



**CENTRUM JAZYKOVÉHO  
VZDĚLÁVÁNÍ**  
Masarykova univerzita

# **KURZY INTERKULTURNÍ KOMUNIKACE A VIDEOKONFERENCE VE VÝUCE**



**CENTRUM  
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**Alena Hradilová, Blanka Pojslová, Martina Šindelářová-Skupeňová**

# CMIC course

## Computer mediated intercultural communic

- Ekonomicko-správní fakulta MU
- Fakultät für Wirtschaftswissenschaftern, Paderborn Uni
- University of Applied Sciences, Tampere



**16 virtual teams (5 MU teams)**



# Course design

## F2F line (in class)

- Concept of culture
- Cultural dimensions
- Critical incidents
- Presentation skills
- Academic writing
- Videoconferencing skills

## Virtual line (online)

- Establishing contact WIKI
- Preparing for VC1
- VC1
- Exchange work
- VC2

# Virtual line - Phase I

**2 weeks for**

- Establishing contact
  - Means of communication
  - Joint exchange project
- 
- **Joint project outline (500 words)**
  - **Team presentation about initial ideas for VC1**

# Virtual line - Phase II

## Videoconference I

- Group presentation of the project outlines
- No slides

## 5 weeks for preparing

- Exchange project work
  - Joint report (8-10 pages)
  - Group project presentation (15 minutes)
  - Joint reflection (500 words)

## Videoconference II

- Group project presentation

# Joint Exchange project

- **a report** OR create **a website** comparing a product, service or managerial innovation **across at least two different cultures**
- *Cultural reasons for Walmart's failed attempt to capture the German market*
- *How Lenovo succeeded in bridging its cultural differences with IBM*

## Experiential course

## Videoconferencing in English

- Volitelný kurz na FF
- Mluvení, interkulturní rozměr jako bonus
- Online x offline semináře
- Modes of Communication - introduction, giving instructions, hosting – chairing, providing feedback
- Závěrečná chat show



## Shanghai Calling

- Modul v rámci kurzu English Autonomously
- Globální konverzace
- 3 setkání -1 téma
- Česko-čínské vztahy





## F2F line in classroom

- Theoretical frameworks (Jandt, Shaule, Hofstede, Hall, Trompenaar, Schein)
- Critical incidents – Shaule (2007)

**“... culture to us is like water to fish”**

(Shaules, 2007)

## TASK 1 – CASE STUDY

*Read the text. It illustrates the cultural issues DaimlerChrysler had to face after their merger. Once you finish, answer the following questions.*



1. What cultural issues can you identify in the text? Try to look at this from different perspectives – national, organisational, local ...
2. What do you think caused these problems?

## TASK 1 – CASE STUDY

**1. What cultural issues can you identify in the text? Try to look at this from different perspectives – national, organisational, local ...**

**“cultural difference” as subjectively constructed:**

e.g.

The Americans see themselves as “creative” but are viewed by the Germans as “unstructured”. The Germans see themselves as “structured”, but are viewed by the Americans as “too rigid and formal” and “unproductive”.

**2. What do you think caused these problems?**

**emotional reactions:**

e.g.

The Americans “looked puzzled”. The Germans “were irritated”.

**judgmental reactions:**

e.g.

Former ... executives found the American system “chaotic”.

Each side thought its components or methods were the “best”.

## TASK 1 – CASE STUDY

Before their merger, the management of DaimlerChrysler did not seem to be sufficiently aware of the cultural differences that might have a significant impact on the performance of the corporation. As people from both sides started to work together, they perceived a variety of differences that they found hard to understand and even undesirable. They both hoped to change the other side, e.g. by adopting certain methods from one side due to power and administrative concerns. However, this appeared to be an immature decision, as the issues related to the people's different ways of doing things and perceiving others remained unresolved. Thus, **conflict** seemed to outweigh **cohesion** in the workplace. In other words, Daimler and Chrysler failed to develop a DaimlerChrysler working culture, a community of thinking and behaviour shared by people from both sides. This eventually contributed to the corporation's disappointment in fulfilling its expectations.

**It's not simply about difference!**

## TASK 1 - CASE STUDY

***How can you interpret the following statements?***

Some of the things the German managers said:

- *“I had to learn what ‘please’ means [for the British].”*
- *“Interpreting what they [the British] mean is a special difficulty.”*
- *“The same words ... can have completely different meanings.”*
- *“For my co-workers my way of saying frankly what I mean was a shock at the beginning.”*

## TASK 1 - CASE STUDY

Some of the things the British co-workers said:

- *“I often find that the Germans speak English very well ... but have more difficulty in understanding the language.”*
- *“They don’t give very much away. The Germans play their cards close to their chest.”*
- *“The Germans come straight up to you, fix you in the eye and give you the information. I find it a bit frightening.”*

This means in  
your own words:

1

2

3

## Aktivita 1: Jak funguje komunikace?

1. O jakém tématu student mluví?
2. Je to jednoduché / zajímavé / kontroverzní téma?
3. Jaká jsou klíčová slova / podtémata?



## Aktivita 2: Jaké dovednosti studentka procvičila?

Psaní?

Mluvení?

Kladení otázek?

.....

The screenshot shows a VLC media player window titled "CJAVVC\_02-20161214.mp4 - Multimediální přehrávač VLC". The main video area displays a presentation slide with a winter forest background. The slide content is as follows:

1. What is typical for Christmas dinner in the Czech Republic?

- A: Fried carp with potato salad
- B: Fried pike with potato salad
- C: Fried octopus with potato salad

In the top right corner of the video player, there is a small inset video showing a woman in a red top holding a green card, sitting at a table with other people in a room with a banner for "MASARYK UNIVERSITY LANGUAGE CENTRE".

The VLC player interface includes a progress bar at the bottom showing 1:13:25 / 1:24:18, and a Windows taskbar at the very bottom with various application icons and system tray information.





**Děkujeme za pozornost.**

