

ECHO lunchlezing



Zelfstudiepakket Interculturele communicatie

Kim Boudiny – stafmedewerker UFOO

Nele Simons – stafmedewerker Internationalisering

Faculteit Ontwerpwetenschappen

International Design Workshop week re-ACT by Design

- Faculteit Ontwerpwetenschappen
- Masterstudenten
- 3 ECTS
- ±250 studenten
- internationalisation@home (inkomende Erasmus-studenten en internationale gastdocenten)
- Interdisciplinaire groepen (±15 studenten)
- Overkoepelend maatschappelijk relevant thema
- Keynote lecture + lunch lectures
- Studenten aan zet, uit de comfortzone
- Projectweek met eindtentoonstelling (alumni event)



Zelfstudiepakket interculturele communicatie

IDW-week re-ACT by Design = **internationalisation@home**

- Onderzoek* wijst uit dat eigen studenten en internationale studenten zomaar laten samenwerken niet volstaat voor het verwerven van internationale en interculturele competenties.
- Uit bevragingen bleek dat studenten zich niet bewust waren van de internationale component van de week.
- Eerdere ervaringen leerden dat er nood was aan specifieke voorbereiding rond interculturaliteit.

→ Ontwikkeling zelfstudiepakket interculturele communicatie

* Zie o.a. Leask (2009) & Zimitat (2008)



Zelfstudiepakket interculturele communicatie

- Online (Blackboard) Engelstalig zelfstudiepakket ter voorbereiding van de IDW-week
- Doel:
 - Bewustwording creëren over het internationale aspect van de workshopweek
 - Inzicht geven in interculturele communicatie
 - Bewustwording creëren rond eventuele moeilijkheden bij interculturele communicatie
 - Tools aanreiken om met interculturele conflicten om te gaan
 - Bewustwording creëren over de impact van culturele verschillen op ontwerpen



Opbouw zelfstudiepakket

- 5 modules
- Elke module zelfde structuur:
 - Theorie (PowerPoint-presentatie of TEDx-video)
 - Gevolgd door 1 of 2 oefeningen (laagdrempelig – op vraag van docenten IDW)
- In Blackboard d.m.v. optie “Leermodule”
 - ⇒ Inhoud op een overzichtelijke manier presenteren (incl. inhoudsopgave)
- Met terugkerende “design-insteek” doorheen het traject
- Geschatte tijdsbesteding studenten: ca. 6 uur



Opbouw zelfstudiepakket

- MODULE 1 – PPT
 - Cultuur: definitie & verwante begrippen
(subculture, race, culture-within-culture, ...)
 - Interculturele communicatie: definitie
 - bv.: “*The study of face-to-face interactions among people of diverse cultures, sharing few values, symbols, rituals and heroes.*” (Jandt, 2012)
 - Interculturele communicatie vaardigheden: 4 vaardigheidsdomeinen & **belang** ervan
 - Algemeen: globalisering, steeds meer multiculturele werkomgevingen, ...
 - Specifiek voor ontwerpers
 - <https://www.youtube.com/watch?v=HxVN42BI0O4>
 - <https://www.youtube.com/watch?v=Oak03bdakOg>



Opbouw zelfstudiepakket

- **MODULE 1 – OPDRACHT (“Toets”)**

It's important to take into account cultural differences when developing a design for a broad public. Give an example of how a particular **design characteristic** (e.g. colour) can be interpreted differently amongst different cultures? (max. 100 words)



Opbouw zelfstudiepakket

- MODULE 2 – TEDx-talk
 - Riccardi Pellegrino over interculturele communicatie
 - Eigen assumpties niet noodzakelijk de assumpties van anderen
 - Elke cultuur andere ideeën over wat geaccepteerd & vertrouwd is (bv. in de rij staan: VK <-> Noorwegen)
 - Oproep voor transcultureel gedrag



Opbouw zelfstudiepakket

- **MODULE 2 – OPDRACHT**

Imagine that you work at a **large design company** with colleagues from all over the world. **Describe briefly an intercultural communication experience you could encounter at your work.** This can be a work related experience (e.g. working together with a colleague from another culture on the design of a product/interior/house) or a non-work related experience (e.g. social encounters in the hallway, during lunch breaks etc.). Describe the situation and explain why it is an intercultural communication experience. **How can intercultural communication skills be important in this situation?**



Opbouw zelfstudiepakket

- MODULE 3 – PPT
 - 6 “intercultural communication barriers”
 - Angst
 - Gelijkenis veronderstellen / Verschillen veronderstellen
 - Etnocentrisme / “culturele bijziendheid”
 - Stereotypen en vooroordelen
 - Misinterpretatie van non-verbale communicatie (bv. culturele verschillen in ‘personal space’)
 - Taal (bv. vertaalproblemen: vocabulary equivalence, experiential equivalence,...)



Opbouw zelfstudiepakket

- **MODULE 3 – OPDRACHT**

Describe briefly **how one of the intercultural communication barriers** described in module 3 **can be experienced in the intercultural communication experience you outlined** in the answer of module 2. (max. 300 words)



Opbouw zelfstudiepakket

- MODULE 4 – TEDx-talk
 - Fons Trompenaars: “Riding the waves of culture”
 - Bespreking impact cultuur op bedrijfsleven:
 - Misverstanden ten gevolge van culturele verschillen
 - Opportuniteiten die diversiteit met zich meebrengt (voor organisaties)
 - Mogelijke oplossingen voor zakelijke en culturele dilemma’s “to increase global effectiveness & performance”



Opbouw zelfstudiepakket

- **MODULE 4 – OPDRACHT**

Describe the **difference in how Americans and Germans brainstorm**. What could be the **solution** according to Fons Trompenaars?

- Amerikanen: ideeën ‘op tafel gooien’
- Duitsers: “this is my brain, I don’t put it on the table”
- Met elkaar *verzoenen* via interne brainstormsessies, waarbij na afloop de spreker die het beste Engels spreekt het debat verder kan aangaan met de beste spreker langs Amerikaanse zijde



Opbouw zelfstudiepakket

- MODULE 5 – PPT
 - Intercultureel conflict
 - Definitie & types intercultureel conflict (interpersonal, inter-organizational, intergroup, international)
 - Bronnen van intercultureel conflict
 - Verschillende stadia in het conflictproces
 - Conflict aanpak
 - “Intercultural conflict management”
 - 1. Beschrijving van het probleem
 - 2. Analyse van het probleem
 - 3. Identificatie van de basis van het probleem (analyse van waarden etc.)
 - 4. Uitwerken oplossingsstrategie (“problem-solving across cultures”)
 - 5. Evaluatie van de implementatie



Opbouw zelfstudiepakket

- **MODULE 5 – OPDRACHT**

1. At the end of module 5, cultural differences between the U.S. and the U.K. are discussed (two countries that share a common language, but nonetheless have different cultures). The same goes for Flemish and Dutch people: in 1980, Hofstede concluded that there are remarkable cultural differences between these two neighbouring regions which share the same language. Give an example of a **cultural difference between Flemish and Dutch students.** (max. 200 words)
2. Describe in a bullet list **3 things you have learned** from this intercultural communication self-study package and tell us what you think you will use during the International Design Workshop week.



Pakket in Blackboard - Leermodule

Self-study package Intercultural Communication

Inhoud bouwen Beoordelingen Tools Inhoud van partner Inhoud ontdekken



Self-study package Intercultural Communication

Aim

This self-study package on **intercultural communication** aims at

- helping students to gain **insight** into intercultural communication and to become aware of possible difficulties in intercultural situations,
- offering **tools** to cope with intercultural communication conflicts,
- and contributing to the elaboration of the theme '**displacement**' of the International Design Workshop week. Displacement refers to migration, movement, nomadic existence, change and preservation, etc. In other words, it refers to situations in which different cultures will meet. Therefore, insight into how intercultural communication works, can be an added value.

Practical information

- Students should complete the self-study package before participating in the International Design Workshop week. The **deadline** for completing the trajectory is **Wednesday 8 February 2017 (midnight)**.
- The self-study package consists of **5 modules** and will take about 6 hours to complete. *You don't have to complete the entire trajectory in one time!*
- Each module consists of **theory** (a PowerPoint-presentation or a short movie), followed by a few **questions**.
- The self-study package must be completed in order to participate in the International Design Workshop week. No grades will be assigned. However, a quality check will be performed.
- The evaluation questions of the different modules refer to each other, so read them all in advance before you start answering them. The word document "Assignment Intercultural Communication" (see first folder in the self-study package) contains an overview of all questions asked throughout the trajectory.
- Questions should be answered in **English**. However, don't worry too much about language and spelling (content counts).
- Be careful: if you do not wish to complete the evaluation of a module in one time, make sure to temporarily **save** your intermediate answers. Do NOT press the send-button, as your answers can only be submitted once.
- **Tip:** after submitting the answers relating to a module, press 'OK' to take a look at your submitted responses.

In case of any questions relating to the self-study package, please contact Nele Simons (nele.simons@uantwerpen.be) or Kim Boudiny (kim.boudiny@uantwerpen.be).



Pakket in Blackboard - Leermodule

Inhoudsopgave

Self-study package Intercultural Communication

Inhoud bouwen ▾ Beoordelingen ▾ Tools ▾ Inhoud van partner ▾

Assignment Intercultural Communication
This folder contains a Word document with an overview of all the questions asked throughout the self-study package.

Module 1: What is intercultural communication?
In this module some important definitions and concepts in the field of intercultural communication are covered. Examine the PowerPoint-presentation and answer the associated question.

Module 2: TEDx talk on intercultural communication
In this module, Riccardi Pellegrino explores how culture is shaped by preconceived perceptions. He argues that successfully v assumptions of others. Watch the TEDx talk of Riccardi Pellegrino on intercultural communication, and complete the associated task.

Module 3: Intercultural communication barriers
This module deals with 6 barriers for effective intercultural communication, as distinguished by LaRay Barna (1997). Examine the PowerPoint-presentation and complete the associated task.

Module 4: TEDx talk - Riding the waves of culture
In this module, Fons Trompenaars explains how cultural differences often lead to misunderstandings between people, but also Watch the TEDx talk of Trompenaars, and answer the associated question.

Module 5: Intercultural conflict
This module focuses on intercultural conflict and strategies for dealing with this type of conflict. Examine the PowerPoint-presentation and answer the associated questions.

Overzichtelijke inhoudsopgave via werken met leermodule



Evaluatie van het zelfstudiepakket

- 1 of meer vragen per module
 - Toegespitst op concrete situaties die kunnen voorkomen in ontwerpbureaus
 - Antwoorden in het Engels, maar focus op inhoud
 - Stafmedewerkers doen kwaliteitscheck op basis van verbetersleutel
- ➔ Toelatingsvoorwaarde IDW-week: studenten moeten zelfstudiepakket volledig én op een behoorlijke manier doorlopen hebben.
- ➔ Resultaat kwaliteitscheck wordt door gastdocenten meegenomen in eindbeoordeling IDW-week.



Reacties docenten & studenten

- Overwegend positieve reacties
- Enkele voorbeelden (studentenreacties)
 - Culturele aspect – link met design

"It's really important to stand still about the difference between people and cultures. This is something everyone knows but I never thought about the big impact it has on design. To design a product that 'works' in different cultures, we have to do a lot of research in advance, we can't avoid this step."

"More enthusiastic about the different perspectives of different cultures. Of course I knew there were differences within cultures, with their designs and with their way of responding to ideas and producing ideas. But now I have become more interested about these differences and about the possibilities that the differences can offer architects with their design challenges."

- Culturele aspect – algemeen

"Large cultural differences also occur between cultures which are very similar at first sight. The example of the Danish women who was arrested in the United states because of leaving her baby outside the pub, illustrates there are large differences between two developed western countries."



Reacties docenten & studenten

- Enkele voorbeelden (studentenreacties)
 - Geanticipeerd nut voor IDW-week

*"Riccardi ends his lecture with saying that curiosity is the key to success. 'You can ask everything to everyone about everything if it's based on **curiosity**'. Maybe that's something I should try during the International Design Workshop week. No prejudice, just asking and start talking."*

*"I learned that designing products is influenced by many factors. **Colours** for example have different meanings in different countries. So it's important to think about who you're designing for. During the International Design Workshop week I will take into account the **impact of a design on their users**. I'll think about how to use **materials** sympathetically and think about different demands on moral, cultural and social factors while we design a product."*

*"I think during the workshop week I'll try **not to assume too much**, and just ask why people do something or what they think about something."*

"I think this self-study package is interesting to give a good atmosphere to the workshop."



Tips, tricks & aandachtspunten

- Vergroot de relevantie van het zelfstudiepakket door het aan te passen aan je doelgroep, vb.:
 - voorbeelden / videomateriaal aanpassen aan het domein van de doelgroep
 - vragen / oefeningen aanpassen aan het domein van de doelgroep (concrete cases)
- Evaluatie zelfstudiepakket kan ook aangepast worden aan eigen context, vb. evaluatie aan de hand van multiple choice i.p.v. open vragen (cf. intensiteit evaluatieproces).



Meer weten?

- Vraag toegang tot het zelfstudiepakket
 - Contacteer Kim of Nele
 - (na toegang) Blackboard > mijn onderwijs > UA_FAC-OW-INTERC-COMM: zelfstudietraject interculturele communicatie
 - Check voor updates! (vb. <http://guide.culturecrossing.net>)
- Pintra > infocenter onderwijs > good practice zelfstudie-pakket
- Pintra > infocenter onderwijs > good practice IDW-week
- IDW-week website



Referenties

- Cursusmateriaal dr. Wannes Heirman (FSW – UAntwerpen & AP Hogeschool)
- Jandt, F. E. (2012). *An introduction to intercultural communication: Identities in a global community*. London: Sage Publications.
- Leask, B. (2009). Using Formal and Informal Curricula to Improve Interactions Between Home and International Students. *Journal of Studies in International Education*, 13(2): 205-221.
- Zimitat, C. (2008). Student perceptions of the internationalization of the curriculum. In L. Dunn & M. Wallace (Eds.), *Teaching in transnational higher education* (pp. 135-147). London: Routledge.





 University
of Antwerp