

# Understanding Communication in Different Cultures

## ***Duty/Concept Area***

Developing Communication and Interpersonal Skills

## ***Scenario***

You have been invited to join your boss on a sales trip to China. Your boss wants to be sure you show respect to your potential clients and has asked you to research customs and communication methods related to how the Chinese conduct business.

## ***Big Question***

How do you communicate effectively with people from different cultures?

## ***Focused Questions***

1. Where could you go to research communication customs?
2. What nonverbal behaviors (posture, gestures, facial expressions) should you display?
3. What nonverbal behaviors should you avoid?
4. What differences are there in how others communicate verbally (other than in a different language)? Tone? Words they chose?
5. What does it mean to show good etiquette?
6. What is considered normal business etiquette in the United States?

## ***Project-Based Assessment***

Create a presentation on the “Top Five Ways to Show Respect” and/or “Top Five Things NOT To Do” before traveling to China. Include an image of where China is located on a map.

## ***Resources***

- [Tips for Communicating in Japan](#)
- [ricksteves.com](http://ricksteves.com)
- [Global Etiquette Dos and Don'ts](#)
- [Cultural Dos and Don'ts](#)
- [These Diagrams Reveal How to Negotiate with People Around the World](#)