www.youtube.com/watch?v=_SI2TP4HHPo)

# Communication is a complex process

- Verbal / body language
- Different channels are available
- Each person has his preferred channel
- Each culture has its own prevailing means of communication



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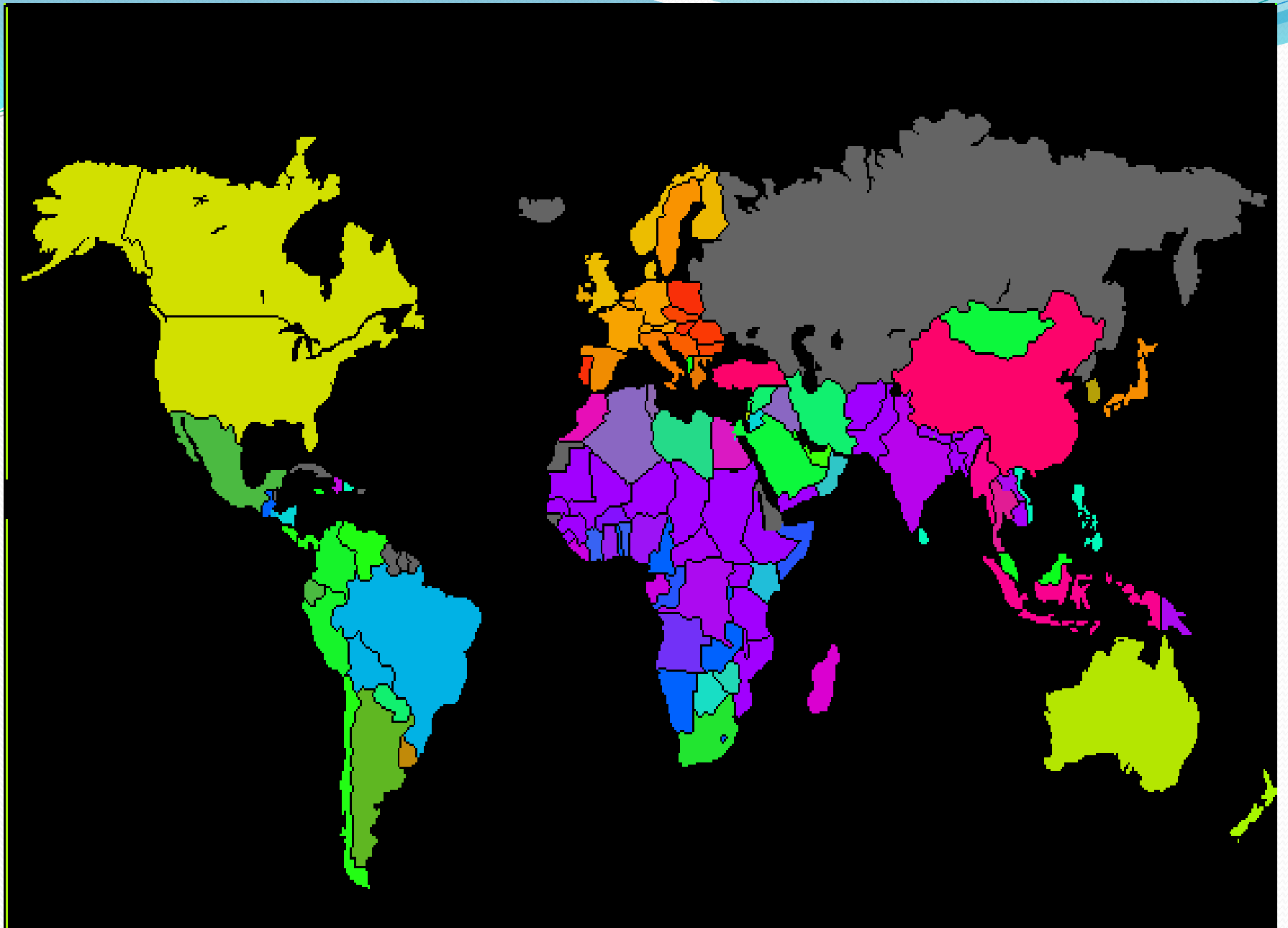


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- A word, a contact and an image can be perceived in very different manners.
- The perception depends on the personal history and culture

➔ Different perceptions can generate misunderstandings, odd or even aggressive behaviours.

- An illustration: maps of the world





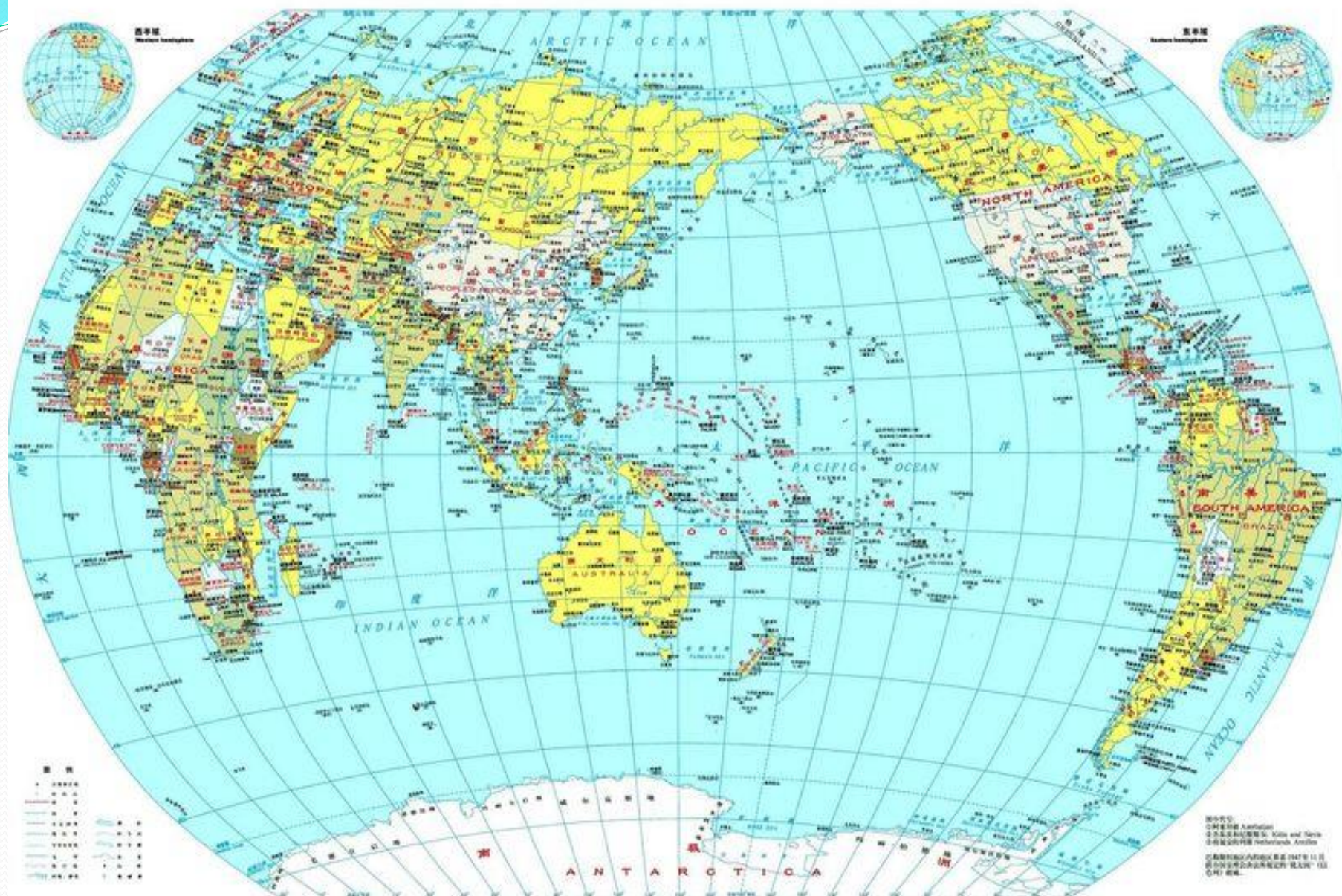








# 世界地图



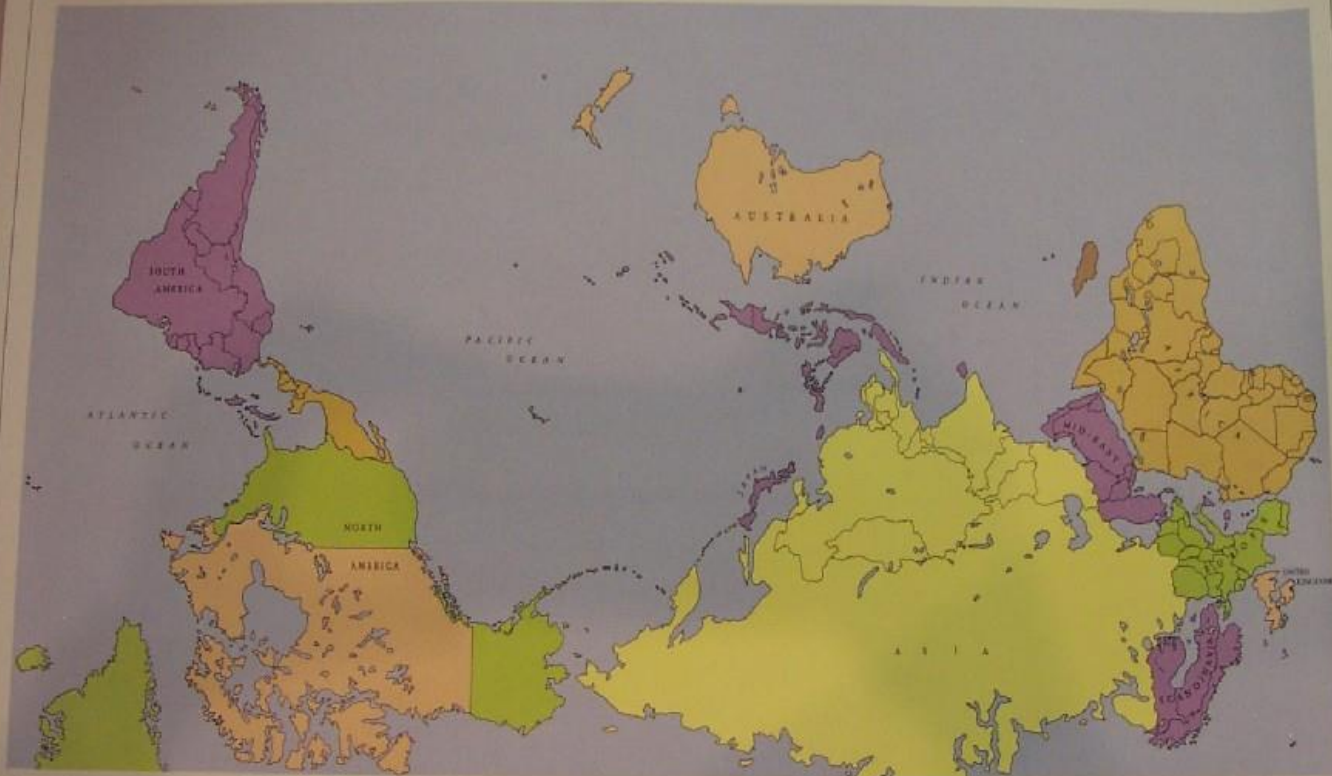








# A·U·S·T·R·A·L·I·A



## NO LONGER DOWN UNDER

*"Australians all let us rejoice  
For we are young and free,  
With golden soil and wealth for toil  
Our land is rich in sea."  
—The Australian National Anthem, "Advance Australia Fair"*



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# The word “crisis” : illustration

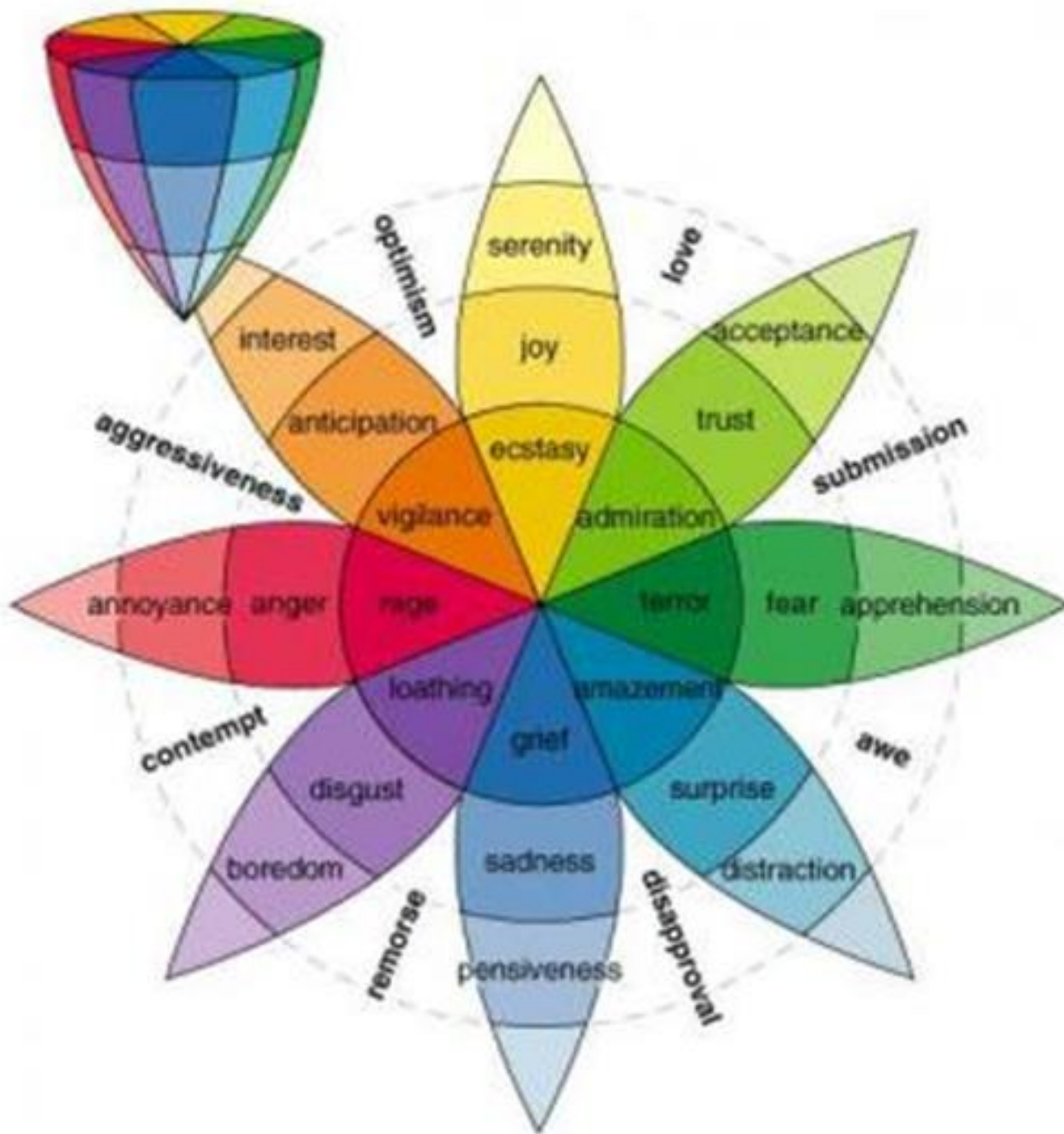
- Crisis
- 危 机
- danger opportunity

# The word “standard” illustration:

- For the French: a standard of quality
- For the British : that some specific procedure have been followed
- For the Germans: a transfer of responsibility

# Perceptions and Emotions

- A situation, a word, a contact and an image can be perceived in very different manners.
- This perception can trigger:
  - Positive or
  - Negative emotions





- Sign of a weakness ?
- Ignore them?
- Emotions must be repressed ?
- Yet, emotion in negotiation is a very common thing.
- Awareness of emotion aspects

# What to do with those emotions ?

- Body language give signals before the outburst of emotions
- Read /feel the body language?
- Emotional Labor is the fact to hide emotions and to “play” other emotions
- Is EL efficient in sales?

- The mechanism or chemistry of emotions is out of the scope of this presentation.
- But you must be aware of the emotion dimension of any negotiation
- **The management of a good negotiation is often connected to the skill of dealing with emotions.**

# STEPS TOWARDS EFFECTIVE COMMUNICATION

- Develop a sense of cultural awareness
- Do not be ethnocentric
- Listen genuinely when others speak





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# STEPS TOWARDS EFFECTIVE COMMUNICATION

- Do not lapse into your own language while in the presence of others who do not speak it
- Take responsibility for the communication (e.g., if miscommunication happens, it is not always the other person's fault)
- DO NOT STEREOTYPE



## CONCLUSION

### *Intercultural communication:*

- respects people as part of a group AND as individuals.
- is not about interaction between national cultures only.

## CONCLUSION

### *Intercultural competence:*

- helps you deliver your messages clearly, appropriately and persuasively.
- enables you, as a business leader, to contribute to a just and equitable world.

THANK YOU!