

## GENERAL INSTRUCTIONS INTERCULTURAL COMMUNICATION SIMULATION

Three corporations—a commercial bank, a construction firm, and a hotel development company—are planning a joint venture to build a new retail shopping complex in Perth, Australia. The staffs from these three companies come from three different cultures: Blue, Green and Yellow. Each culture has specific traits, values, customs and practices.

You are a manager in the company to which you have been assigned. You will attend the opening cocktail party of a three-day meeting during which the three companies will negotiate the details of the partnership. Your management team is headed by a vice president.

Please do the following:

1. Meet with the other managers of your company to discuss what your objectives and approaches will be at the cocktail party.
2. Using the description of your assigned culture, practice how you will talk and behave at the party. Be sure to practice conversation distance, greeting rituals, and nonverbal behavior. Practice until you are reasonably familiar with your cultural orientation.
3. At the cocktail party, interact with the managers from the other companies. Maintain the role you have been assigned, but do not discuss the characteristics of that role explicitly with anyone. Notice how other people react to you, and how you react to them.
4. Be ready to discuss what you have observed about your own behavior and reactions as well as the behavior and reactions of others.

## **BLUE CULTURE**

### **HOTEL DEVELOPMENT COMPANY**

#### **Beliefs, Values and Attitudes that Underlie Your Culture's Communication**

You believe that fate and luck control most things.  
You believe in feelings more than reasoning.  
In your culture, an authoritarian leader makes the final decisions.

#### **Nonverbal Traits of Your Culture**

You treat time as something that is not important.  
Your conversation distance is close (about 15 inches, face-to-face).  
You touch others on the arm occasionally when in conversation.

#### **Verbal Traits of Your Culture**

You frequently express gratitude and other emotions to others.  
You interrupt others who are speaking and are not offended if they interrupt you.

#### **Business Customs in Your Culture**

You treat women as superior to men.  
You avoid conflict.

#### **Greetings and Courtesies**

When meeting someone or leaving them, you hug warmly but gently.  
Your most common method of greeting is to say, "Howdy, pal!"  
You call everyone by their first names, and you refer directly to people by name  
Frequently in conversation (e.g., "As I was telling you, George . . .")

#### **Food**

You eat and drink with gusto. In your culture, eating and drinking are considered some of the greatest pleasures in life.  
You think it is a sign of friendship and sharing to take food from another person's plate to eat yourself.

## **YELLOW CULTURE**

Construction Company

### **Beliefs, Values and Attitudes that Underlie Your Culture**

You believe that people determine their own destinies.  
You make decisions in a democratic manner.  
You believe in reason over feelings.

### **Nonverbal Traits of Your Culture**

Your conversation distance is far (about 35 inches, face-to-face).  
You believe that time is a valuable commodity, and you don't want to waste any.  
You openly express emotions (e.g., anger, dissatisfaction, happiness).

### **Verbal Traits of Your Culture**

You are direct in expressing your ideas and opinions.  
You ask many questions.  
You don't express thanks to others because in your view people chose their actions to create their own destinies; in other words, if someone does something for you, he/she is also doing it for himself/herself.

### **Business Customs in Your Culture**

You welcome conflict as a way of reaching a better decision.  
You treat women and men as equals.

### **Greetings and Courtesies**

When meeting someone or leaving them, you shake hands firmly.  
Your most common greeting phrase is, "Good morning" or "Good afternoon."  
You call people (except for children) by their title (Mr., Mrs., Ms.) plus their family name.

### **Food**

It is considered uncivilized and uncouth--and thus is taboo--to eat any raw food such as uncooked fruits and vegetables.  
It is also considered uncivilized to let your hands touch your food--all food is eaten either with a fork or spoon or by holding it with a napkin.

# GREEN CULTURE

## Commercial Bank

### **Beliefs, Values and Attitudes that Underlie Your Culture's Communication**

Members of your culture are strongly religious and believe that a higher power directly and frequently intervenes in human affairs.

Your culture makes decisions by consensus of the group and only after thorough discussion.

### **Nonverbal Traits of Your Culture**

You avoid eye contact with strangers.

Your conversation distance is medium (about 25 inches, face-to-face).

### **Verbal Traits of Your Culture**

You never contradict others directly in conversation.

Silence is considered a positive and affirmative signal.

### **Business Customs in Your Culture**

You treat men as superior to women.

In business settings, men and women often segregate themselves.

### **Greetings and Courtesies**

You call people by the courtesy title, "Brother" or "Sister," followed by their first names.

Your most common greeting phrase is "Peace."

You bow slightly when greeting someone.

### **Food**

In your culture, people are very conscious of cleanliness, so you always tuck a napkin in your collar before eating or drinking anything.

In a group, you always make sure that everyone else has enough to eat before you eat yourself.

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21G.019 / 21G.021 Communicating Across Cultures  
Spring 2005

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