

Pluricultural Competences in Action III

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Warm-u

- When we speak about cultural differences, what st things come to your mind first of all?



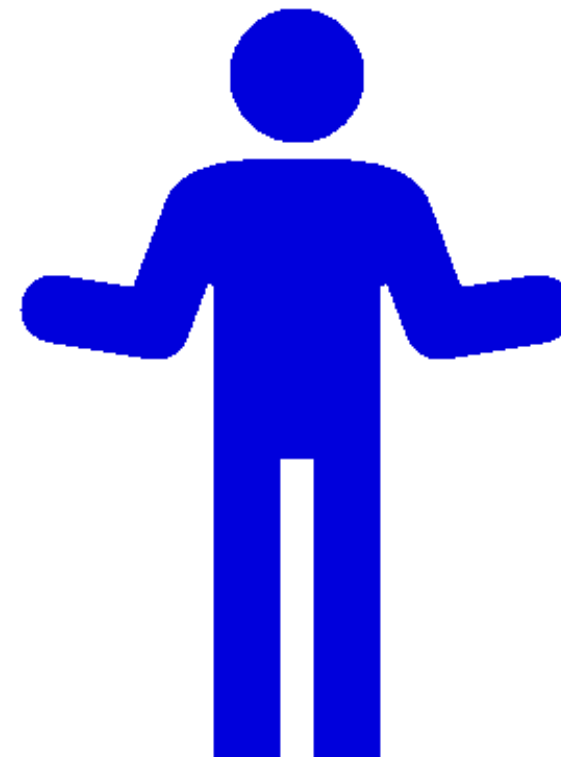
Brain storm

- When we talk about cultural differences, what are the first things that come to your mind?



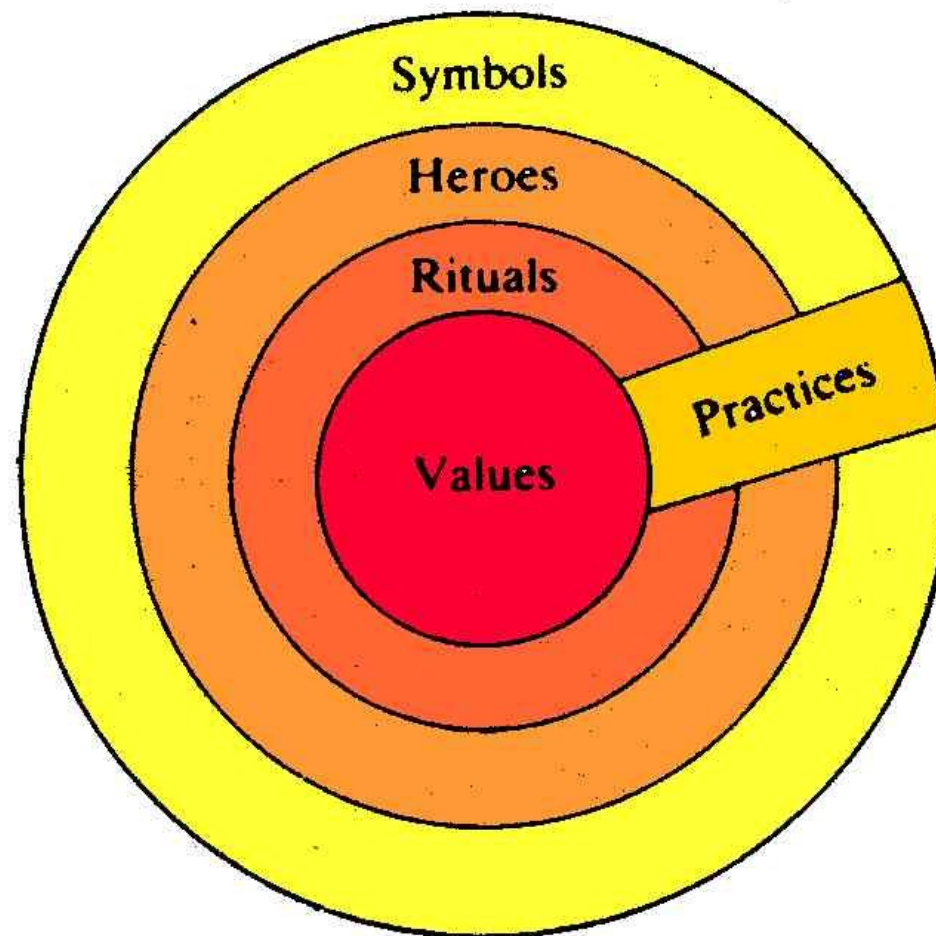
Cultural differences.

- History
- Society
- Language and Communication
 - Body Language.
 - Gestures
 - Eye contact.



- **Geert Hendrik Hofstede**
- model of the „Cultural Onion“

(Hofstede, 2012)



It is made of 3 layers around a core. **The core stands for the values of a certain culture**, which is not moving a lot. It mostly remains the same. Even if something seems to be outdated, it still can subconsciously play a role in the present. That includes individuals as well as groups.

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The first layer around the core is described as rituals. A ritual can be the way of personal hygiene (most Asians shower in the evening, Europeans in the morning). German people like to shake hands often, Malay tenderly touch the fingertips and then point it to the heart. Those rituals are changing slowly.

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The second layer around the core are the „heroes“. A hero can be a fictive person, but has influence on the culture. A nice example is Dracula (written by Bram Stoker, published 1897). Since this book was published, many people in Western world developed a fear about Vampires, even if it never existed in their culture before. It also can be national heroes, photo-models or scientists – all people, who play a role-model in that society.

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The third layer is about the symbols. Nowadays most symbols appear as brands like BMW, Apple or Louis Vuitton. Those symbols usually move according to the momentary fashion.

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All three layers can be trained and learned through practices except for the core: the inner cultural values (Good vs. Bad, dirty vs. clean, ugly vs. beautiful, unnatural vs. natural, abnormal vs. normal, paradoxical vs. logical, irrational vs. rational).

For further information about the core, please refer to [The Core of Hofstede's Onion](#)

Topics

- **Cultural differences**
- **Personal space - proximity**
- **Eye Contact**

Workshop

- **Activities**
- 1) Individual
- 2) In pairs
- 3) In groups



Workshop

- **Use worksheets**
- **see the Syllabus, please**



Questions & Answers. Discussion.



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Final slide: Reflection

Cultural differences should not separate us from each other, but rather cultural diversity brings a collective strength that can benefit all of humanity.



Thank you for your attention

