



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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1822 - 2022

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Foreign languages & cultural awareness

Cultural Awareness

Western & Eastern Business Cultures

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

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Cultural Quotes of the week

- ‘Before French culture, German culture, Italian culture, there is human culture’ (Renan, 1882)
- ‘One of the basic freedoms of the Englishman is the freedom from culture’ (Lord Goodman, 1967)
- ‘Culture is roughly anything we do and the monkeys don’t’ (Lord Raglan, attrib.)

The Globe Project and Cultural Clusters

- The Globe Project is a research initiative that explores cultural dimensions and identifies clusters of culture around the world.
- These clusters categorize countries based on shared cultural traits and behaviours.
- Understanding cultural clusters helps us gain insights into cultural differences and facilitates effective cross-cultural interactions.



Clusters of Culture

Description: The Globe Project identifies nine cultural clusters based on cultural dimensions such as power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint.

The clusters include:

- **Anglo Cluster:** English-speaking countries like the United States, United Kingdom, Canada, Australia, etc.
- **Latin Europe:** Countries in Southern Europe, such as Spain, Italy, Greece, and Portugal.
- **Germanic Europe:** German-speaking countries like Germany, Austria, Switzerland, etc.
- **Nordic Europe:** Scandinavian countries including Sweden, Norway, Denmark, Finland, etc.
- **Eastern Europe:** Countries in Eastern Europe, such as Russia, Poland, Hungary, etc.
- **Latin America:** Spanish and Portuguese-speaking countries in Central and South America, including Mexico, Brazil, Argentina, etc.
- **Confucian Asia:** Countries influenced by Confucianism, such as China, Japan, South Korea, etc.
- **Sub-Saharan Africa:** Countries in sub-Saharan Africa with diverse cultural traditions.
- **Arab World:** Arabic-speaking countries in the Middle East and North Africa.

Clusters of cultures

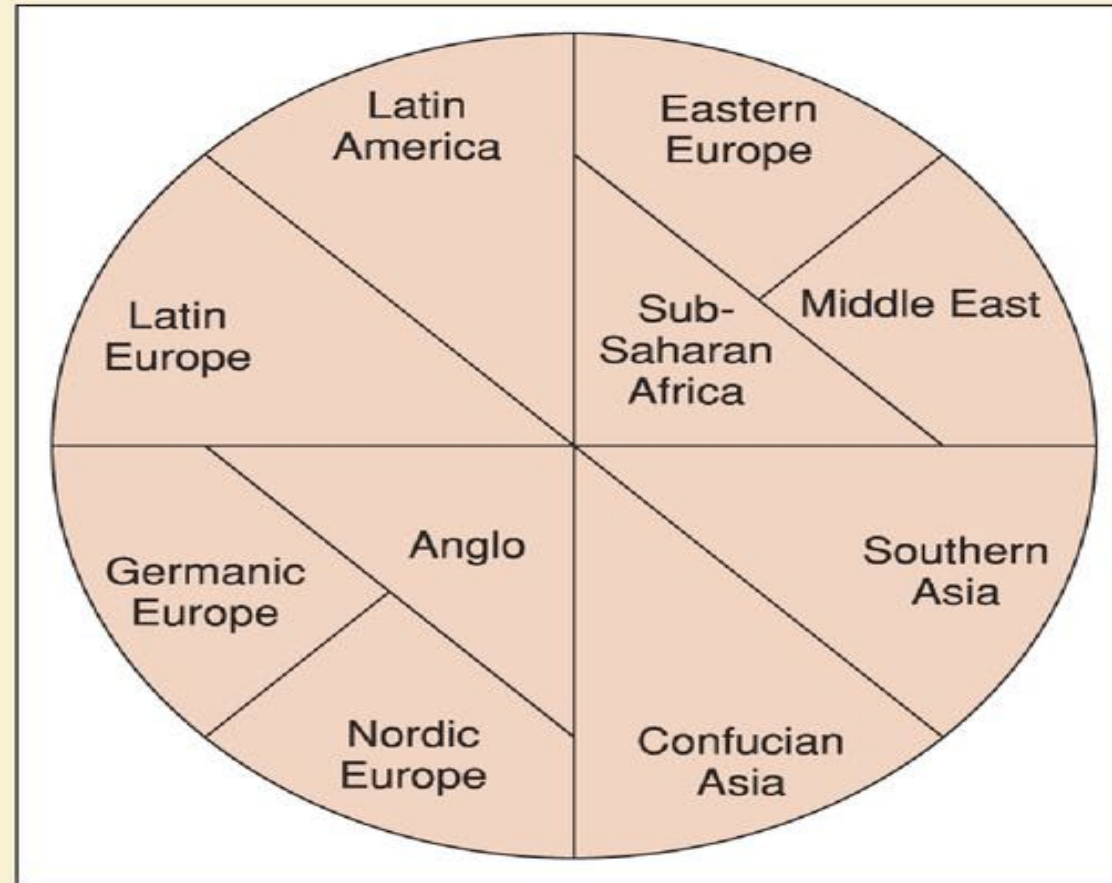
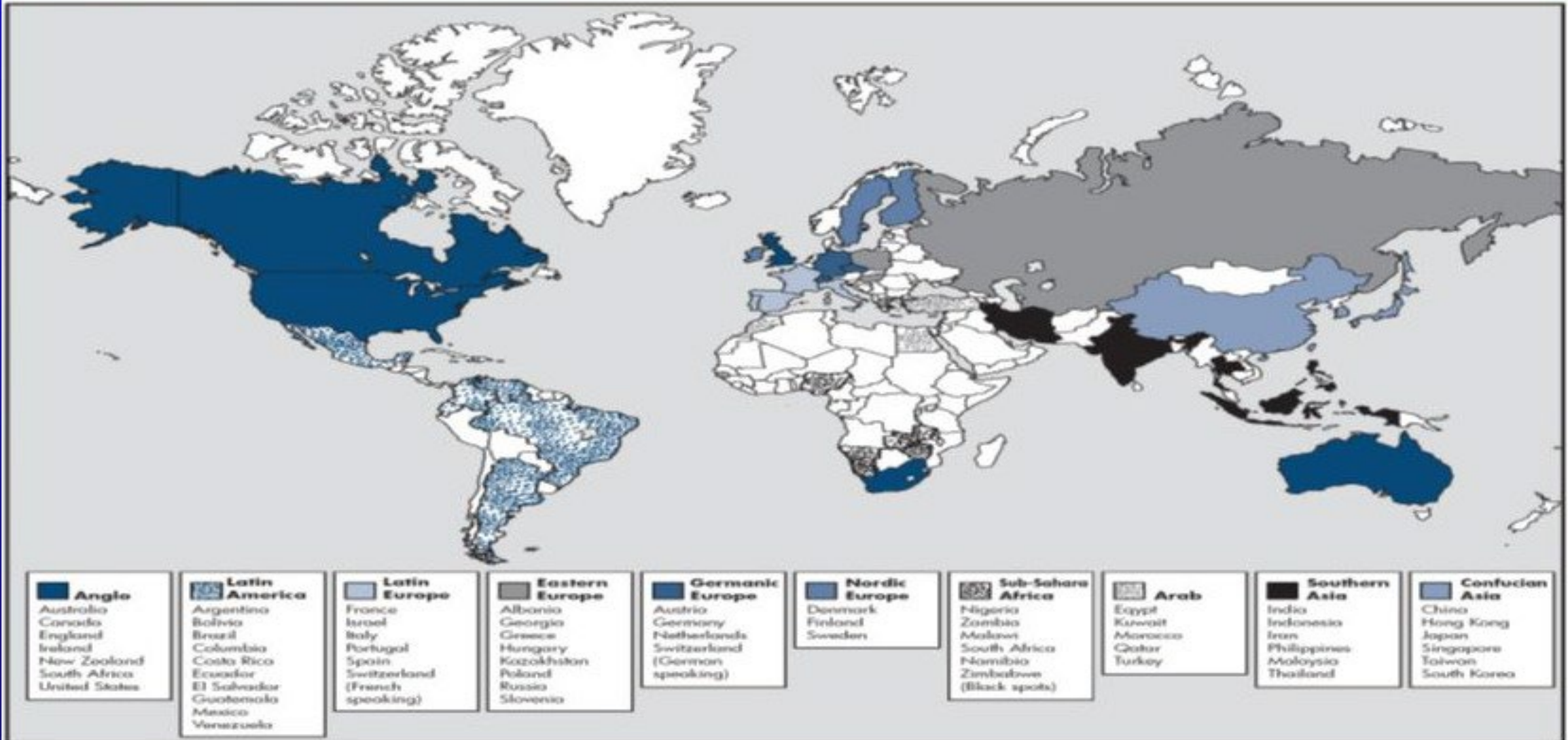


Figure 2.2 Clusters of cultures

Source: House et al. (2004): 2001

Cultural Clusters

EXHIBIT 3-4 Geographic Culture Clusters



SOURCE: Data from V. Gupta, P. J. Hanes, and P. Dorfman, *Journal of World Business*, 37, 1 (Spring 2002): 13.

Business cultures in the Western world

EXAMINE:

- ✓ Clusters within left hemisphere
- ✓ Related countries in Western European, American and Australasian countries
- ✓ Russia and Turkey, placed in right hemisphere as these countries are considered with relation to Europe

European cultures

- Europe's identity never clearly established culturally, politically or geographically.
- Most recent development: creation of the European union (EU): common economic, socio-cultural and political bodies.
- Council of Europe aims to promote fundamental values, e.g. human rights.
- However, clear cultural differences in Europe still survive.

European culture clusters

- **Latin Europe**

- Influence of Roman Empire
- Highly developed bureaucracies
- 'Rule-bending' through family and personal relationships

- **Nordic Europe**

- Viking heritage: self-sufficiency, fairness, egalitarianism and democracy
- Face up to authority, question it and expect to be consulted

European culture clusters (Continued)

Germanic Europe

- Longer term perspective when managing uncertainty
- Assertive behaviour, explicit communication
- Emphasis on results rather than relationships



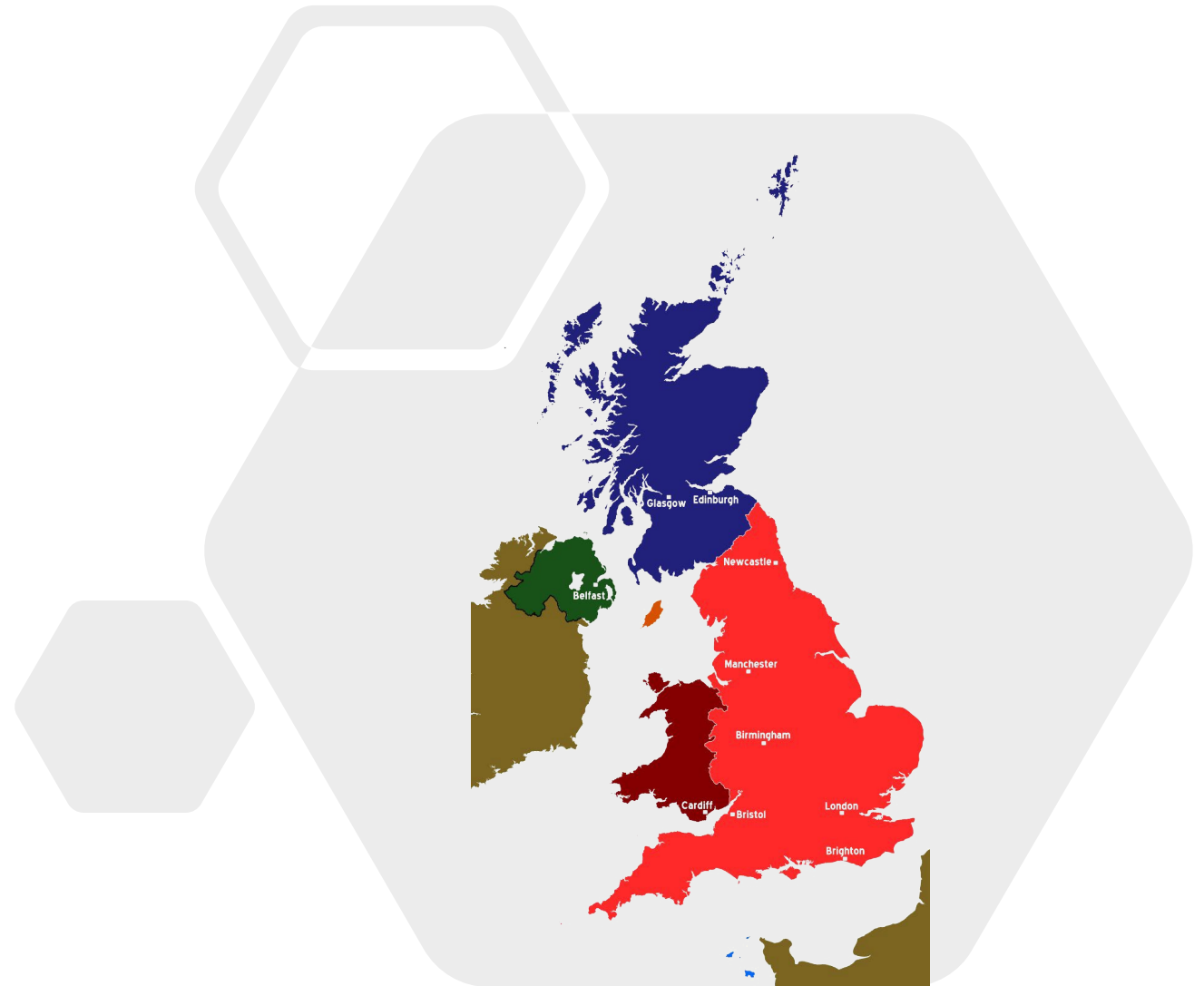
European culture clusters (Continued)

The Anglos

- Relaxed approach to management
- organisation seen as a market in which people negotiate what has to be done
- Individualistic – as seen in prominence given to the individual in selection procedure

Anglosaxonization

- Term used to show commitment to profits and free markets at expense of social responsibility



European culture clusters (Continued)

Eastern Europe

- Transition from bureaucratic, centralised economy to market-oriented economies with more democratic features
- Russia is the largest of the former Soviet Union republics, but is it a European nation geographically, politically and socially?
- 'Blat' , a Soviet form of social networking, still flourishes to help cope with uncertainties of new society



Turkey

- Turkey straddles the border between Europe and Asia
- Candidate for membership of EU, but its right to be a member disputed:
- Turkey seen by some as not being European culturally, socially or geographically. But what does 'European' mean?
- Others see Turkey as European through its influential role in Europe over four centuries



Activity: Turkey & the European Union (EU)

Do you consider to be a European, Asian or Middle Eastern country?

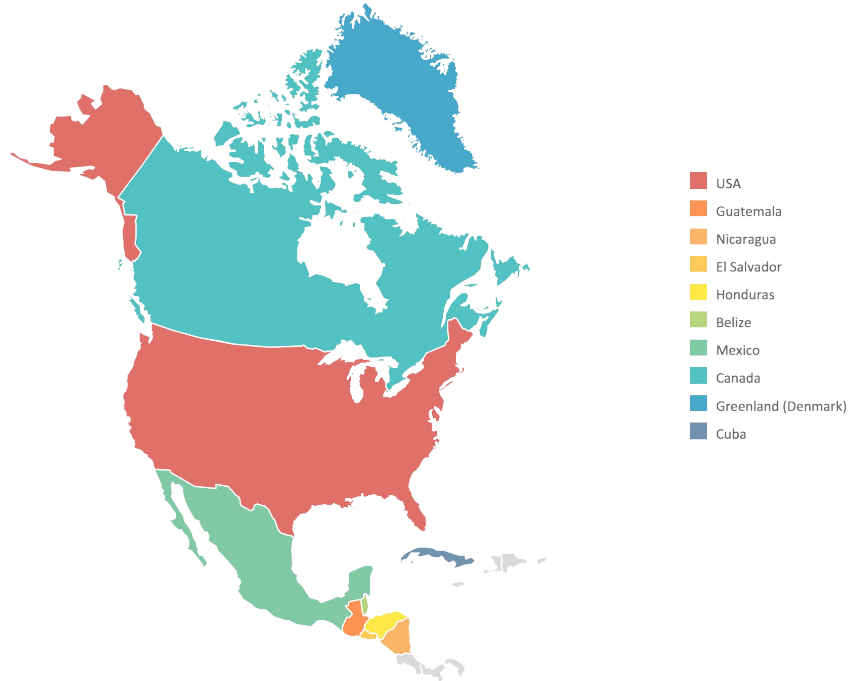
What cultural factors have you considered?

Argued for and against Turkey joining the EU?



American and Australian cultures

- Areas where immigrants from British isles and Europe set up home and business
- Concept examines
 - Anglo-Saxon approach to business
 - The strong values of the Latin cluster as reflected in Latin America



Anglo-America

- **Anglo-Australians**

- Increasing cultural diversity, despite Anglo-Saxon foundations
- More collaborative in business, distrust of authority
- More direct and critical than British counterparts

- **Anglo-Canadians**

- More a 'mosaic' than a 'melting-pot' society
- People less driven by individual goals, more aware of society as a whole



Latin America

Latin America

- Strong belief in Catholic religion, reflecting importance of families and distinct male/female roles (values implanted by immigrants from Iberian peninsula)
 - Role of 'patron': authoritarian behaviour expected and respect shown
 - Rise of middle classes is causing tension with the underprivileged (especially the indigenous population) reducing authoritarian nature of society
-



Why do we need to know about The Globe Project and Clusters of Culture?

1. Effective Communication
2. Cultural Sensitivity
3. Personalized Service
4. Overcoming Barriers



Recap: Western Business Cultures

We considered:

- ✓ culture clusters in Europe and in other countries historically linked
- ✓ problems regarding the definition of Europe, particularly with regard to Russia and Turkey
- ✓ the influence of European business cultures worldwide, including Australasia and the Americas

Next Week!

- To distinguish essential differences and similarities between four GLOBE Eastern culture clusters: -
- Confucian Asia
- Southern Asia
- Sub Saharan Africa
- the Middle East

QUESTIONS?



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I look forward to seeing you next week.

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