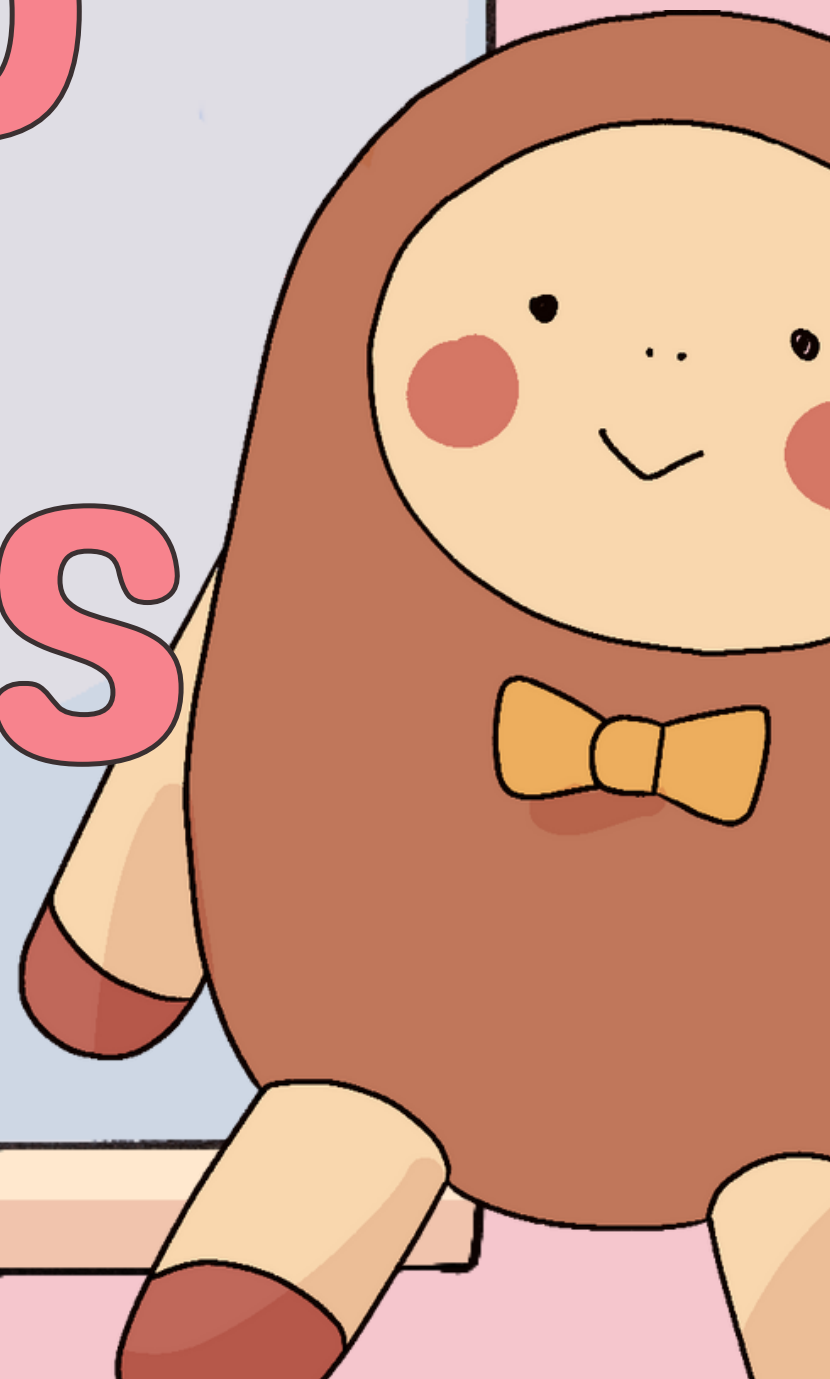


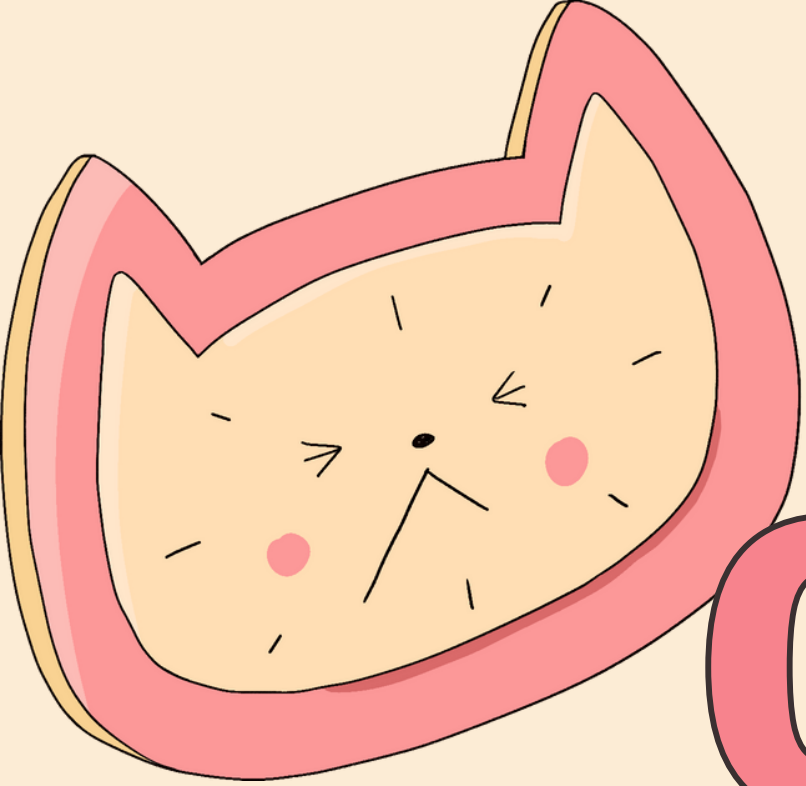
CHAPTER 5



CULTURE AND VALUE

★ORIENTATIONS

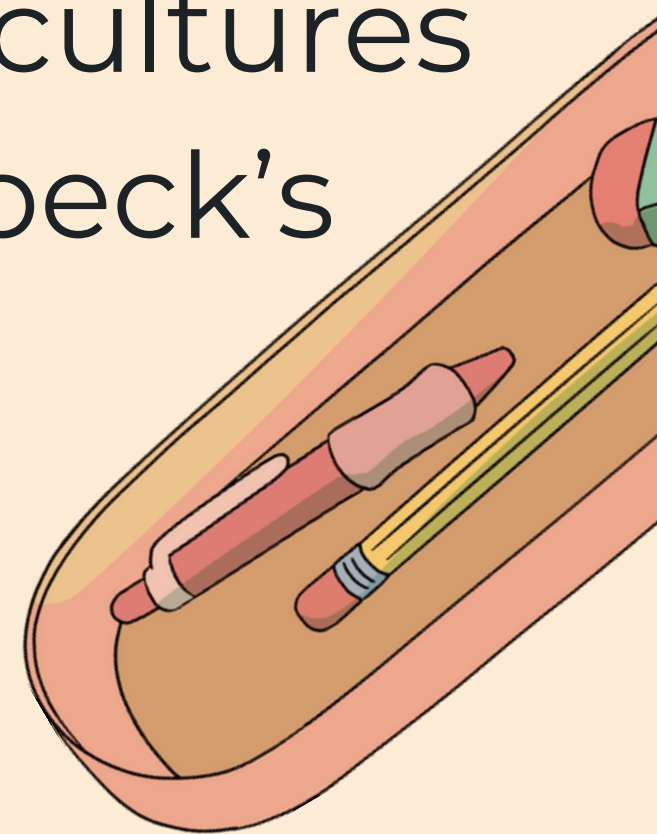




LEARNING OBJECTIVES



- Identify Hofstede's 5 dimensions of culture
- Define Hall's High-Context and Low-Context cultures
- Compare and contrast Kluckhohn and Strodtbeck's Value Orientations
- Explain Schwartz' Cultural Value Theory
- Apply the principles governing ethical and intercultural communication



FIRST LET'S REVIEW



MATCH THE WORD TO THE DEFINITION!

 **1. Individualism**

 **2. Femininity**

 **3. Power Distance**


 **4. Collectivism**

 **5. Uncertainty Avoidance**

 **6. Masculinity**

 **7. Goal Orientation**

 **A. Tolerance of ambiguity and risk-taking**

 **B. Mindset is group or community
oriented**

 **C. Assertive qualities**

 **D. Mindset is about/for the individual**

 **E. Nurturing Qualities**

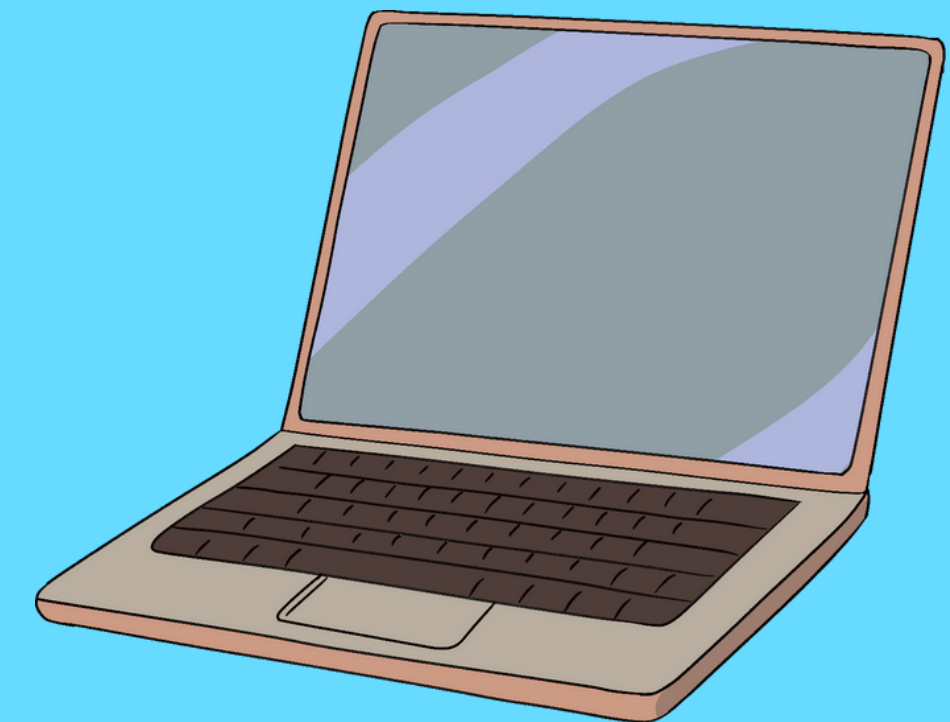
 **F. Tolerance for inequality**

 **G. How far ahead plans are worked**



HOFSTEDE'S 5 CULTURAL DIMENSIONS

- Individualism/ Collectivism
- Femininity/Masculinity
- Power Distance
- Uncertainty Avoidance
- Long Term Orientation
(Confusian Work Dynamism)

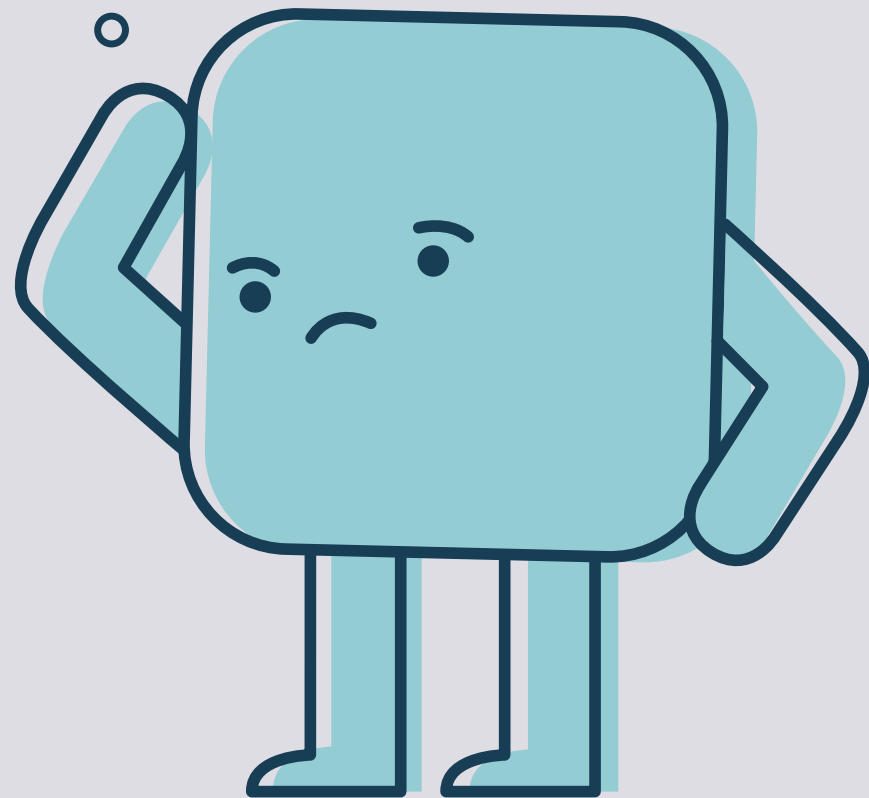


What makes a culture...

High Context

or

Low Context?



High

Low

Physical

Verbal

Social

Psychologic

HALL'S HIGH AND LOW CONTEXT CULTURAL DIMENSIONS

- The extent in which we gather info from physical, social and psychological context of an interaction (high)
- Apposed to explicit verbal code (low)
- Within high context cultures, not as much information is directly communicated. Listeners are expected to decipher/interpret the communication
- However, low context cultures apply little to no context to communication as it is explicitly verbal.



KLUCKHOHN & STRODBECK'S **Value Orientations**

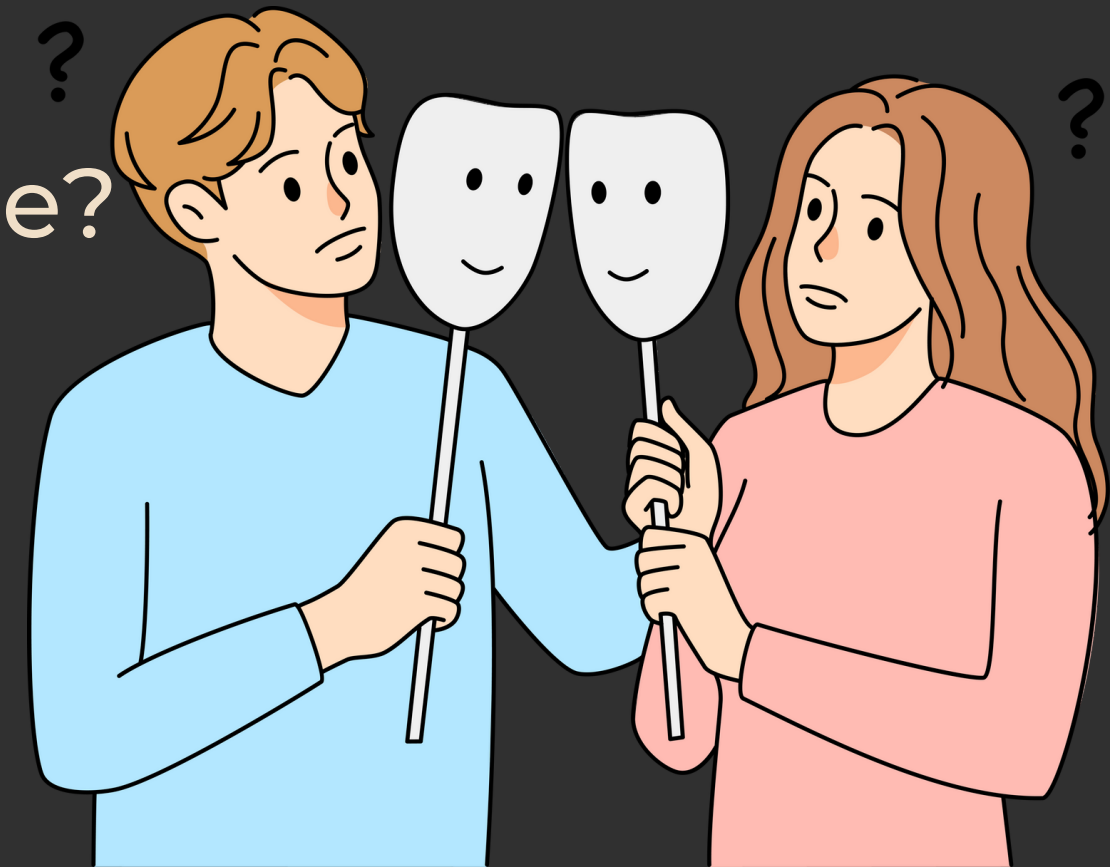


- How a culture solves universal problems
- Every culture uses different means to solve them
- The means to address problems are limited
- Value Orientations are empirically measurable

KLUCKHOHN & STRODBECK'S

Value Orientations

- Man - Nature:
 - What is the relationship of humans to nature?
- Activity Orientation:
 - What is the modality of human activity
- Time Orientation:
 - What is the temporal focus of human life
- Human Nature:
 - What is the intrinsic character of human nature
- Relational Orientation:
 - What is the modality of a person's relationship to another

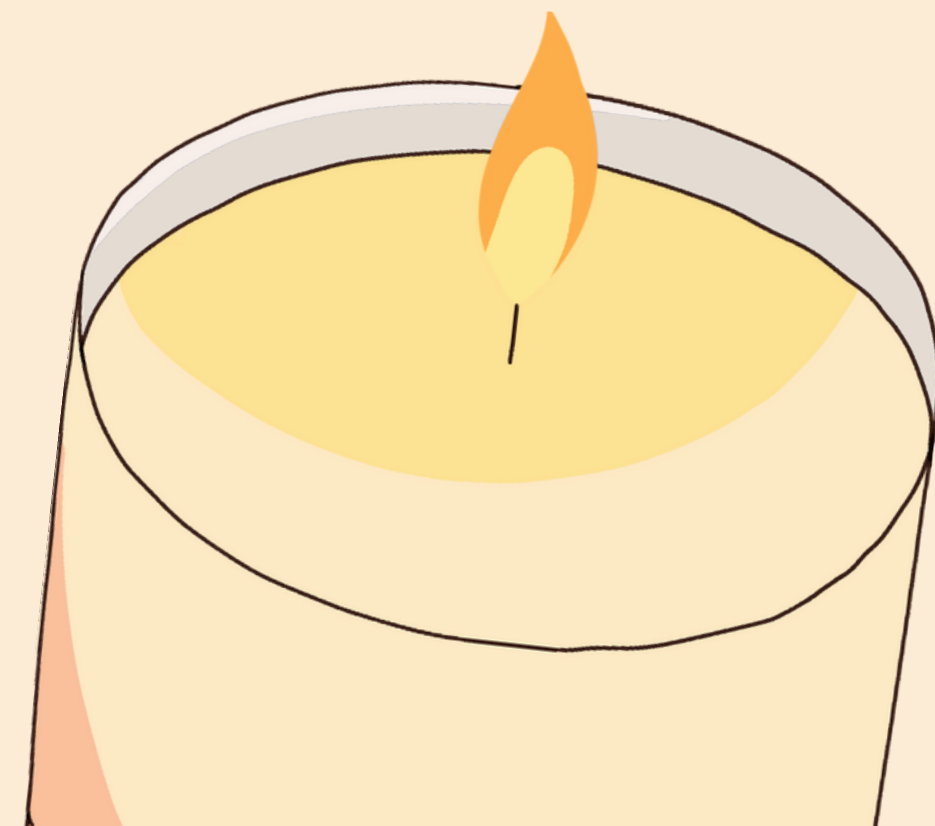


SCHWARTZ CULTURAL VALUE THEORY

1. Conservatism
2. Intellectual Autonomy
3. Affective Autonomy
4. Hierarchy
5. Mastery
6. Egalitarian Commitment
7. Harmony



Game Time!



PRINCIPLES OF ETHICAL INTERCULTURAL COMMUNICATION

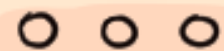
1. Mutuality
2. Non-Judgementalism
3. Respect
4. Honesty



QUESTION FOR THE DAY



How can museums represent cultures,
their values and identities with an
intercultural approach?



THANK YOU!

