

GEB 3213

**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
