



Hochschule Kempten  
University of Applied Sciences

# Intercultural Competence (04)



# Goal:



- styles of communication
- Using them

*1. direct-indirect*

*2. focus: issue or person*



## Five Axioms

1. "One cannot not communicate."



## Five Axioms

2. "Every communication has a content and relationship aspect such that the latter classifies the former and is therefore a meta-communication."



## •Five Axioms

3. "The nature of a relationship is dependent on the punctuation of the partners' communication procedures."



## Five Axioms

4. "Human communication involves both digital and analogic modalities."



## Five Axioms

5. "Inter-human communication procedures are either symmetric or complementary, depending on whether the relationship of the partners is based on differences or parity."

# In a restaurant



Three friends

from Germany, US and Vietnam

they ordered hamburgers, but the meat is burned

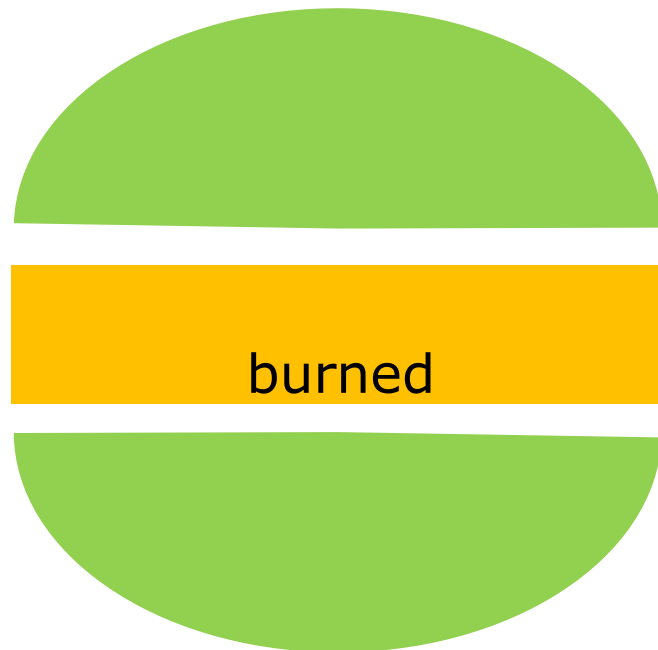


„the meat is burned, please bring another burger “

**BURNED!**



„... The salad is fresh, the meat is burned but otherwise is it a nice place...”



“fresh salad”

„nice place”



The salad is fresh...but otherwise is it a nice place...“



“fresh salad“



„nice place“

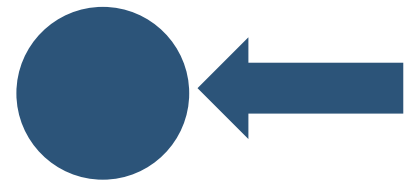


request will be expressed unambiguous

awkward situations are calculated

tone of voice and polite phrases moderate

honesty is highly valued



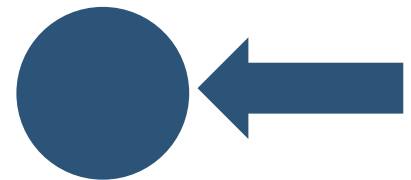


“...we need to talk about this...”

„Finding the tone“

contradiction is allowed

Struggle for different opinions is wanted



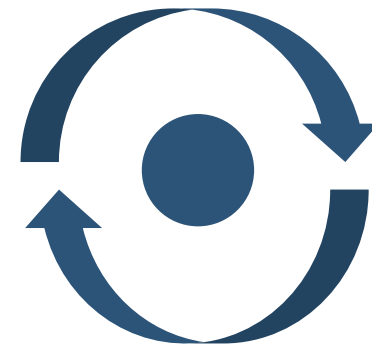


request will be implied

Face-saving is highly valued

Harmony is a goal

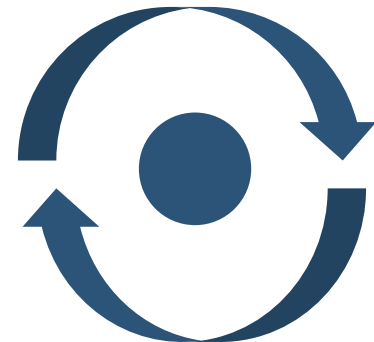
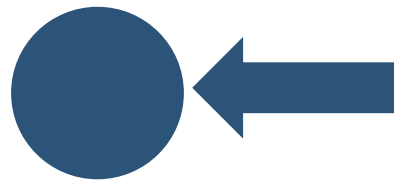
Use of analogies





To remain silent and evasive is part of communication

Question: What happens, when these two styles clash?





Border between private and business area

Length and detailedness of explanation

What information is important?





„we come straight to the point“

Only what is necessary will be given

Private information will be avoided in business conversation

No interruptions → impolite





Private information is allowed in business conversation

It is neither possible to accelerate communication nor to interrupt → impolite

Personal issues and official issues are equal

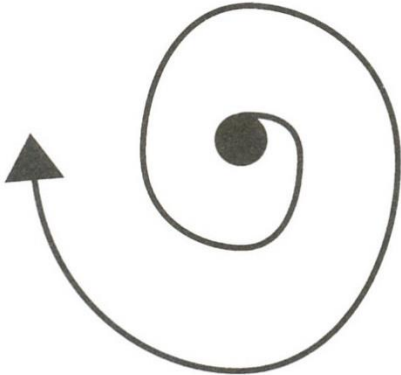
Overlapped speech



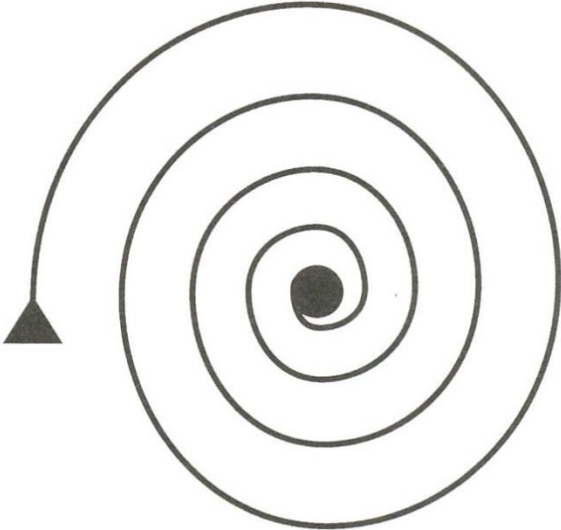
# Critical Incidents



1



2



3