

Introduction into patterns of cross-cultural behaviour.

What is culture (cultural elements),
subculture as the starting point.

Elena Pruvli, intercultural trainer.

What do we mean by the differences in business customs and practices?

***Why? (after 11.09.01 9mln. jobs were lost in tourism in US).**

***Two iron (?) rules of international business:**

1: Seller is expected to adapt to Buyer.

- For the buyer cultural differences are less important – unless you want to negotiate the best deal.

2: Visitor is expected to observe Local Customs.

- “When in Rome, Do as the Romans Do,”

BUT!!! (ex. Japanese tourists in Estonian luxury hotel)

The third golden rule is: life is much more complex

- The aim is to be prepared for the complicity of life, to answer the questions:
- When in Rome, WHY Romans do, WHAT Romans think, WHO are Romans....
- Do they really DO WHAT we think they do?

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3

***The main problems are:**

- - **Business people expect that cultural differences exist but they do not know exactly how they will be expressed in reality.**
- - **We still decode the foreigner's behaviour through the content of our own culture.**
- - **We can have no direct knowledge of a culture other than our own. Our experience with and knowledge of other cultures is forever limited by the perceptual bias of our own culture.**

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4

What is culture

- More 160 definitions (only by Kroeber ja Kluckhohn)
- identification with, acceptance into a group (shared and received in the group)
- has a shared system of symbols and meanings as well as norms of conduct.
- Plainly: The way how we got used to do things here...
- Hofstede (1991, p.5) defines culture as “a collective programming of the mind which distinguishes the members of one group or category of people from another”.

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5

Cultural differences

- are the result of national, regional, ethnic, social class, religious, gender, and language variations.
- Culture is NOT a genetic trait. All cultural elements are learned through interaction with others in the culture. (“Mowgli” syndrom)
- “entrepreneurial culture” in which a positive social attitude towards personal enterprise is prevalent, enabling and supporting entrepreneurial activity. Bateman M. (1997)
- The diversity within cultures probably exceeds the differences between cultures.
- cultural identity does help understand the opportunities and challenges that each in that culture had to deal with.

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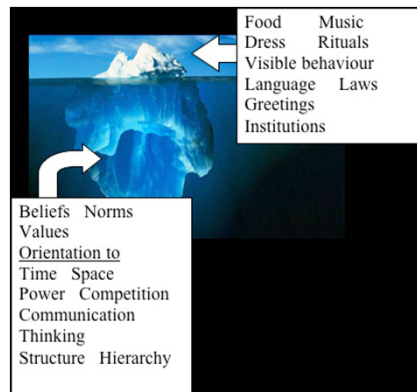
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6

Myth about convergence: Global village by Marshall McLuhan. Melting pot?

Hofstede, G. 1991. Cultures and organizations: Software of the mind. New York: McGraw-Hill, 6.

"iceberg model" (1979 French ja Bell).



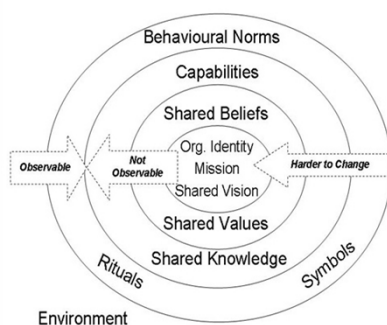
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7

Onion model

http://bluepencil.com.au/wp-content/uploads/2008/06/onion_diagram.jpg

Layers of onion model



- Superficial (food, clothes, appearance, lifestyle)
- Norms and rules
- Values
- Dilemmas and behaviour in given circumstances

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8

RULES and NORMS

- **of behaviour do exist for every culture and subgroup**
- **Rules refer to socially agreed-on behaviour , to the individual guidelines**
- **Norms specify appropriate and inappropriate behaviour**

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9

Values in Myths

- Info about values
- Legends, fairy tales
- Media, ads, movies
- Talk-shows
- (mixing consumerism with merge of cultures, research by Rosabeth Moss Kanter).

Myths-source of info about values

- represent the society's persistent values
- handed down from generation to generation
- help make the world understandable, support the social order,
- educate young.
- provide the cultural image of perfection
- provide a guide for living
- change slowly
- and are widely taught and believed.
- Media, ads, movies
- Talk-shows

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10

Cultural elements: experiences that guide individual members through life.

- **Language and gestures; personal appearance and social relationships;**
- **Religion, philosophy, and values;**
- **Courtship, marriage, and family customs;**
- **Food and recreation;**
- **Work and government;**
- **Education and communication systems;**
- **Health, transportation, and government systems, and economic systems.**

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11

subculture, co-culture, and subgroup

- **They exist within dominant cultures and are often based on economic or social class, ethnicity, race, or geographic region.**
- **Social class traditionally defined as: position in the society's hierarchy based on income, education, occupation, and neighbourhood.**

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12

accepting new group members:

- ***Ascribed group membership*** is resulting from a person's birth status, gender, family, age, social belonging or based on racial, ethnical and national ground.
- **(typical – universal union Lions club- social level and recommendations).**
- ***Acquired group membership*** is not resulting from a person's innate, constitutional, religious, political and other characteristics (normally based on common interests).