
Your politeness or my politeness ?

Politeness matters
in intercultural encounters.

Rudi Camerer

BESIG-CONFERENCE STUTTGART NOVEMBER 2012



Teaching culture-free English ...





Social customs 1 Use your knowledge of social customs around the world. Do this quiz with a partner and check your answers at 636-27 on page 163.

Culture Quiz

1. How's dining business in the U.S.?
 a. Good, one hour in class
 b. Bad, one hour in class
 c. One hour in class
 d. One hour in class

2. In the Middle East you have to get permission to...
 a. go to work
 b. go to school
 c. go to the office
 d. go to the office

3. If you're going to a party to meet a girl, you should...
 a. bring a gift
 b. bring a gift
 c. bring a gift
 d. bring a gift

4. What's the best way to get a girl's attention?
 a. Bring a gift
 b. Bring a gift
 c. Bring a gift
 d. Bring a gift

5. What's the best way to get a girl's attention?
 a. Bring a gift
 b. Bring a gift
 c. Bring a gift
 d. Bring a gift

Culture in course books

10 Project management (B)

Business Focus

1. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

2. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

3. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

4. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

5. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

6. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

7. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

8. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

9. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

10. **Introduction**
 In this unit, you will learn about project management and how it is used in business. You will also learn about the different types of projects and how to manage them.

POLITENESS:

key to intercultural competence



Is
POLITENESS
universal
?



Face



Ervin Goffman (1967) *Interaction Ritual: Essays on Face-to-Face Behavior*
Brown&Levinson (1978/1987). *Politeness. Some Universals in Language Usage*. CUP



Positive Face

The positive consistent self-image or 'personality' claimed by interactants

Negative Face

The basic claim to territories, personal preserves, rights to non-distraction, i.e. the freedom of action and freedom from imposition.



Ervin Goffman (1967) *Interaction Ritual: Essays on Face-to-Face Behavior*.
Brown&Levinson (1978/1987). *Politeness. Some Universals in Language Usage*.



Politeness & language?

- How important is language?
- What other factors may play a role?



Walt Kowalski

Martin

That'll be ten bucks, Bob
Ten bucks! Jesus Christ, man! Are you half Jewish or somethin'? If you're raisin the price as always. It's been ten bucks for the last five years, you hard-nosed Polak son of a bitch.
Oh yeah. Keep the change.
See you in three weeks, prick.
Not if I see you first, stiff shit.

GRAN TORINO
Clint Eastwood 2008



What exactly is happening during this 'lesson'?

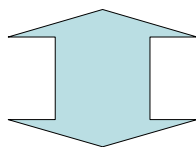
Can you draw any conclusions about politeness in general?



“Politeness is a state that one expects to exist in every conversation; participants note not that someone is being polite – this is the norm – but rather that the speaker is violating the *Conversational Contract*”

Bruce Fraser (1990). Perspectives on politeness. In: Journal of Pragmatics 14, 219-236

“Conversational Contract”



IDENTITY, ROLE, RELATIONSHIP BETWEEN INTERACTANTS

SITUATION & CONTEXT

CULTURE

Politeness is **NOT INHERENT** in language

although language may play an important role

- Polite language may be used for impoliteness (and vice versa).
- Polite language may be understood as a sign of coldness, arrogance etc.
- Politeness strategies may be misinterpreted (e.g. self-effacing).



Politeness, Courtesy, Höflichkeit, Politesse
Courtoisie, Wakimae, Grzeczność, Artighet,
Gentilezza, Cortesia, Amibilidad, ...
in
HISTORY



Linguistic etiquette

➤ Close the window.



➤ Could you please close the window?

➤ Do you think I could possibly prevail upon
you to close the window?

“Would you please, dear Sir, accept my most
distinguished greetings.”

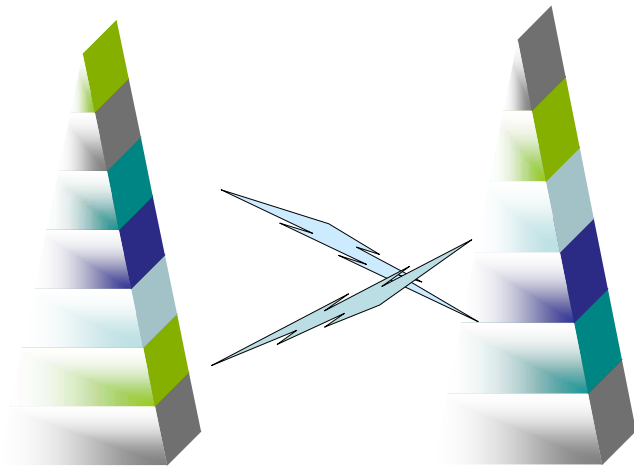


“Dear waiter, tell your respected father to kindly
oblige me with a dish of rice and vegetable.”*



* Manfred Kummer "Politeness in Thai" in: R. Watts/ S. Ide/ K. Ehlich (eds.) (2005) Politeness
in Language. Studies in its History, Theory and Practice. p. 331

Scales of politeness



Politeness

is a process of defining relationships positively through communication.

This includes

- Face-saving conventions (I must have got this wrong...)
- Language conventions (I totally disagree...)
- Discourse conventions (compliments, uncertainty, enquiries ...)
- Body language (posture, gestures, eye-contact, smiling ...)
- Rules of etiquette (dress, behaviour, formality...)
- Taboo topics (personal feelings, sex, money, politics, religion ...)
- Taboo actions (touching a person's head, use of left hand ...)
- Positive politeness (I like your dress...)
- Negative politeness (I hope you don't mind me asking ...)

All of these are culture-based and may change in time.

Politeness variables

1. **Social distance** (age, gender, status, kinship, education, profession, in-group/outgroup...)
2. **Power relations** (hierarchy, host/visitor, teacher/student ...)
3. **Absolute ranking of *FTA*** (from minor flaw to serious insult)
4. **Language-based conventions** (use of honorifics, use of 1st names ...)

All of these are culture-based and may change in time.

Politeness in intercultural encounters ?



POLITENESS

is a process of defining relationships through communication

4. COMMUNICATION

body language, linguistic etiquette, emphasis,
face-saving strategies, taboo topics, taboo
actions, strategies of trust-building ...

Never enter into intercultural
encounters unprepared!

1. KNOW

Country specific etiquette,
dos & don'ts, taboo topics,
strategies of trust-building ...

ITY

sensitivity, open-mindedness,
accepting attitude, flexibility,
tolerance of ambiguity ...

3. SITUATION

identity, role, relationship
"conversational contract"

POLITENESS

is a process of defining relationships through communication

or

The Price for Being Unprepared

How to Insult an Egyptian Customer

A major Canadian high-tech manufacturing firm was deep in negotiations with an Egyptian public sector company. Vice President Paul White was pleased to learn that the head of the Cairo-based company was leading a delegation to Toronto with a view to concluding negotiations.

White was even more pleased when upon his arrival Dr. Mahmud Ahmed hinted strongly that discussions were moving along nicely and that a favourable outcome was likely. After all, this contract represented the largest and most profitable deal White's company had worked on to date.

Quite aware of the importance of relationship-building, Paul invited the Egyptian delegation to an elegant reception and buffet dinner at the prestigious Grand Hotel, with Dr. Ahmed as the guest of honor.

Dr. Ahmed was his usual charming, affable self when he arrived at the party and warmly shook hands with Paul. After a few minutes of chit-chat the Canadian led his chief guest to the drinks table, stocked with things the Egyptian was known to like. "Well now, what can I offer you to drink, Dr. Ahmed?"

"Oh, nothing for me right now," replied the Egyptian with a smile. The two men conversed pleasantly about sports, music and other mutual interests for a while and then White guided his guest to the buffet table loaded with delicacies Dr. Ahmed preferred. Paul was surprised when Dr. Ahmed again declined politely, saying that he wasn't hungry.

Puzzled by his guest's lack of interest in food and drink, Paul wondered what the problem might be. Then the Canadian host was drawn into conversation with some of the other guests and did not notice when Dr. Ahmed left the party early.

At the negotiating session next day Dr. Ahmed was cool and distant. No progress at all was made towards an agreement. That afternoon Paul learned that the head of the Egyptian company was complaining vociferously to his colleagues about the "rude and offensive treatment" he had undergone at the dinner party. "I certainly do not intend to do business with such discourteous people," he was heard to say.

With the delegation due to leave Canada in three days, Paul White was desperate to know what was happening. Was this a negotiating ploy - a pressure tactic? Or had his team really offended Dr. Ahmed somehow? If so, what could be done now?



WHICH ENGLISH

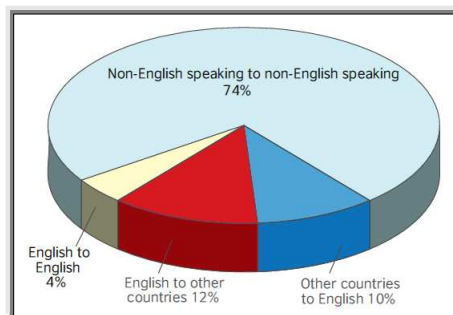
in intercultural communication?



International English



INTERNATIONAL ENGLISH:



2004

INTERNATIONAL ENGLISH:

Each speaker will use his or her own politeness conventions and the use of English as an apparently common language may well hide more than it reveals.

Two basic rules should therefore be observed:

1. First and second encounters are crucial and will most probably have an effect on how the relationship continues.

2. The higher the level of the speaker's English (in linguistic terms), **the more serious** will breaches of politeness conventions generally be considered.

Training Intercultural Competence in English

Section 1:	Theory (?)
Section 2:	My own cultural programming
Section 3:	Country specifics
Section 4:	Communicative competencies
Section 5:	Meta-communication
Section 6:	Critical incidents



THEORY (?)

- NO LECTURES
- FOCUS ON USE OF LANGUAGE (Discourse strategies, politeness conventions ...)
- PRACTICAL COMMUNICATION EXERCISES



THEORY(?)

THE CULTURE ICEBERG



What do you think is the most interesting thing about an iceberg?

For most people, it is that the largest part of the iceberg is invisible, i.e. that most of the iceberg is under the surface. What you can see is a very small and unimportant part of the whole. The part that really matters cannot immediately be recognised but it is this enormous hidden part which makes all the difference – as the Captain of the Titanic found out to his cost.

The deeper you go in the water the more essential – and potentially dangerous – the iceberg becomes.

- How can culture be compared to an iceberg?
- What do you think are the most important elements of a culture (your own or another)?
- Where would you place the following aspects of culture on the Iceberg – A, B or C?

EDUCATION	HUMOUR
TABLE MANNERS	ORGANISATION OF COMPANIES
DEMOCRACY	PERSONAL FRIENDSHIP
DIRECTNESS OF SPEECH IN BUSINESS	PHYSICAL GESTURES
ARCHITECTURE	AUTHORITY & RESPECT
EMOTION SHOWN IN PUBLIC	ATTITUDE TO TIME / PUNCTUALITY
FAMILY LIFE	SOCIAL LIFE: PUBLIC AND PRIVATE
ROLES OF MALES AND FEMALES	TREATMENT OF OUTSIDERS/FOREIGNERS
GREETINGS	VALUES AND BELIEFS
RELIGION	NATIONAL ANTHEM

- Take notes.
- Discuss your notes with your partner.

You may find these phrases useful:

EXPRESSING AN OPINION:

- I feel ...
- I think ...
- I believe ...

DISAGREEING:

- I see your point, but ...
- Maybe you're right, but ...

REPAIRING / COMPENSATING:

- What I'm trying to say is ...
- How does one say ...?

AGREEING:

- You are absolutely right.
- I absolutely agree.
- That's correct.

SUGGESTING SOMETHING:

- Perhaps we should also consider ...



INTERCULTURAL COMPETENCE IN ENGLISH 2

GESTURES



- What does each gesture mean?
- Which gestures could you use in Germany, the UK or the US?
- Which of the gestures, if any, are different from the gestures used in your culture?
- In what situations do you use gestures?

© 2013 ICE - European Language Competence



INTERCULTURAL COMPETENCE IN ENGLISH 4

European
Language
Competence

MY OWN CULTURAL PROGRAMMING

- WHAT IS NORMAL FOR YOU?
- FOCUS ON USE OF LANGUAGE (Discourse strategies, politeness conventions ...)
- PRACTICAL COMMUNICATION EXERCISES



e | c
European
Language
Competence

MY OWN CULTURAL PROGRAMMING

WHAT'S NORMAL FOR YOU?

Punctuality

Discuss the following questions with your partner:


What does **punctuality** mean? Does it mean the same

- Are you always on time?
- How long do you wait if someone is late for an appointment?
- If you get an invitation to a party which says "do you go?"
- When do you say "Come for coffee" / "Come for a drink" / "Dood evening"?
- Do you always wear a watch?
- What do the following words mean to you: "later"?

Discuss this with your partner (s). Use as many of the following phrases as possible.

Eine Meinung ausdrücken	I feel ... / I think ... / I believe ...
Zustimmen	You are absolutely right. I absolutely agree. That's correct.
Andere Meinung sein, widersprechen	I see your point, but ... Sorry, I'm not sure I agree. Maybe you're right, but ... Could it also be that ... Perhaps we should also consider ...
Abwägen, abgäen, sich nicht entscheiden können	Do we all agree that ... So we all agree that ...

HOW DO YOU SEE THE WORLD?



What do you see in these

- How do the pictures make you feel?
- Why do different people see this sometimes differently?
- Does this apply to how we see the world in general?


Discuss this with your partner (s). Use as many of the following phrases as possible.

Eine Meinung ausdrücken	I feel ... / I think ... / I believe ...
Zustimmen	You are absolutely right. I absolutely agree. That's correct.
Andere Meinung sein, widersprechen	I see your point, but ... Sorry, I'm not sure I agree. Maybe you're right, but ... Could it also be that ... Perhaps we should also consider ...
Abwägen, abgäen, sich nicht entscheiden können	Do we all agree that ... So we all agree that ...

ARE YOU A TOLERANT PERSON?

How do you feel about people who

- have pierced lips?
- have rings in their ears?
- eat animals you think of as pets?
- have more than six children?
- don't send their children to school?
- interrupt you all the time when you are talking?



Discuss this with your partner (s). Try to find an answer you all agree with. Use as many of the following phrases as possible.

Expressing an opinion	I feel ... / I think ... / I believe ...
Agreeing	You are absolutely right. I absolutely agree. That's correct.
Disagreeing, expressing a different opinion	I see your point, but ... Sorry, I'm not sure I agree with you. Maybe you're right, but ... Could it also be that ...
Balancing reasons, hedging	Perhaps we should also consider ...
Agreeing	Do we all agree that ... ? So we all agree that ...

COUNTRY SPECIFICS

- TRAINEE'S CHOICE OF TARGET CULTURE
- FOCUS ON INTERCULTURALLY SIGNIFICANT FACTS
- TRAINING OF PRESENTATION TECHNIQUES
- PRACTICAL PRESENTATION EXERCISES

COUNTRY SPECIFICS

DO'S AND DON'TS

What you should know when going to the USA
Decide whether the following statements are TRUE or FALSE.



First encounters T. Americans like a firm handshake and firm eye-contact.

TRUE FALSE

34. Saudi Arabia is the world's largest exporter of
- mineral coal.
 - pure gold.
 - crude oil.



35. Makkah and Medina are
- trade places in Saudi Arabia.
 - historic battle sites.
 - Islam's holiest cities.



26. Modern India has been an independent nation since
- 1965.
 - 1989.
 - 1947.



28. India's currency is called
- Baht.
 - Rial.

WHAT FOREIGN VISITORS SHOULD KNOW ABOUT YOUR COUNTRY AND YOUR HOME:

programme for a one-week visit from your country abroad.



It's like for someone who doesn't know your town or country.

There are many other important things a foreign visitor needs to know.

Food & eating out Entertainment

Money Festivals appropriate behaviour

Proof opening / closing times clothing

General local or regional customs world of work

Remember you know or have heard about who have

notes in groups

INTERCULTURAL COMPETENCE IN ENGLISH

GUIDELINES FOR PRESENTERS

note

show your confidence, enthusiasm, clarity, fluency

keep your audience interested and motivated

be clear and concise

use appropriate language and style

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

be enthusiastic

be clear

be concise

be confident

be polite

be professional

Doing with questions

• Do not hesitate to ask questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

• Do not ask too many questions

COMMUNICATIVE COMPETENCE

- FOCUS ON USE OF LANGUAGE: repairing, compensating, cooperating ...
- FOCUS ON COMMUNICATIVE SKILLS: politeness conventions, building rapport ...
- PRACTICAL COMMUNICATION EXERCISES: face-to-face, telephone, email ...



COMMUNICATIVE COMPETENCE

POLITE RESPONSES

- 11. A: Can you tell me the time, please?
B: Certainly, it's quarter past three.
- 12. A: I'll stay if it's heat.
B: Sure, but I think someone's sitting.
- 13. A: Do you mind if I borrow your pen?
B: I'm afraid I can't, I'm working, sorry.
- 14. A: Would you mind looking after my bag?
B: Of course not.
- 15. A: I'd like to put the news on, but I'm afraid I haven't got any channels.
B: Sure, go ahead.
- 16. A: Could you possibly change this?
B: I'm afraid I haven't got any other.
- 17. A: Do you think you could pass me that?
B: Sure — here you are.
- 18. A: Excuse me, can I get past, please?
B: Yes, of course.

TIME TO THINK

If someone asks a difficult question, an answer. This can be done in different ways. Tell me when did you introduce. Why did you come to live in Germany?

- That's a good question.
- That's a difficult question!
- Let me think a bit about it.
- I'm not really sure any more.
- I don't know. Let me see.

- Can you think of any more ways to answer it?
- Why did you decide to wear it?
 - How did you choose your chair?
 - Do you like the English language?
 - Do you think English is easy to learn?
 - How do you choose your holidays?
 - How did you meet your partner?
 - How did your parents meet?

How think of more difficult questions using phrases to gain time below.

BAD EMAILS

These are all important emails but they are not perfect. There are 6 errors. Find a good subject line for these emails and rewrite them in English.

1. Hello,
We have overbooked our hotel so there is no room for you next week. You must stay in the Region the next time. It is not nice.
Sue Day

2. Hi Brian,
I cannot come to the meeting tomorrow. I will come next time. If I can, when is the next meeting?
Dor

3. I am on holiday now. Ring 1874 098 if you want anything.

4. To all Business Partners,
Here is the agenda for the meeting next week. Please come on time.
With best wishes

5. Our conference branch party is next week and we want to invite you. Let us know if you can come. The party is on Tuesday 24th at 8 p.m. in our office.

6. Colin,
Our meeting next week is at 10 o'clock in my office. I hope you come on time because I can see your car and have the next meeting at 12.30.
See you there.
Helen

TELEPHONE PHRASES A

Being able to make and take phone calls politely and effectively can be extremely important in intercultural. Are you comfortable with the following phrases? It might be a good idea to keep this sheet in a separate file used to refer to it when necessary.



Making a call

Say who you are	My name is speaking.
Say who you want to speak to	Could I speak to ...? Could you put me through to ...?
Say why you are calling	I'm calling about ... The reason I'm calling ... Could I have a word with you about ...?
Request help	Could you tell me ...? Could I check ...? Could you tell me ...?
Check details	Let me just repeat that.
Promise action	I'll do that. I'll get back to you as soon as possible.
Confirm action	Would you like me to confirm that meeting? Could you check that an email has been sent?
Repeat your details for the call	Right? OK? I hear!
Thank your interlocutor	Thank you very much.
Close politely	Have a good evening. Speak to you again soon. See you tomorrow.

META-COMMUNICATION

- FOCUS ON USE OF LANGUAGE: negotiation techniques, politeness conventions ...
- FOCUS ON COMMUNICATIVE SKILLS: face-saving strategies ...
- PRACTICAL COMMUNICATION EXERCISES: role plays, simulations, scenarios ...

META-COMMUNICATION

META-LANGUAGE

What do you say?

1. A visitor to your home starts to take his shoes off.
2. You are just about to introduce a young man from Delhi to your boss and want to make sure the visitor knows how to greet your boss properly.
3. In Pakistan, you have noticed that everyone starts eating without saying anything.
4. A Chinese guest asks if it is okay to drop food on the table at a meal.
5. A guest from Helsinki asks if you drink tea with milk.
6. You want to find out what it means when Chinese business partners don't react to a suggestion.
7. Someone asks you what to do in Germany on a colleague's birthday.
8. Someone asks you how important Easter days are in Germany.

WHAT TO DO IN INTERCULTURAL ENCOUNTERS



Which of the following strategies would you use for dealing with intercultural problems?

- | | |
|---|--------------------------|
| a. Be yourself and everything will turn out fine. | <input type="checkbox"/> |
| b. Try to behave in the way your partner expects. | <input type="checkbox"/> |
| c. Talk about your own conventions and expectations so that your partner can behave as you do. | <input type="checkbox"/> |
| d. Explain your own conventions and expectations and ask your partner to accept them and behave in the same way as you do. | <input type="checkbox"/> |
| e. Point out the differences in your conventions and expectations and come to a consensus with your partner as to how you both proceed. | <input type="checkbox"/> |
| f. Do nothing but assume that because you know about the causes of intercultural misunderstanding and are aware of different conventions and expectations, you will be able to deal with any difficult situations, and avoid or clear up misunderstandings. | <input type="checkbox"/> |

**Make notes. Give reasons for your answers.
Discuss your answers with your partner (s).**

FINDING COMMON GROUND

Things that seem perfectly normal in some cultures are not at all normal in others. It's a good idea to establish common ground before problems arise. Here are some ways of doing this. When could you use them?

- Should I come a bit before 10 if the meeting starts at 10?
- No, we don't usually start exactly at 10 here. Everyone will probably be here at about a quarter past.
- I've been invited for coffee. What time should I go?
- Coffee here usually means morning coffee so at about 10 I would think.
- Ring me any time in the afternoons. I'll be in my office.
- Oh. I'll call you at 2 o'clock.

Now read the following situations and discuss them with your partner. Decide what you should do and say. You want to be polite.

- In Copenhagen you are invited to dinner at the home of a Danish colleague. You don't know exactly when he wants you to come.
- You are on a business trip in London and have an important meeting at 10 o'clock. The traffic is heavy and you realise you will be about 20 minutes late.
- After a long day with a business partner in Tokyo he invites you to a Karaoke night. You don't want to stay up too late because you have a lot of work to do tomorrow.

Have you ever been in a situation like one of these?



INTERCULTURAL COMPETENCE IN ENGLISH

31



CRITICAL INCIDENTS

- **FOCUS ON COMMUNICATIVE SKILLS:** politeness conventions, building rapport ...
- **PRACTICAL COMMUNICATION EXERCISES:** role plays, simulations, scenarios ...



CRITICAL INCIDENTS

CRITICAL SITUATIONS

What would you do or say in the following situations?
Write your answers on an extra sheet.
Discuss them with your partner.



- You arrive at a company for a meeting. At the meeting started half an hour ago. What do you do?
- A colleague returns to work after a long illness. You see him for the first time!
- Someone rings your company and asks to see you. You don't know where he is at the moment. What do you do?
- You do not have a car at the moment and want to give your car a lift. What do you say?
- You hear that a colleague's mother has died. How do you react?
- You are offered a cup of coffee but do not want it. What do you say?
- You want to ask something about a piece of equipment. How do you ask for it?
- After an evening spent at a colleague's house, you do not want to go home. What do you say?
- Someone says something negative about your country. How do you react?
- You are asked how you like the US. What do you say?

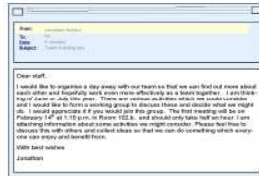
TABOO TOPICS

- Think** Interesting topics are often taboo. Do you like asking direct questions? Do you like if someone asks you direct questions? Can you ask someone you have just met the following questions? What about ...?
 - a. How old are you?
 - b. Are you married?
 - c. Do you love your husband / wife?
 - d. How much do you weigh?
 - e. How much do you earn?
 - f. Are you a smoker?
 - g. Have your parents married?
 - h. Which political party do you support?
 - i. Are you religious?
 - j. Are you gay?
 - k. Why haven't you got any children?
 - l. Have you ever taken drugs?
- Discussion** Who can ask you these questions? How would you answer them? Work in pairs. Ask your partner only those questions which you think appropriate. Use the following expressions.
 - I hope you don't mind me asking, but ...
 - I'd rather not answer that if you don't mind.
 - I know this is a bit personal, but ...
 - Why do you ask?
 - Can I ask you a personal question?
 - I'm afraid that's really a bit too personal.
- Discussion** Who can you say these things to? Who can say them to you?
 - a. I like your perfume.
 - b. Please don't smoke in here.
 - c. Those clothes don't suit you at all.
 - d. You are a bit smelly today.
 - e. You've drunk too much.
 - f. You are not very good at cooking.
 - g. Your girlfriend/boyfriend has got a new car.
 - h. Your trousers are undone.
- Discuss** with your partner:
 - Are you a factual person or are you more direct?
 - Do you think being direct is good or a bad thing?
 - Do you believe that such things are seen different from culture to culture?
 - Can you give examples?



A TEAM-BUILDING DAY

You have just started working as part of an international team in Norway. The members of your team come from different countries in Europe and other parts of the world. Your boss, the team leader, Jonathan, is British and has lived and worked in many different countries. Not long after you start working in the team, you get the following email:

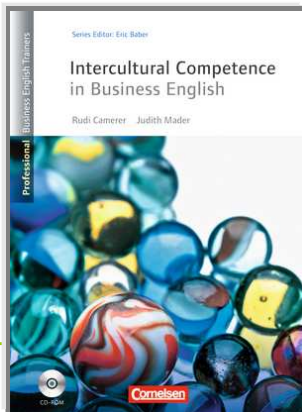


- Read the information Jonathan has attached:**
- Health and Fitness** Let your teams mix and have an activity for one week. Use water for exercise, and offer a drink of water to every one of your team.
 - Adventure Days** Departments and teams can work together on an activity. Each department for your team only one group in here of a team and supervisor. The activities are:
 - Climbing
 - Kayaking
 - Paragliding
 - Team building
 - and more...
 - Wine and Beer at a Member's Evening in English** Consider applying to be a member of the club. The club will be held in the evening. The club will be held in the evening. The club will be held in the evening.

Decide which of these activities you personally would prefer. Think of one more idea for a team-building day.

Recommended Reading :

Camerer, R. (2007): Sprache – Quelle aller Missverständnisse. Zum Verhältnis von interkultureller Kompetenz und Sprachkompetenz, in: Zeitschrift für Interkulturellen Fremdsprachenunterricht (2007) 12: 3, <http://zif.spz.tu-darmstadt.de/jg-12-3/beitrag/Camerer.htm>
Judith Mader & Rudi Camerer: "International English and the Training of Intercultural Communicative Competence" in: Interculture Journal 12/2010 <http://www.interculture-journal.com/>



elc – European Language Competence

Beethovenplatz 1-3
D – 60325 Frankfurt am Main
Bahnhofstrasse 28
D – 66111 Saarbrücken
www.elc-consult.com



Federal Institute for Vocational Training (BIBB)



Intercultural Competence in English (ICE)

Intercultural Competences im
Rahmen der Schulformen der Sekundarstufe I und II des
Saarlandes (2007 bis 2008).



Austrian Chambers of Commerce: **Intercultural Competence in English (ICE)**



Intercultural Competence in English (ICE)



Train-the-trainer sessions



Assessment Tests and training sessions

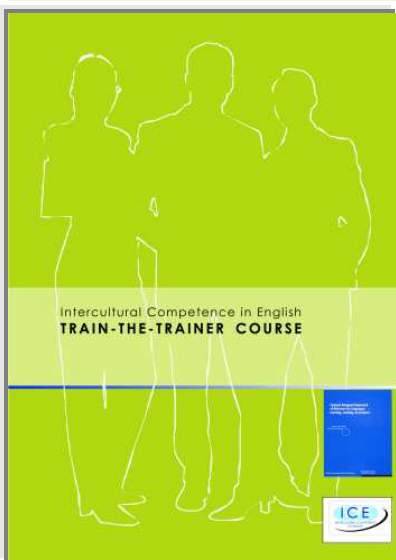


Teaching & Testing Material



Teaching & Testing Material

**TEACHER TRAINING COURSES
in SAARLAND, NRW and HESSEN**



TRAIN-THE-TRAINER COURSES

BERLIN

8 / 9 / 15 / 16 June 2013

BERGAMO

29 / 30 June / 6 / 7 July 2013

MÜNCHEN

13 / 14 / 20 / 21 July 2013



THANK YOU!

elc – European Language Competence

Beethovenplatz 1-3
D – 60325 Frankfurt am Main
Bahnhofstrasse 28
D – 66111 Saarbrücken
Tel. + 49 (0)69 – 53 05 59 67
Fax.+ 49 (0)69 – 53 05 65 27
www.elc-consult.com
R.Camerer@elc-consult.com

