**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #\_\_\_/35**

**3.1: The Elements of Culture *Pages 52 – 57***

**Essential Questions You Should Know By End of Section:**

* 1. Explain six elements of culture.
	2. Why should international marketers be familiar with the belief system of a culture?
	3. Provide five types of non-verbal communication.

**Warmup Questions on Culture:**

* What is culture?
* What is the culture of Ballantyne?
* Why do American Companies need to understand & care about culture?

**Enculturation:**

* What is Enculturation?
* What is one example of enculturation in America?
* What are the six elements of culture?
* What are some of the differences between a High-Context Culture & a Low-Context Culture?
* What cultures are considered High-Context & which ones are considered Low-Context?

**Complete the following statement using either high or low for the type of context situation occurring**

1. In US business meetings, John focuses on the words that are actually said instead of the context. This is an example of doing business which type of culture?
2. In a business meeting, phrases such as “Lets think about it” or “Will talk about it later” are used to protect the feelings of others. These types of subtle phrases are often used by which type of culture?

**Communication:**

* What is the difference between verbal & non-verbal communication?
* What are considered language families?
* What is back translation?
* What are five non-verbal forms of communication?
* How are Americans perceived based on their non-verbal actions?

**3.1 Assignments**

1. **Working with your IBP group; create a High-Context Culture & a Low-Context Cultural Advertisement for your company**
	* Advertisement can be a magazine ad, flyer, commercial (video with cell phone or act out)
	* Label each advertisement high or low
	* Ads need to be on separate pieces of paper or PowerPoint slides
2. **List five examples of enculturation in America & In your host country.**
3. **Using the six elements of culture, create a poster, video, or PowerPoint that details the following for your business country:**

**Resource:** [**http://www.kwintessential.co.uk/resources/country-profiles.html**](http://www.kwintessential.co.uk/resources/country-profiles.html)

[**http://www.cyborlink.com/**](http://www.cyborlink.com/)

[**http://www.yukonhostels.com/customs.htm#USA**](http://www.yukonhostels.com/customs.htm#USA)

**Parenting:** [**http://www.pbs.org/newshour/updates/country-comes-parenting-values/**](http://www.pbs.org/newshour/updates/country-comes-parenting-values/)

**Trip Advisor:** [**http://www.tripadvisor.com/Tourism-g191-United\_States-Vacations.html**](http://www.tripadvisor.com/Tourism-g191-United_States-Vacations.html)

1. **Language(s) spoken:** If multiple, label the main one used
2. **Religious & Non-Religious Belief System:**
* **Non-Religious:** Deals with how people should act, code of conduct, ethics of the country,
* **Religious:** Answers spiritual questions (Examples: Hinduism, Christianity, Buddhism, Shinto, Confucianism)
1. **Values:** Objects, conditions, or characteristics that citizens of your country feel are important. Help identify what is good or evil in their society.
2. **Attitudes:** What issues are or aren’t socially acceptable? What does your country put an emphasis on?

USA Examples: Time-Oriented, Individualistic, Friendly & Direct, Hobby-Loving, Sports-Loving, Particular about Appearance/Personal Hygiene, Prejudice, Humor, Use slang

1. **Manners** What is etiquette like in your country? What is considered Rude or Inappropriate?
2. **Customs** What traditions or long-standing practices does your country participate in?

**7. Communication** What are the do’s & don’ts of communicating in your country?

 Examine appropriate greetings, hand gestures, & conversational guidelines

**Final Task**: Create a commercial or skit that highlights a cultural difference between your country & the USA **using humor**. In your acting, you need to convey the cultural difference so that we not only understand the cultural norm of your country but the consequence for not knowing it or misinterpreting it.