BEYOND DIFFERENCES: TO AN ENRICHED PERSPECTIVE.

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The CHARM-EU universities send about 10.000 students on exchange per year. We wish to offer them an intercultural awareness course by the alliance. Our universities already offer courses about practical things, but not all students attend any course in intercultural awareness, and we like to raise the awareness among the students.

This poster presents the short version module that offers students a basic level of intercultural awareness in a one-hour video format, previously built as a presentation.

MODULE - UNDERSTANDING AND **NAVIGATING INTERCULTURALITY:**

A SHORT ONLINE PREPARATION COURSE FOR EXCHANGE STUDENTS.

COURSE CONTENT:

01. What is culture and intercultural communication

02. Cultural nomrs and structures

03. Rich points and cultural incidents

04. Stereotypes

05. Some reflection tools: DRIVE model & Kolb's learning cycle

OBJECTIVE

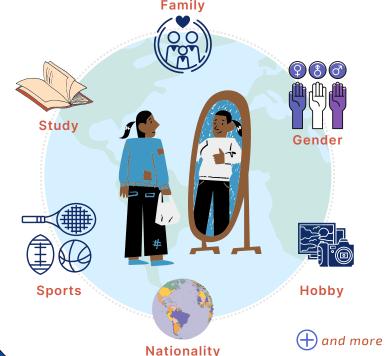
The objective of this poster is to present the structure of the short-version module of Intercultural Communication. Hence, we will address the four objectives of the module, as follows: 1) to develop awareness of intercultural differences and commonalities; 2) to share and reflect on examples and challenges of intercultural encounters; 3) to develop selfawareness regarding cultural values, norms, and beliefs; and 4) to navigate cultural differences effectively.

The main idea of the module is to understand cultural structures that include (but are not limited to): time, space, verbal and non-verbal communication, categorization, and stereotyping, among others.

METHODOLOGY

This poster is part of the building process that included all the members of the different universities involve in the KCT on Intercultural Awareness. Nonetheless, the methodology we include in this poster refers exclusively to the one followed within the final short version module. Therefore, we highlight the structure of the course with a particular attention to "rich points", also known as critical incidents, the DIVE model (i.e., description, interpretation, verification, evaluation), aimed at postponing judgement, and Kolb's learning circle.





CULTURAL STRUCTURES

- Time: Punctuality, polychrony vs monochrony,
- Space: Personal space, physical contact, lay-out room (e.g. office)
- Verbal communication: language: Language choice, loudness of voice, high and low context
- Non-verbal communication: Facial expressions, eye contact, gestures
- Etiquette: Salutations, presents, food, taboos
- Hierarchy (power distance)
- Individualism versus collectivism: Loss of face,
- Work versus leisure & uncertainty avoidance

INTERCULTURAL COMMUNICATION

01. Communication between people with different linguistic and/or cultural backgrounds.

02.

Communication in which linguistic and/or cultural differences are made relevant for processing the outcomes of interlingual communication.

03.

The essence of intercultural communication is characterized here by the transformation of thinking and acting as a consequence of interaction.

or unexpected?

You wait untill the 01 situation passes

You copy the bahaviour of the other (do as the 02 natives do)

You perceive it as a stereotype of the other 03 culture and/or confirmation/deviation of the other culture.

> Your incomprehension is the start of a process of 'wondering'; you compare your own culture with the other and start reflecting and analysing.

REFLECTION DI(V)E MODEL



Description: What do I see / what do I hear?

Interpretation: What does it seem like?



Verification: Is myinterpretation correct?

Evaluation: How do I feel about it?

N.B. Dont start with the evaluation!

Blocks and threats

INTERCULTURAL COMMUNICATION

- · Blocks: focus on the differences/cross cultural boundaries. Example: "Ah, you are from Italy, so you must really miss a hot meal during lunch!"
- Threads: focus on the similarities, the things you have in common. Example: "Ah, I see you are also into yoga, how long have you been practicing?







UNIVERSITATOR





UNIVERSITÄT





04





Agar, M. (1994). Language shock: Understanding the culture of conversation. William Morrow. | Holliday, A. (2018). Difference and awareness in cultural travel: Negotiating blocks and threads. In Study Abroad and interculturality (pp. 6-19). Routledge. | Ten Thije, J. (2020). What Is Intercultural Communication? |Liu, Y. (2020). East Meets West. Tachen.

