Lecture 12: Cross-Cultural Communication

Increasing Importance of Multicultural Communication

1. List two reasons why the ability to communicate effectively across cultures is becoming increasingly important.

Selected Dimensions of Culture

2. Give 4 aspects of high context cultures.

3. Give 4 aspects of low context cultures.
Selected Dimensions of Culture

4. List 2 high context cultures.

5. List 2 low context cultures.

Improving Communication With Multicultural Audiences

6. Give 3 ways to tailor your written messages to multicultural audiences.

End of Outline