

Cross Cultural Communication

CCC Course

also known as

Intercultural Communication

Instructor: Dr. Chaim Melamed

Prerequisite:

Our field of study copes with how people and groups from various cultural backgrounds and different nations communicate in similar and different ways.

We would discuss and analyze the impact of the communication on globalization and vice versa.

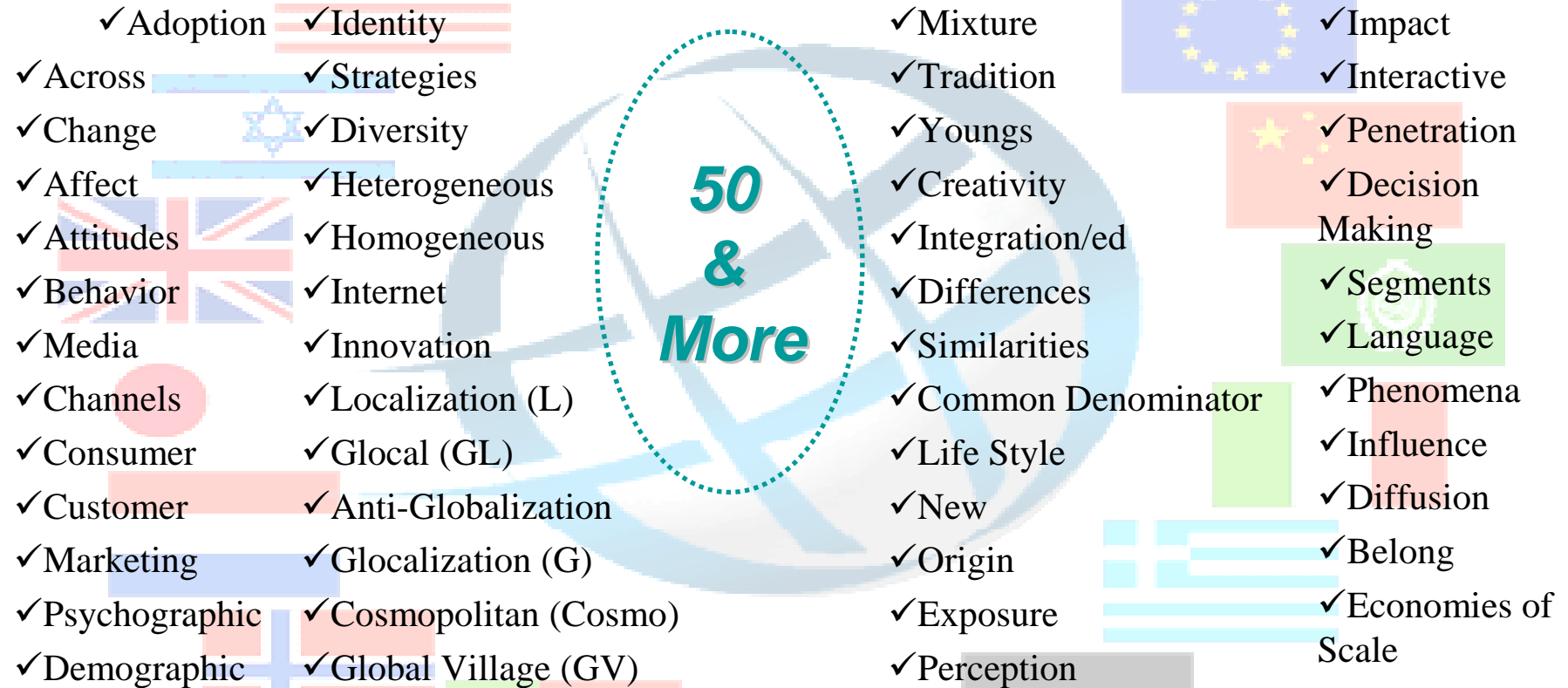
CCC is a combination of various fields, such as anthropology, cultural studies, psychology, sociology, economics and communication. We would focus on the communication field, as with “touches” to the other areas.

Full [Syllabus](#)

Course Syllabus

1. Globalization: Definition and characteristics.
2. National identity versus international identity: Its relation to the GLOCAL Communication Approach.
3. People and Cultures: Similarities & Differences.
4. Creating “The International Consumer” by Global Communication.
5. New criteria for World Media Segmentation.
6. Global Communication and Media with adaptation to Local Viewers, Listeners and Readers.
7. The Cell Phone as a global medium and its impact on Cross Cultural Communication.
8. How growing immigration and movements of people across cultures affect Global Communication strategies.
9. Penetration of the Giant Western Media to the east (integrated in 3).
10. Kids and teenagers as leading targeted segments for the Global Media.
11. Big sport, music and entertainment events: the Mega Cross Culture Media.
12. Internet as the new “Media Queen” in the era of Cross Culture Communication.
13. The influence of Global Communication on Marketing Strategies.

In addition to Cross Culture Communication (CCC), we'll quite often be using the following terms/ words:

- 
- ✓ Adoption
 - ✓ Across
 - ✓ Change
 - ✓ Affect
 - ✓ Attitudes
 - ✓ Behavior
 - ✓ Media
 - ✓ Channels
 - ✓ Consumer
 - ✓ Customer
 - ✓ Marketing
 - ✓ Psychographic
 - ✓ Demographic
 - ✓ Identity
 - ✓ Strategies
 - ✓ Diversity
 - ✓ Heterogeneous
 - ✓ Homogeneous
 - ✓ Internet
 - ✓ Innovation
 - ✓ Localization (L)
 - ✓ Glocal (GL)
 - ✓ Anti-Globalization
 - ✓ Glocalization (G)
 - ✓ Cosmopolitan (Cosmo)
 - ✓ Global Village (GV)
 - ✓ Mixture
 - ✓ Tradition
 - ✓ Youngs
 - ✓ Creativity
 - ✓ Integration/ed
 - ✓ Differences
 - ✓ Similarities
 - ✓ Common Denominator
 - ✓ Life Style
 - ✓ New
 - ✓ Origin
 - ✓ Exposure
 - ✓ Perception
 - ✓ Impact
 - ✓ Interactive
 - ✓ Penetration
 - ✓ Decision Making
 - ✓ Segments
 - ✓ Language
 - ✓ Phenomena
 - ✓ Influence
 - ✓ Diffusion
 - ✓ Belong
 - ✓ Economies of Scale

Globalization: Definition and Characteristics

Globalization (**G**) is a process of turning people, across countries and cultures, to think, behave and response in a more homogeneous and united way / pattern.

It means that the differences and barriers among nations and cultures are being overcome and even erased.

The similarities in people behavior worldwide is being emphasized and encouraged by international organizations, world media marketers and other communicators.

- **G** is understood primarily as increasing the sources or resources available to people anywhere in the world.
- It is also seen by many as an escape from the “Prison of Nationalism”. Other observe it just the opposite: as a threat to national identity.

National Identity Vs. International Identity and its relation to Glocal Communication Approach.

- Basic Hypothesis: Anyone is a mixture.. An individual cannot become an absolute cosmopolitan, not can he/she be solely with national identity.
National people in the developed countries desire to explore about the world, and most of them are being exposed to it and its growing opportunities.
- Cosmopolitanism (Cosmo) can easily be swept away in special world events

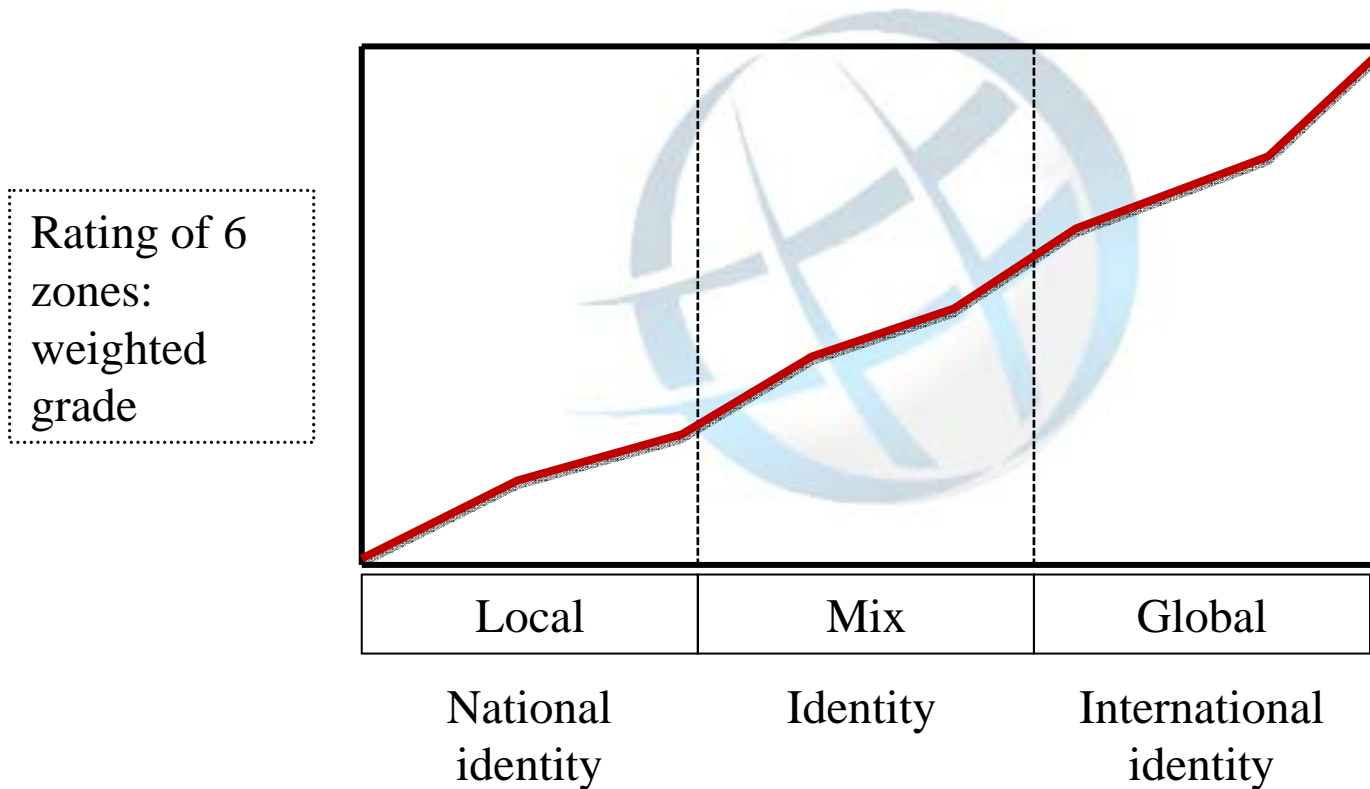
The World Media is involved in 5 zones of everyday Cosmo

These areas are the basis for defining the potential customer and exposed person (group).

The 5 zones plus another one:

1. Being exposed to International Vs. National Media.
2. Learning another language/s.
3. Living / Working abroad – Him/Herself or family members.
4. Living with a person(s) from another culture/
5. Being engaged with foreigners.
6. The “Added Zone”: High frequent use of the internet.

- The more positive answers, the more potential for adopting international / global identity.
- Mixture of answers would indicate a more Glocal identity.
- Mostly negative answers will indicate that the person is retaining his/her national identity.

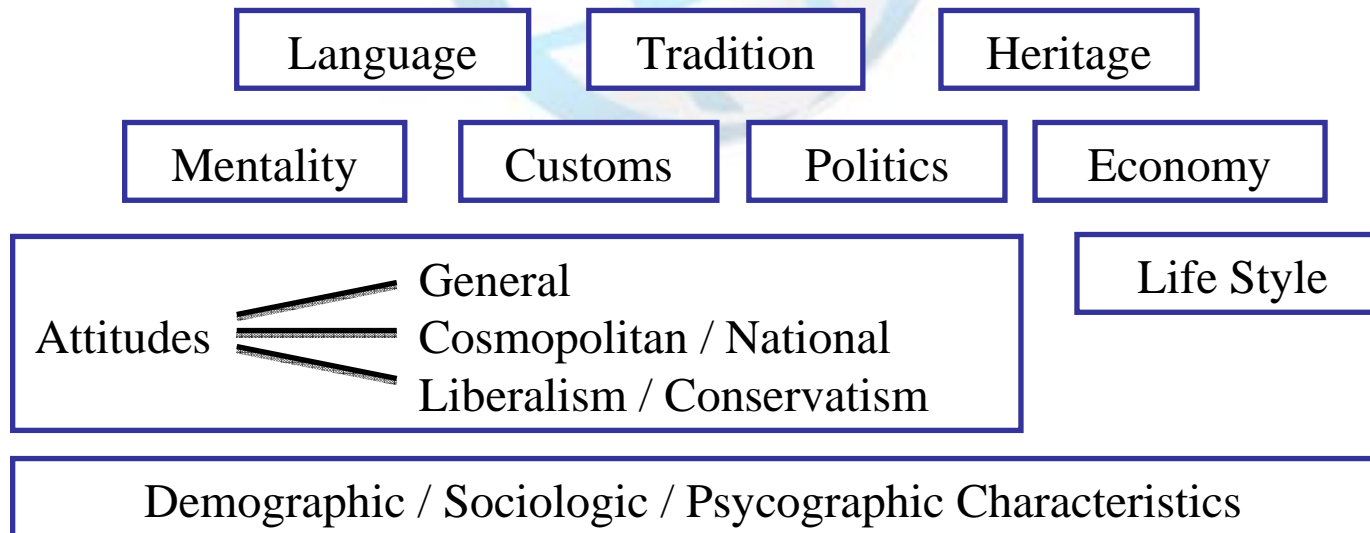


People and Cultures: Similarities & Differences (S & D)

A major objective of CCC analysis and its consequences is to determine how people, as consumers of products and media in two or more societies, are similar or different, and to what extent they are so.

Such an understanding of the S&D that exists is crucial to the multinational communicator and marketer to develop a proper strategy. The greater the similarity between / among the relevant societies / cultures, the more feasible it is to use multinational strategy.

International research attributes high significance in that sense to:



S&D: A Comparison of “Classical” Chinese and American Cultures

<u>Chinese Cultural Traits</u>	<u>American Cultural Traits</u>
Centered on a set of relationships defined by religion – the Confucian doctrine.	Centered on the individual – true for most population.
Submissive to authority.	Greater emphasis on self-reliance.
Passive acceptance of fate by seeking harmony with nature.	Active mastery in the person-nature relationship.
Emphasizes inner experiences of meaning and feeling.	Concerned with external experiences and the world of things.
A closed worldview, prizing stability and harmony (Modern China).	An open view of the world, emphasizing change and movement.
Culture rests on kinship ties and tradition with historical orientation.	Places primary faith in rationalism and is oriented toward the future.
Values a person’s duties to family, clan and state.	Values the individual personality.
Most influencing is “Word of Mouth”	Worship the mass media.

“Media” for many Chinese people is word-of-mouth. Despite these substantial differences and the fact that China is trying to block western media penetration, the west is already there and the “Giant Asian” is an integrated part of globalization with American & European patterns of behavior, consumption and media exposure.

Creating the International Customer by Global Communication & New Criteria for World Media Segmentation

Prologue

2 words: Media & Globalization (**G**) go together like a horse and carriage (Pre-**G** metaphor) or as a computer and screen (High **G** metaphor).

Marshall McLuhan connected the two by saying “The medium is the message”. The world media has been pushing in the recent 2 decades to create and establish the term “International Communication” or “The Global Village” concept. The modern media appreciates its huge potential in sharing people’s needs, behavior and attitude.

New Criteria for World Media Segmentation

Psychographic and geo-demographic research worldwide often offers the following criteria for segmentation, to be used by international media.

Here are 6 common segments:

Segment Name	Global Segment Size	Description
Strivers	L	Value wealth, status. Ambition, and power, and products like cellular telephones and computers. They consider material things extremely important.
Devouts	L	Have more traditional values, like faith, duty, heritage, and respect for elders. Least involved with the media and least likely to want Western brands. Concentrated in the Mideast, Africa, and Asia.
Altruists	M	Very outer focused – interested in social issues and causes. Generally well educated, older (median age 40+), and more female than the norm. Found in Russia and Latin America.
Intimates	M	These are “people people”, and focused on relationships close to home, such as spouses, significant others, family, and friends. Often found in England, Hungary, the Netherlands, and the United States. Very heavy users of media – gives them something to talk about to others.
Fun Seekers	S	The youngest group. They value excitement, adventure, pleasure, and looking good, and spend time at bars, clubs and restaurants. The group loves electronic media and is more global in its lifestyle, especially in music.
Creatives	S	Dedicated to technology, knowledge, and learning, and are the highest consumers of media, especially books, magazines, and newspapers. Members of this group are global trendsetters in owning and using the PC a lot and in surfing the web very often.

“The Global Consumer”

1. To sit on “Ikea” chair -
2. And drink “Earl Grey” Tea -
3. While wearing a “Swatch” watch -
4. And wearing “Nike” sneakers -
5. With a “Polo” Golf -
6. And “Dockers” pants -
7. Watching TV programs on “Samsung” TV -
8. And talking with my “Nokia” cellular -
9. With the “Herald Tribune” newspaper -
10. And the woman from Philippines my mother brought to visit -

Sweden

England

Switzerland

China

Mexico

Dominican Republic

South Korea

Finland

France

Philippines

NOW IS YOUR TURN: IN-CLASS EXERCISE: ADD UP 10 COUNTRIES / CULTURES TO THE LIST

Global Communication and Media: Main Motives

Social / Communication motive – Since late 1990's		Role / relation of media
Globalization	—————>	Creating & promoting the phenomena
Capitalism	—————>	Growing space for economic issues
Cosmo	—————>	“Butterfly Effect”
Anti-globalization	—————>	Dramatic Coverage
Human rights	—————>	Exposure to remote places and neglected groups
Fundamentalism	—————>	Presenting the threats to the world
Multiple identities	—————>	Glocal media
Environment	—————>	“Green image” of builders
Internet	—————>	The threat on TV. Creating synergies with it.
Post communist countries	—————>	More room for western media
Awakening giant Asia	—————>	Granting legitimization to the abilities & quality production of the far east.

Different media are open to globalization in different ways:

“Old media”: printed (newspapers etc.), radio, outdoor adv. Are often more local / national in their orientation, by type of messages, space, language etc.

“Modern media” such as TV and internet are much more global.

Content messages, language and design are becoming more homogenous across cultures and nations.

TV trends:

1. Adopting general framework for production and broadcasting more & more foreign programs in each nation, i.e. larger across – border flows of TV and internet output.
2. Tendency toward centralization of media control.
3. Spread of intensification of commercializing the content with greater segmentation by nations, ethnic groups, cultures etc.
4. Growing synergy between TV & internet.

Printed media: more local / national supplements:

To satisfy local needs international papers and magazines with local special issues.

The Cellular Mobile Phone as a Global Medium (Media) and its impact on Cross Cultural Communication



Reach anywhere

Interactivity

Reach anytime

Music

Immediate response

Used by kids

Homogenous use worldwide

Image of no boundaries

Marketing media

Synergetic with all media

Internet

Cellular-Mobile phone

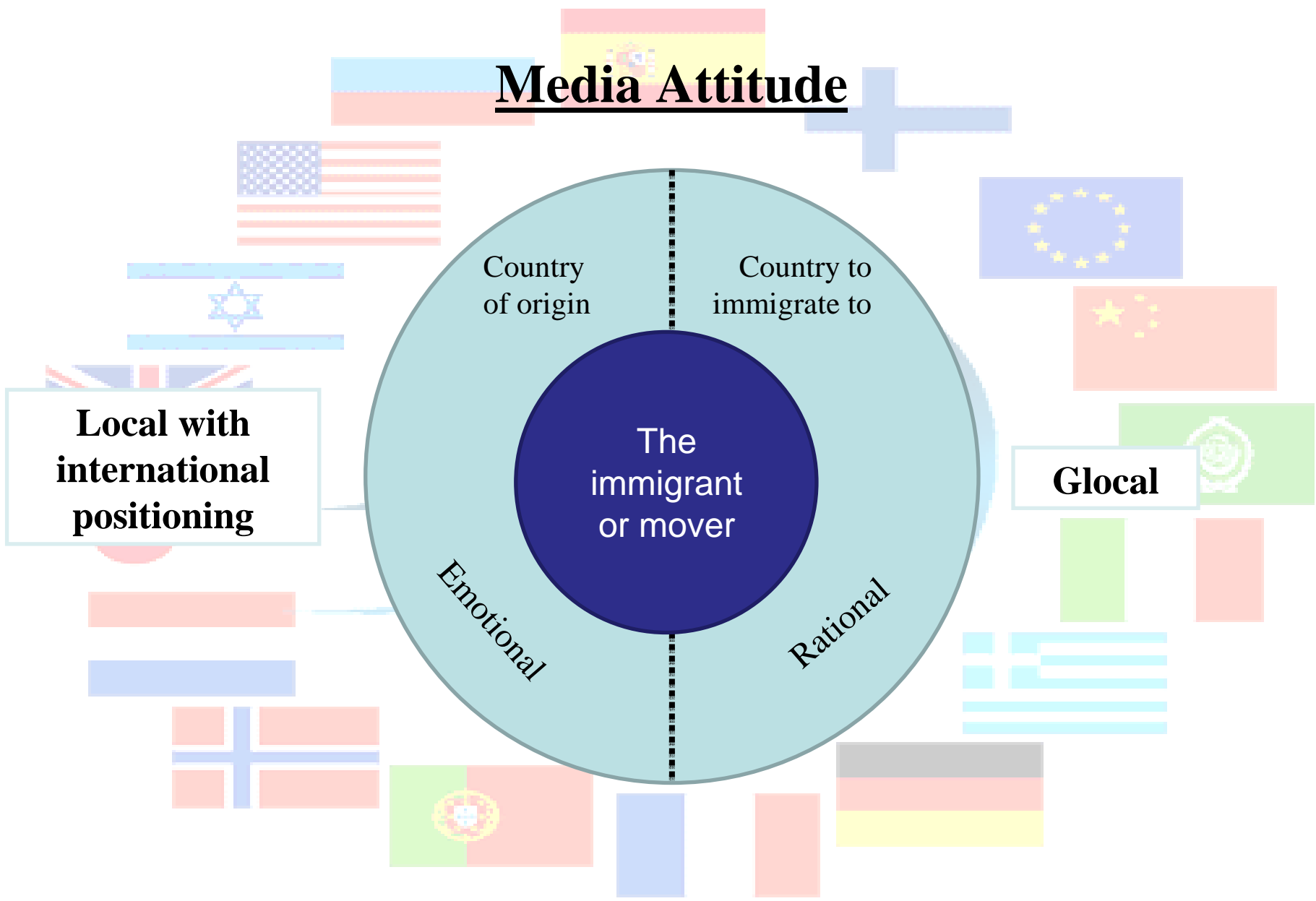
How growing immigration and movements of people across countries affect Global Communication Strategies

Investigations and research in cross-cultural psychology during the last 2 decades revealed interesting findings. The affect of immigration and people international movements on **G** as a whole, and on consumer behavior and world communication, particularly.

The most interesting question is: Do the immigrants / movers behave in the same way as they had done before? For them, there are 3 solutions:

1. To behave like they used to, while living in their original countries.
 2. To acquire new behavior forms – be socialized and enculturated in the country they immigrated to.
 3. To modulate or modify their behavior: to find compromise between options 1 and 2.
- ❖ Cross cultural research demonstrates that each of the 3 possible solutions is chosen, but most frequently the third option is the choice. It includes both continuity as well as change of consumer behavior patterns.
 - ❖ The immigrants who chose the “mixed” solution, becoming customers and consumers of 2 types of media / communication:
 - a. Media from their country of origin (produced locally or imported from homeland countries).
 - b. Glocal media from the new country with TV stations, radio channels, newspapers and magazines aimed at the immigrants in their birth language with lots of coverage about their country of origin

Media Attitude



Kids and teenagers as leading targeted segments for the Global Media

The G Phenomena and reasons for children's influences

Children are occurred as three significant markets simultaneously. The **G** impact is growing for these 3 positions:

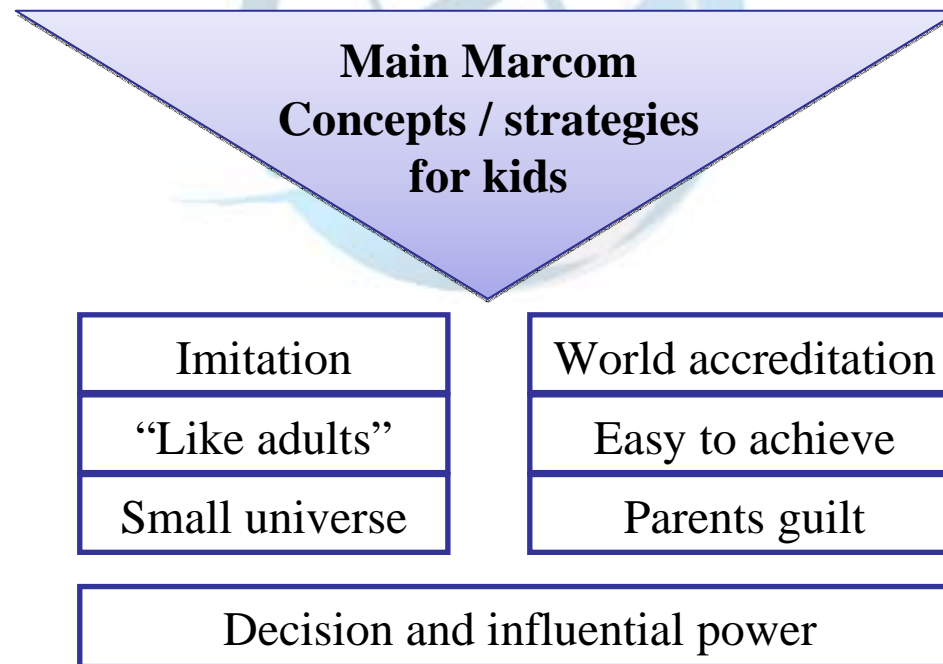
1. Primarily, the children as customers for themselves.
2. Influencing other customers (families, households).
3. As future customers, potentially for all firms and all offerings.



Trends and their consequences

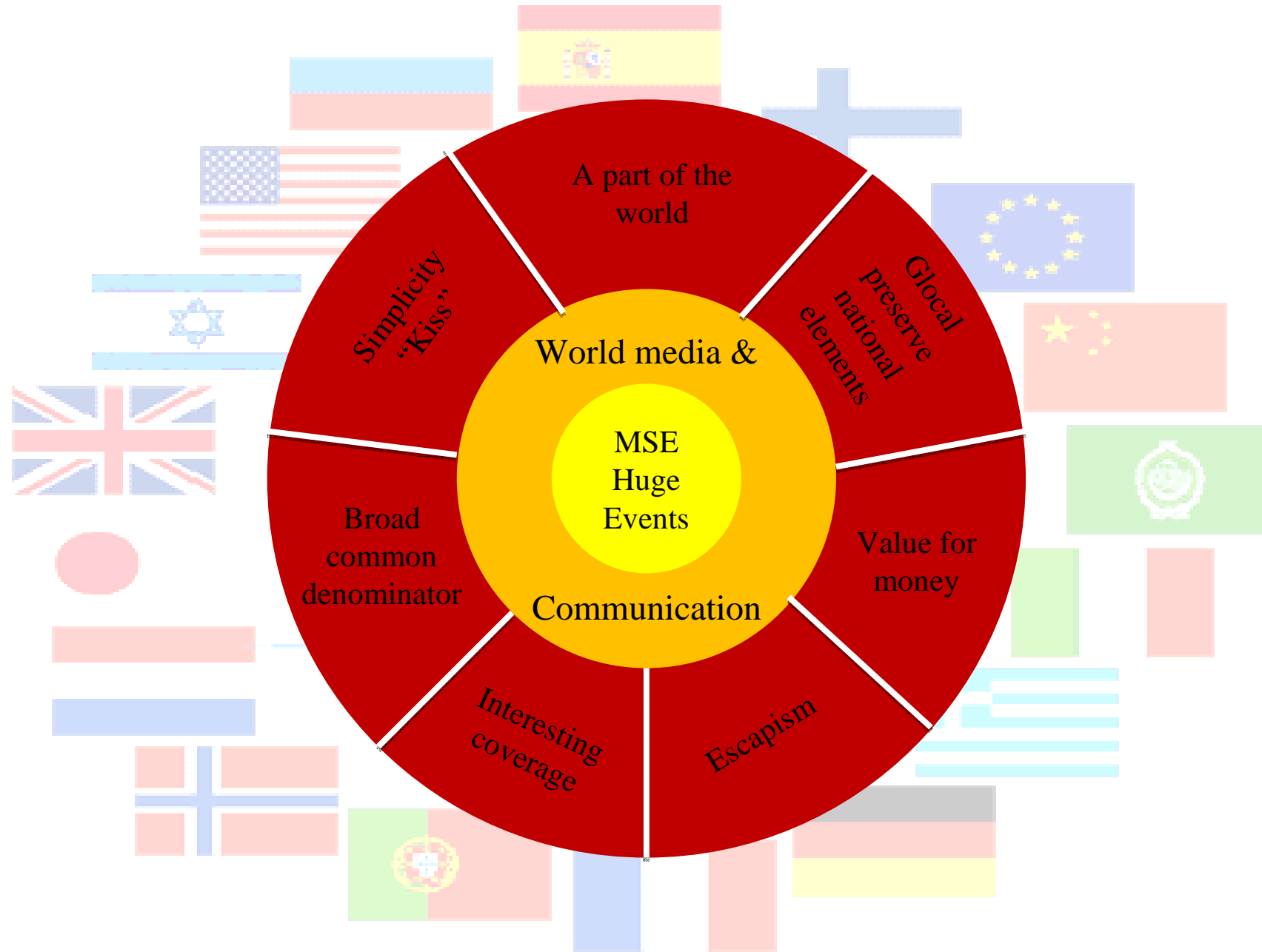
- The **G** exposes children more and more to international media and worldwide communication.
- The internet poses for the children a small world with a passion for consumption and a desire to imitation.
- Parents having less children, and therefore are more liberal with the behavior and CB of each child.

- Increasing number of single-parent households: more influence and the decision making to the children.
- More working mothers: influencing power and liberal CB allowed as a “guilt compensation” (emotional marcom derived).
- Worthwhile for firms to invest in future customers. Young generation which is highly exposed to world media is an asset. In terms of time perception “The future is nearer”.
- Creativity set up many opportunities for developing and producing innovative products & services for youngsters.
- World brand names enjoy huge popularity amongst kids.



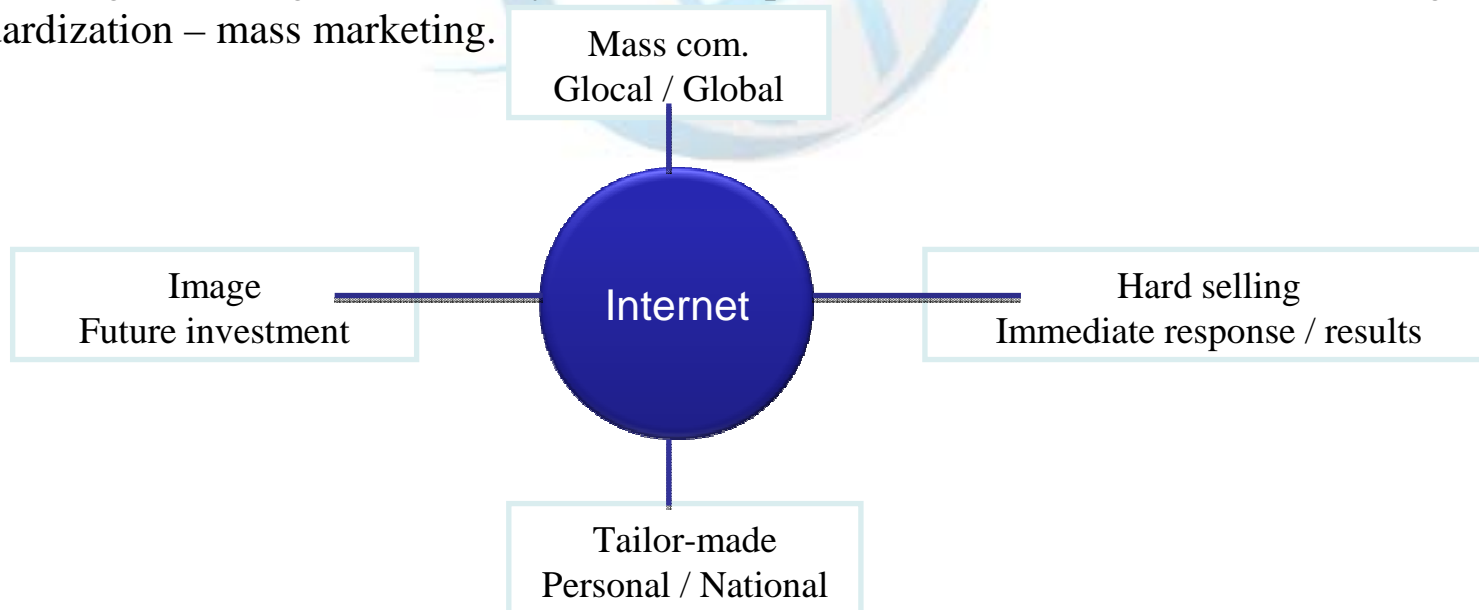
Big Sport, Music & Entertainment Events: The Mega Cross Cultural Communication

- ❖ What do the following have in common?
 - The Olympic games
 - The Academy awards ceremony
 - Madonna's world tour
 - The Eurovision song contest
 - The world cup games
- They are all mega events encouraging the CCC's "homogenous phenomena" across the world.
- ❖ Why so?!
 - They create the feeling that the individual person belongs to the entire world and the world belongs to him / her.
 - It is simple to be involved in these huge events ("Kiss concept").
 - They have got a very broad common denominator across cultures.
 - They are easy to promote by world media & global communication.
 - They are fun & make you "escape" from everyday life, routine and hardships. Most of the events enable to develop the glocal concept and at the same time to leave room for national pride / uniqueness / support.
 - They grant the commercial media with high rate of value for money, exposure and profits and the public media with popular credits.



Internet as the “New Media Queen” in the Era of Cross Cultural Communication

- In many respects, the internet in the “Global Era” reflects the ultimate tool / mean / channel of interactive communication, which leads to instant response by this media users.
- Interactive activity (selling, advertising, etc.) represents a hybrid form of product / service promotion that requires simultaneous elements from both image / brand advertising and direct response advertising (“Hard selling”). Marketers and communication organizers who invest in online technology and innovative media often rely on measurable responses ranging from “hits” and “click throughs” to merchandise orders to access the R.O.I.
- Internet enables to achieve these goals and measurement in the most effective way compared to all other media / means of communication.
- Another huge advantage is the ability to combine personalization – tailor made marketing, and standardization – mass marketing.

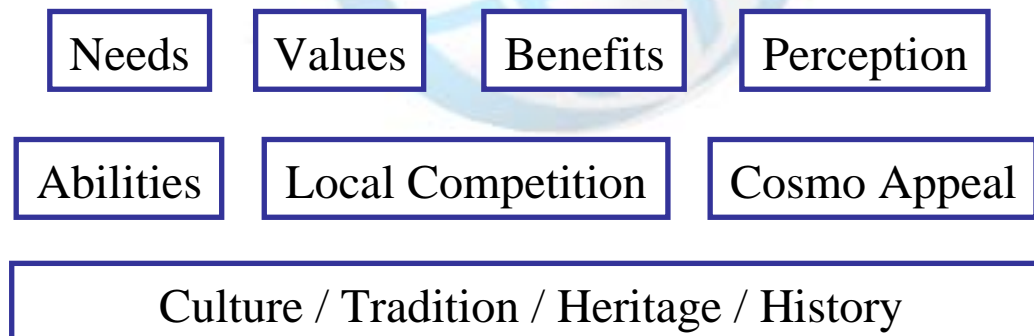


The Influence of Global Communication on Marketing Strategies

- Companies should vary their strategy for marketing a product / service from country to country.
- However, a company can use the same marketing and promotional campaign and positioning set up in each country if the product has a more global appeal.

This standardization in marketing & marketing communication strategies across countries saves a fortune, as a result of economies of scale.

- The marketing company evaluates and analyzes the similarities and differences in:



Levi's Case Study to Demonstrate the Topic Content (Levi Strauss Jeans Co.)

- Similarities in customer needs and values: consumers want to be fashionable.
- Common usage, patterns & benefits: Consumers worldwide wear Levi's jeans for casual and stylish wear.
- Global brand on a single domestic perspective. Levi Strauss Co. emphasizes the shared values and common traits of kids & teenagers worldwide in the media.
- Universal symbol – Levi Strauss is using a logo and positioning it as the “Hip’ Brand” for youngsters all over.
- Substantial brand equity – due to a leading global one.
- Using corporate name for the brand (other instances: Sony, Pepsi, Harley Davidson, Apple, Coca-Cola, etc.)

A Framework for Alternative Global Communication & Marketing Strategies

Product Strategy	Communication Strategy	
	Standardized Communications	Localized Communication
Standardized Product	(A) Global Strategy: Uniform Product / Uniform Message	(B) Mixed Strategies: Uniform Product / Customized Message
Localized Product	(C) Mixed Strategy: Customized Product / Uniform Message	(D) Local Strategy: Customized Product / Customized Message

A – Ignoring differences among cultures emphasizing solely the culture & CB similarities.

B - Partly glocal, especially in picking the media.

C - Partly glocal, especially in adopting the products to local needs.

D - Substantial differences, overcoming the relatively minor similarities.