



Intercultural Communication

Assignment 2 Briefing



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Assessments

Assignment 1: (50% weighting)

When in Rome & Beijing

Assignment 2: (50% weighting)

Country cultural profiles

Assignment 1: Feedback

You have been asked to advise the Head of Marketing of TBG Tours Ltd (a Swede) on how best to prepare for intercultural meetings during their forthcoming business development trips to China and Italy.

With reference to relevant theoretical models of cultural awareness, produce a briefing paper highlighting the key challenges of intercultural communication in those countries which have the potential to impact on the success (or otherwise) of the trip. Make strategic recommendations on how these could be overcome.

(2000 words maximum)

Feedback deadline:

20 term-time working days from submission = 8
January 2018

However

Almost done marking so will post on
moodle/turnitin next week for you to access and
will send a message when available

Assignment 2:

Presentations

9.30am

Thursday 18 January

(upload work by 4pm 17 January)

2 tasks

TASK 1 - GROUP PRESENTATION (80% weighting)

Work together in groups of 2-3 students present the culture of one specific country in depth (allocated by the tutor in class) and analyse the key areas of its culture that would be crucial for anyone working within Events and/or Tourism.

Your presentation should include:

- an introductory background to the country
- an overview of key national cultural aspects (use theorists)
- include a number of phrases throughout relevant to tourism/events/ hospitality in the national language of that country
- a detailed evaluation of its culture, providing important advice for any tourism/events/hospitality professional dealing with people from this country

Task 1 (continued)

Length:

Approximately 5 minutes per person

(so overall 10 minutes for groups of 2, 15 minutes for 3)

ALL GROUPS TO ATTEND FROM 9.30AM – [ROOM TBC](#)

NB: YOU WILL BE MARKED INDIVIDUALLY BY ME AND YOUR GROUP'S OTHER MEMBERS

You – preparation and team contribution

- Level of overall engagement with the group and task
- Personal contribution to group performance
- Quality of input throughout the preparation process

Me – content and delivery on the day

- Personal and overall

TASK 2 – SUMMARY (20% of this assignment)

Draft a summary paper that includes:

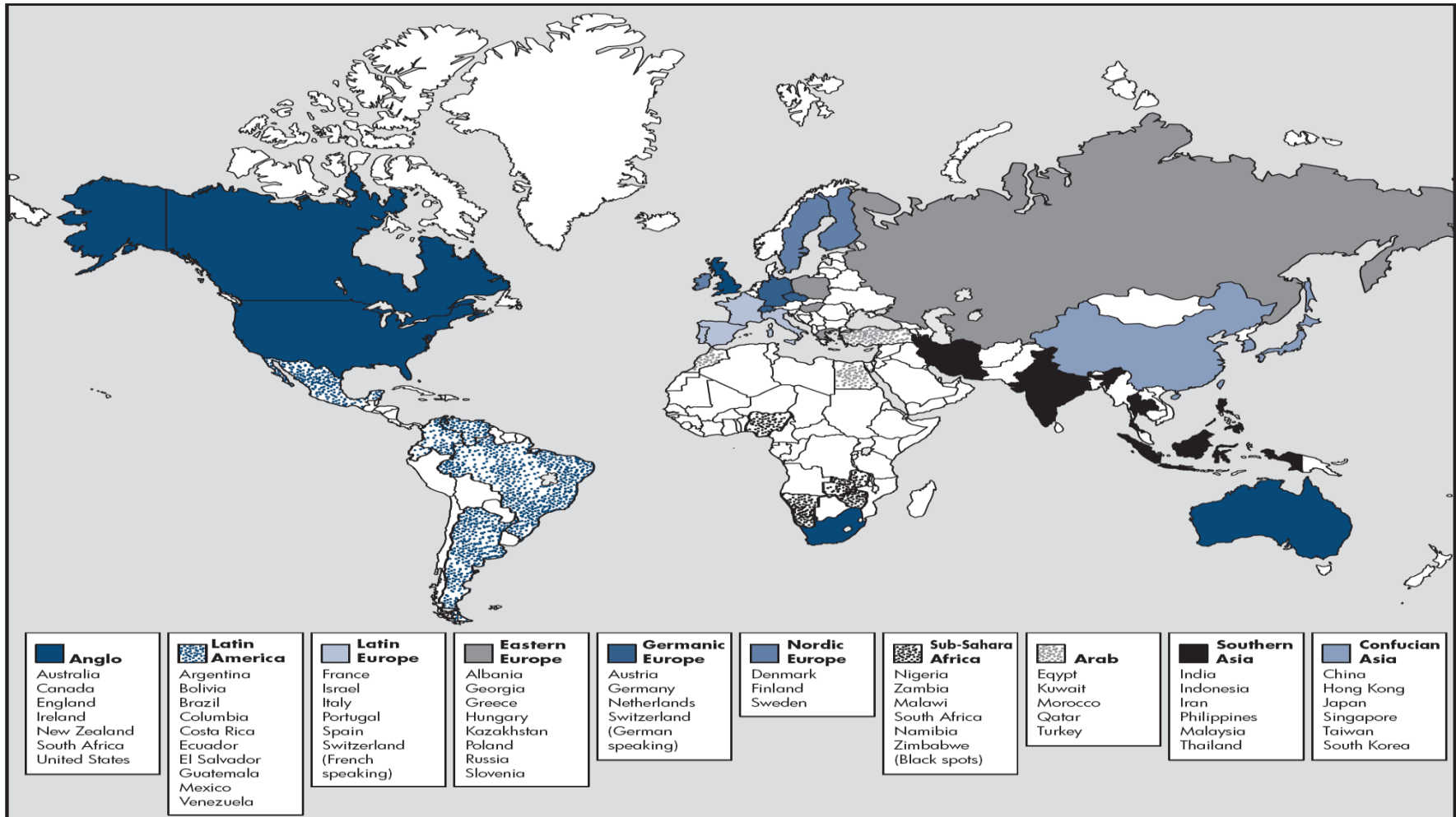
- the key points of your own personal contribution only
- all references in a bibliography.

Word count: 400 words (excluding bibliography)

**Both tasks to be uploaded to Turnitin by
4pm Wednesday 17 January**

Cultural Clusters – countries available.....

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.

Each group may.....

A. Select one of these two countries from class:

- China / Egypt (Arabic)

OR

B. Randomly select a country from the 'magic bag'.

The group must agree selection by a majority decision.

The tasks are the same!

In the bag....all clusters represented

South Africa (Anglo)

Argentina (Latin America)

France (Latin Europe)

Greece (Eastern Europe)

Austria (Germanic Europe)

Norway (Nordic Europe)

Nigeria (Sub-Saharan Africa)

Philippines (South East Asia)

Japan (Confucius Asia)

A UAE state (Arab):

Abu Dhabi, Dubai, Ajman, Fujairah, Ras al Khaimah, Sharjah or Umm al Quwain

A2 Groups, Country selected, & presentation times (L = Group Leader)

1 11.15 South Africa

Tom Fowler (L)

Raffique

Lucie

2 11.00 Japan

Martyna (L)

Miranda

Suzi

3 10.45 Greece

Lidia (L)

Tom McDermott

Victoria Phillips

4 10.30 Japan

Laura Rewbridge (L)

Hannah

Kirsty

5 10.15 Argentina

Jain (L)

Josie

Riley

6 10.00 France

Jez (L)

Alice

Kayleigh

7 9.45 Philippines

Laura Sweet (L)

Rosie

8 9.30 Dubai

Elise (L)

Rachael

Victoria Daws

Any Questions?



.....if celebrated
in your culture!

Thurs 11 Jan:

Drop-ins AS309 from 10am
(if you need advice/help)

Thurs 18 Jan:

Presentations 9.30