Contents

Thanks and acknowledgements	5
About this pack	6
An Introduction to Intercultural Studies by James R. Chamberlain	7
Recommended reading	
Language reference	10

Teacher's notes and activities

1	Why does culture matter?	12
1.1	Brainstorming: What is culture for you?	12
1.2	Defining the word 'culture'	14
1.3	The culture iceberg	16
1.4	Cultural briefing	18
1.5	Cultural briefing: The Swedes	20
1.6	The global dimension	22
1.7	The effects of global business	24
1.8	Expectations	26
1.9	Case study: One person's experience	28
1.10	Case study: Combining global and local	30
2	Tunos and storeotunos	20
21	Types and stereotypes The culture onion	32
2.1		32
2.3	Sport and teams Gender	34
2.0		36
2.4	Gender and communication	38
2.5	Stereotyping	40
2.6	Evaluating attitudes	42
2.7	The bell-jar graph	44
2.8	Where do stereotypes come from?	46
3	Profiling national cultures	48
3.1	Cultural influences	48
3.2	Body language	50
3.3	Time capsule	52
3.4	Family briefing	54

4	Profiling corporate cultures	56
4.1	Company dimensions	56
4.2	Brand, image and culture	58
4.3	Case study: Telephone language	60
4.4	The Hofstede model	62
4.5	The Trompenaars model	64
4.6	The Mole model	66
4.7	The Hall model	68
4.8	Diversity or conformity?	70
4.9	Case study: A takeover	72
E	Profiling group outures	74
5 5.1	Profiling group cultures Group characteristics	74
	Case study: Troubleshooting	76
5.2	SWOT analysis	78
5.3		80
5.4	Group perceptions Observing conventions	82
5.5 5.6	0	84
0.0	Cultural dileminas	04
6	Culture and communication	86
6.1	Individual characteristics	86
6.2	Work types	88
6.3	Communication styles	90
6.4	Where do you come from?	92
6.5	Meetings	94
6.6	Following the rules	96
6.7	Which language?	98
6.8	The native and the non-native speaker	100
6.9	Positive communication	102
6.10	Multi-channelling	104
6.11	Developing intercultural competence	106
6.12	Dos and don'ts	108
6.13	Learning styles	110