



# Cross-Cultural Contacts

Berlin and St. Petersburg



a blended learning intercultural  
exchange project

# Ziele + Herausforderungen

## Für Studenten:

- **Interkulturelle Kenntnisse sammeln auch ohne Auslandsaufenthalt u. vor der Abreise**
  - eigene Kultur, Kulturunterschiede, usw.
- **„Managing diversity“ skills entwickeln**
- **Verhandlungsgeschick**

## • elearning/blended learning = selbstbestimmtes Lernen

H: Gruppenarbeit erschwert durch mangelnde Technologie

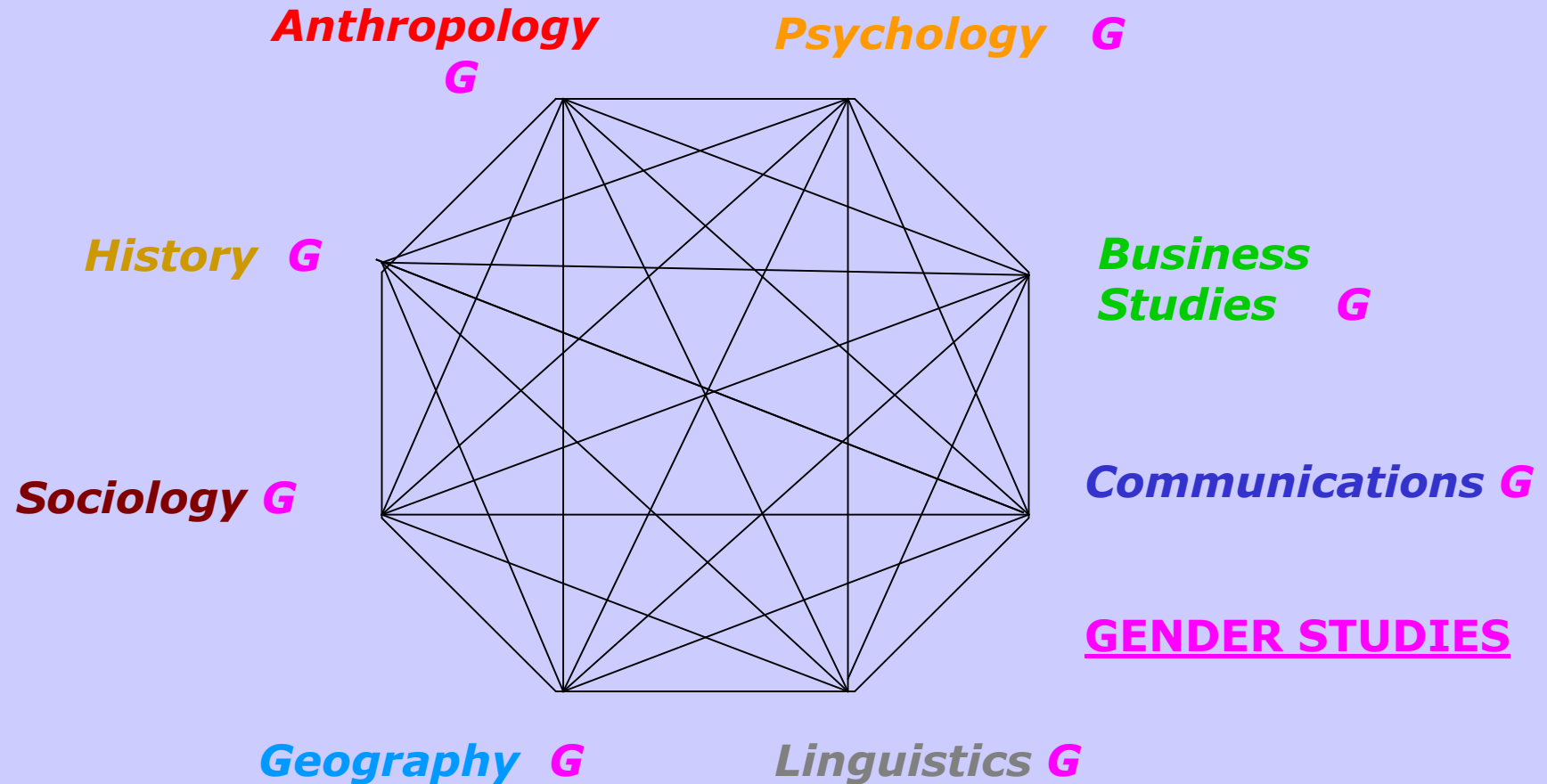
## Für uns:

- **Fragebögen sollen vielseitig verwendbar sein (in versch. LVs)**

## • across the curriculum: Sprache, Kultur, Marketing, HR, **GENDER**, usw...

H: Semesterkalender sehr unterschiedlich = Gruppenarbeit sehr schwierig

# Studies in Cross-Cultural Management



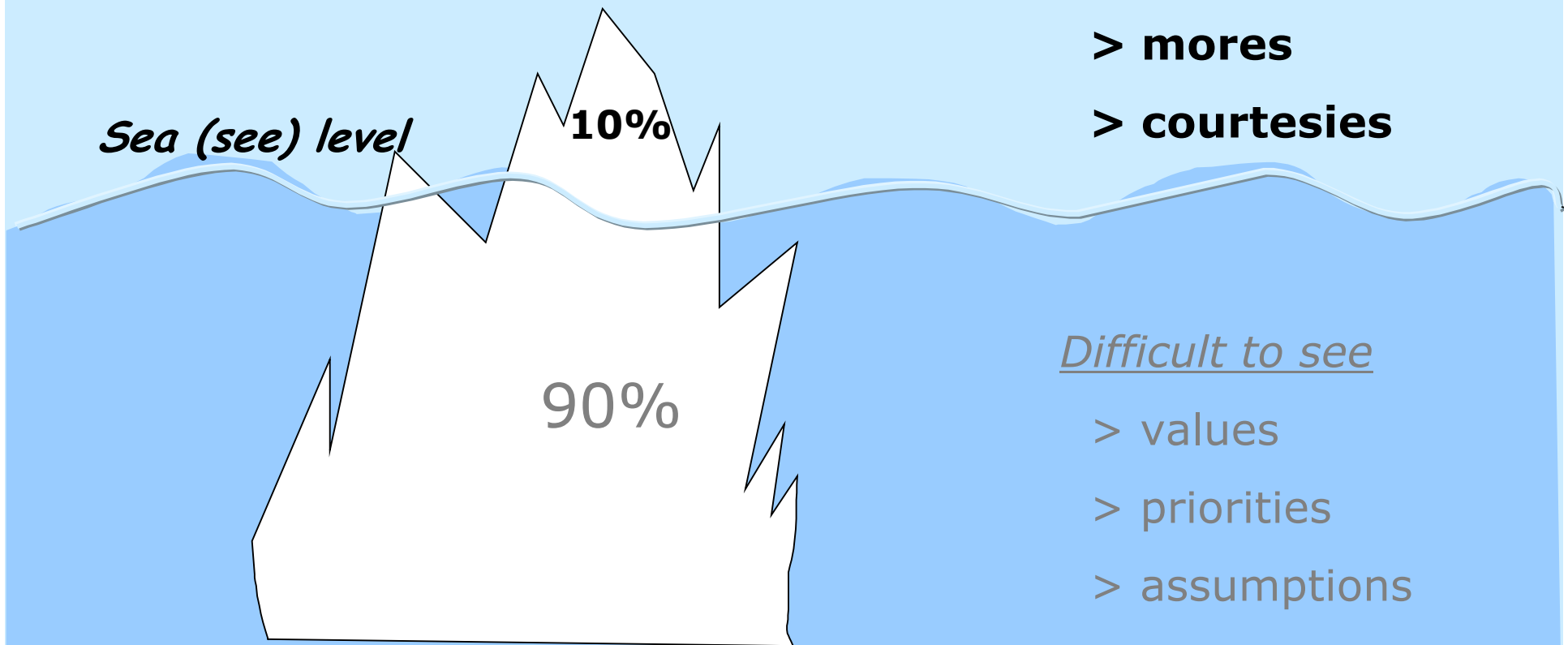
# The Cultural Iceberg

## Easy to see

- > customs
- > mores
- > courtesies

## Difficult to see

- > values
- > priorities
- > assumptions





# Forenübersicht Cross Cultural Contacts



## 1. INTRODUCTIONS

St. P      Berlin      ?      ?      ?

## 2. CULTURAL ASSOCIATIONS

Exchange 1

WS 2006-07 class work

Assignments

Research and Language

## 3. STEREOTYPES

Exchange 1

WS 2006-07 class work

Assignments

Research and Language

## 4. CULTURAL VALUES

Exchange 1

WS 2006-07 class work

Assignments

Research and Language

## 5. CULTURE SHOCK

Exchange 1

WS 2006-07 class work

Assignments

Research and Language

## 6. CULTURE & BUSINESS

Exchange 1

WS 2006-07 class work

Assignments

Research and Language

## 7. GENDER AND CULTURE

# Introductions

*My name is Cynthia Tilden-Machleidt*

*bla, bla, bla...*

*This is a picture of my favorite place in the United States. It is Menemsha, a fishing village on the island of Martha's Vineyard, in the Commonwealth (state) of Massachusetts. I have watched the sun set here since I was a little girl. Perhaps you can find out more information about this area. If you do, write it up and post it in our FOLDER entitled "What I found out about..."*



# Cultural Associations

## Word Associations (work)

**Write about 3-5 words that come to mind when you read the following.  
Compare and post results online.**

<b>success</b>	
<b>the ideal boss</b>	
<b>the ideal colleague</b>	
<b>job security</b>	

**GENDER**

# Stereotypes

**What is a stereotype? What is a generalization? In this cross-cultural activity we use these words in the following way:**

All Americans are overweight = **stereotype**  
Obesity is a major health problem in the U.S. = **generalization**

**What are some common stereotypes of Germans?**

**Germans are:**



**What are some common stereotypes of Russians?**

**Russians are:**

**GENDER**





# Cultural Values

**When people from different countries work together they usually discover something about their own cultural attitudes and those of their colleagues. It is sometimes amazing how strong and deep-rooted our cultural affiliation can be. In order to better understand and anticipate areas of cultural conflict, it can be useful to identify and focus on our own cultural values.**

**What do you like about your culture? What do you dislike?**

<u><b>What I like</b></u>	<u><b>What I dislike</b></u>

# Culture Shock

**What is culture shock?**

**Have you ever experienced culture shock? (Storytelling activities)**

**With a partner in class, write a cultural scenario or a dialogue that shows a **culture shock dilemma**. This can continue as online partner work.**

**Interview a foreign student (**Ton kommt später!!**) and post it online. Comments in groups and individually.**

**GENDER**

# Culture and Business

1. In small groups,  
brainstorm a SWOT for German business, Russian business, etc.
2. Post your findings and compare.

GENDER

strengths	weaknesses
opportunities	threats

# Was kommt noch?

- „Cultural Scenarios“, Sammlung v Auslandserfahrungen  
GENDER
- „Culture shock in Germany?“ – Erfahrungen v  
GENDER Gaststudierenden
- Bilder, Fotos
- Video
- Audio
- Andere Tools???

# Culture and Gender

- **SWOT for women**
- **Comparative business behaviour – what is professional?**
- **Interviewing + storytelling activities (beliebt)**
- **Beauty and business**
- **Gender and the workplace (compare)**
- **Gender und Sprache**

*<http://www.cross-culture.de/fhw/forum/>*