



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

Key Models & Theorists

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www.uwtsd.ac.uk



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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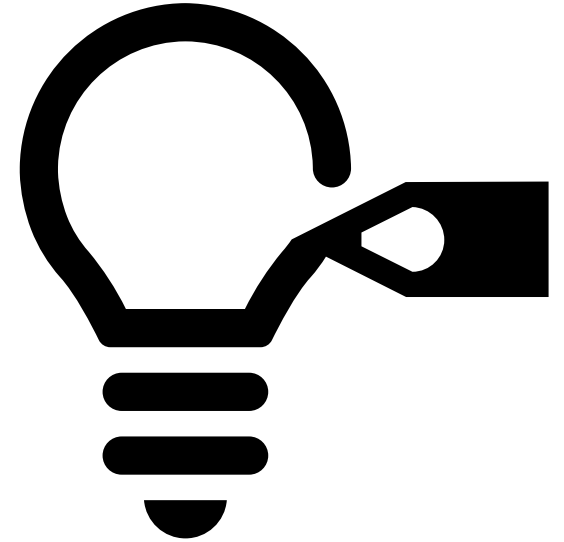
Recap

Last week gave an overview of...

- Hofstede's Dimensions
- Criticism of these dimensions
- Handbook REPORT

Assignment – Cultural advice to your hotel colleagues...

- ✓ Where is your hotel located?
- ✓ What culture does your overseas guest come from?
- ✓ Once you've decided these, you can begin to research
- ✓ Remember – consider how a hotel works in terms of all aspects of guest service/hospitality i.e. departments/functions



Context: 10 Attributes of the Global Manager (French, 2011)

- Be culturally sensitive and adaptable
- Solve problems quickly and under different circumstances
- Motivate and communicate well with people from different cultures
- Understand different government and political systems
- Manage and create a sustainable environment
- Convey a positive attitude and enthusiasm when dealing with others
- Manage in both traditional and virtual worlds
- View different economies as part of a single global market
- Negotiate effectively in different business environments
- Manage the triple bottom line: society, economy and the environment



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The Trompenaars and Hampden-Turner Dimensions

- Fons Trompenaars worked with Shell in nine countries; taking the example of Hofstede, Trompenaars worked with Charles Hampden-Turner to research the values of 46,000 managers in 40 countries
- From their research they concluded that people from diverse cultures differ from one another in seven dimensions; some of these value orientations are nearly identical to Hofstede's dimensions, while others offer a new perspective

The Trompenaars and Hampden-Turner Dimensions

- **Universalism versus particularism:**
 - rules and laws versus circumstances and relationships
- **Individualism versus communitarianism:**
 - the individual versus the group
- **Specific versus diffuse:**
 - separation versus integration of personal and professional lives
- **Neutral versus emotional:**
 - control versus expression of emotions
- **Achievement versus ascription:**
 - you are what you do versus you are how others view you
- **Sequential time versus synchronous time:**
 - planning and staying on schedule versus flexible schedules
- **Internal direction versus outer direction:**
 - belief in controlling the environment versus belief in influence of the environment

Dimensions of culture in business

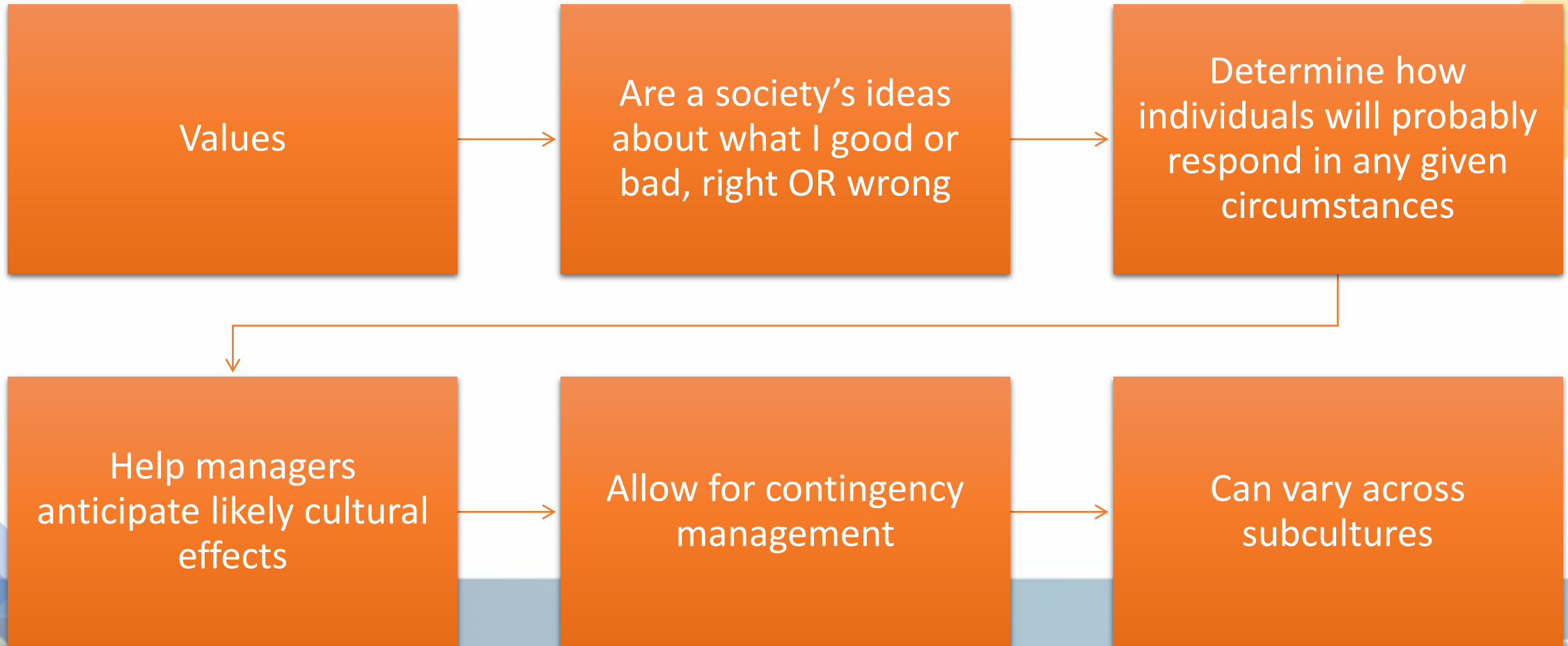
- The Trompenaars and Hampden-Turner Dimensions
 - 7 Dimensions
- National cultural dimensions in the business context
 - Hofstede's six dimensional model
- Cultural dimensions according to GLOBE
 - The **G**lobal **L**eadership & **O**rganisational **B**ehaviour Effectiveness research programme



Dimensions of societal variation

- GLOBE Research programme (House et al., 2004):
 - – Examines practices and values at industrial, organisational and societal level
 - – Developed dimensions of societal cultural variation in addition to those of Hofstede:
- **Humane orientation**
- **Assertiveness**
- **Gender egalitarianism**
- **Future orientation**
- **Performance orientation**

Cultural Value Dimensions



From 'Dimensions' to 'Clusters'

- GLOBE's 'metaconfiguration' uses the nine dimensions to make culture clusters.
- Based also on previous research projects, as well as religion, languages, geography and ethnicity.
- Historical developments and economic similarities are also seen as playing a crucial role in the clustering.
- The clusters are arranged according to calculations concerning the average distance in societal culture dimensions.

Clusters of Cultures



Source: House et al. (2004): 2001

Comparing countries & cultures

- [Compare countries - Hofstede Insights \(hofstede-insights.com\)](https://hofstede-insights.com)
—
- [Home — Cultural Atlas \(sbs.com.au\)](https://sbs.com.au)

Summary

- ✓ explained the cultural dimensions of Hofstede and some criticisms of his model
- ✓ outlined the relationship between national cultural values and those of organisational cultures
- ✓ gave a better understanding of the relations between organisational practices and social values (GLOBE project).

Industry week:

1. Check 'Week 4 & 5' Presentations
2. [BMIH5003: Cultural Awareness \(uwtsd.ac.uk\)](https://uwtsd.ac.uk)

QUESTIONS?



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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account

I.suardi@uwtsd.ac.uk

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