

INTERCULTURAL COMMUNICATION

Team 3





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Simulation of a conversation between a german and a spanish

TIME STRUCTURING

MONOCHRONIC

- *Time should be used and appropriated in the form of work;*
- *Good planning;*
- *“Time is money”;*
- *Made to keep deadlines and obligations exactly;*
- *The tasks are the first plan, then the colleagues.*

POLYCHRONIC

- *Fuzzily delineated space;*
- *Complete several tasks at the same time;*
- *The plans are postponable;*
- *Interruptions are the rule;*
- *Strong interest in current relationships.*

PORTUGAL

The portuguese culture is considered **polychronic**, as it gives more importance to interpersonal relationships than to obligations and prefers to perform tasks without a defined schedule. However, the Portuguese are considered very hardworking, and that's why the expression "Time is money" is very present.

SPAIN

Spanish culture is considered a **polychronic** culture, similar to Portugal. Despite being very organized, they tend to leave everything to the last minute because the plan wasn't followed. Punctuality is not their strong suit, and their top priority is always relationships with family and friends.

GERMAN

German culture is all about being **monochronic**. This means they like to do one thing at a time, and being on time is a big deal. They're super into punctuality and sticking to schedules, which is why they're known for their efficient planning and reliability.

CROATIA

Croatian culture is primarily characterized as **polychronic**, emphasizing a relaxed and flexible approach to time and schedules. People in Croatia often prioritize personal relationships and take a more leisurely pace in their daily activities and always make time for a good coffee with friends. Also they value connections with others and often mix work and personal life smoothly.



Now, let's simulate a brief conversation between a German and a Spanish to identify the differences that exist between these cultures. After, we will provide tips on how to interact with people who are so different from us.

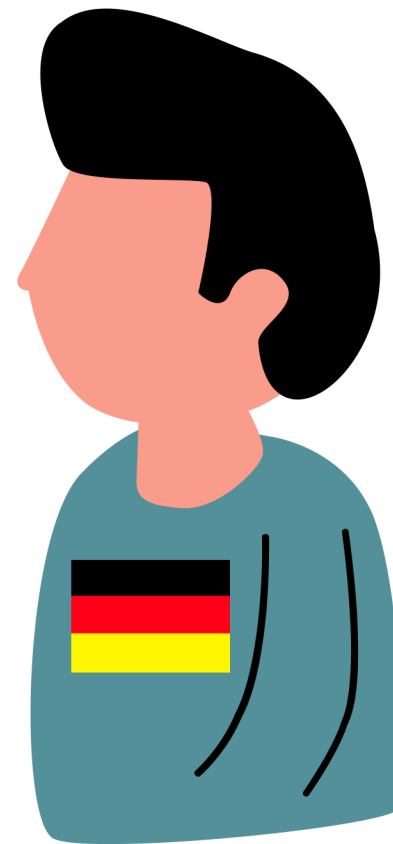


Do you want to go out today?
Let's go to a bar nearby, have
a drink to relax, you're too
serious, you can't get so
stressed with classes.

I'm not going out in the middle of
the week, and you shouldn't
either; we have a lot of work to
do. You arrived 40 minutes late
today, if you go out, you won't
even get out of bed tomorrow,
and I don't want to do the work
alone.



- Non Punctual
- Relaxed
- Laid-back



- Punctual
- Serious
- Hardworking

Communicating with Germans

In terms of work, Germans are much more serious than many other cultures, so, for a good work environment with Germans, we should be **punctual** and **show interest** in our task. This can be done through **active participation** and asking questions about the task.

Since for them, "**Time is money**", work hours should not be occupied with matters that are neither relevant nor appropriate within the established schedule. If you want to ask a German to go out with you, make sure the workday has been productive, and the upcoming days are not too demanding in terms of responsibilities.

Communicating with Spanish

To work with a Spaniard, the tips are different. A good work environment means **relaxation** and even **fun**. Don't be too demanding or serious, as they don't handle stress and pressure well. They can turn **work** into something **enjoyable to do with friends**. The day was very productive if they managed to finish the planned task and catch up on some conversation.

CONTEXT ORIENTATION

FACT-ORIENTED AND DIRECT

- *Direct communication style*
- *Instructions, problems, and proposed solutions -expressed explicitly and clearly*
- *communication - exchange of information*
- *"Get to the point!"*
- *Conflict-useful,moves involved people forward*
- *relationships - to settle the factual and business content*

RELATIONSHIP-ORIENTED AND INDIRECT

- *Emphasizing inclusion of the environment in particular situations*
- *Unpleasant messages -addressed in an implicit and coded manner*
- *Direct statements are usually avoided*
- *Relationships - person is involved in a business relationship and personal contact is established*
- *Broad-based relationship is a condition for the success of a business deal.*

PORTUGAL

Portuguese culture is considered **relationship-oriented** and indirect, because it places great importance on family and interpersonal relationships. The predominant view among the population is that the key to success lies in a stable outward life and in healthy, strong relationships.

SPAIN

Spanish culture is undeniably relationship-oriented and indirect, placing immense importance on the family unit and interpersonal connections. The prevailing belief among the population is that the path to success hinges on maintaining a stable external life and fostering strong, healthy relationships.

GERMAN

Germans are pretty **direct** and clear in their communication. They like to get straight to the point and are big on precision in language. They also have a thing for rules and order in their daily lives, which keeps things structured and predictable, aligning with their monochronic approach to time.

CROATIA

Croatia is a combination of both. Croatians are known for their **relationship-oriented** approach, prioritizing personal connections in both personal and professional interactions. They also tend to have a relatively direct communication style, valuing straightforwardness in conveying their thoughts and opinions, although the level of directness can vary depending on the context and familiarity with the individuals involved.

Let's discuss the project timeline and tasks that need to be completed.

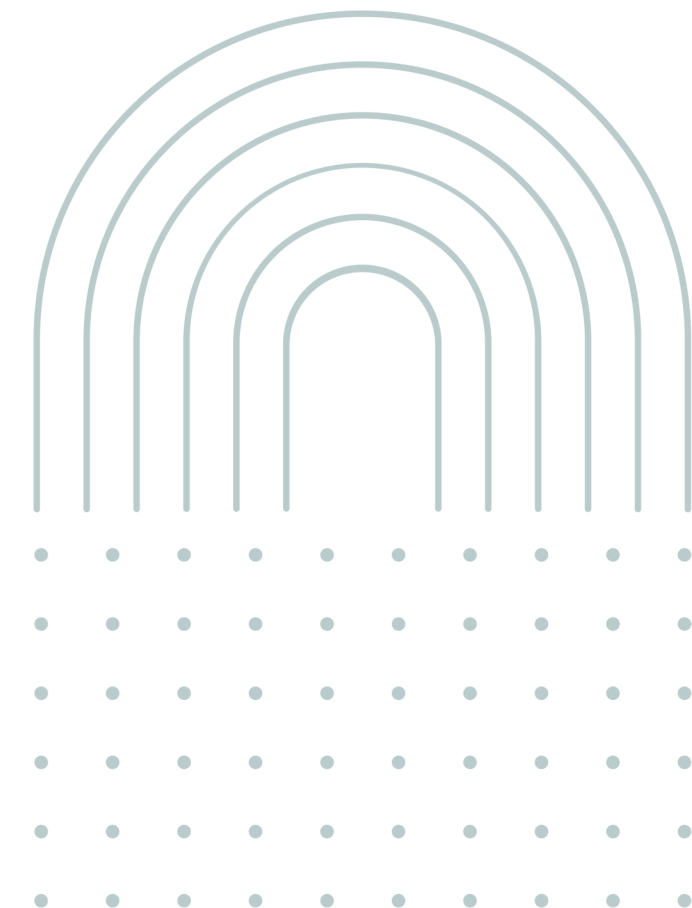
Of course, before we dive into that, how are you, my friend? How's your family?



- Direct communication style
- straight to the point



- Indirect communication style
- small talk



Communicating with Germans

Indeed, the Germans are known for having one of the most **direct communication styles** in the world. They employ a "low-context communication" approach, where they convey their intended meaning without relying on others to interpret gestures or decipher hidden messages.

You have to keep in mind, that in most of the situations, **direct communication doesn't aim to hurt the other one's feelings**, it is objectively oriented. For most Germans it is difficult to read between the lines, because it's the saying that counts.

Communicating with Spanish

The Spanish **communication** style is known for its **openness** and **indirectness**. Spaniards value personal relationships and often begin conversations with small talk and inquiries about well-being, family, and personal matters. This indirect approach is a way to establish rapport and trust before addressing specific topics.

Spain people can work on being more direct when necessary, especially in professional settings, and express their expectations clearly. Individuals from more direct cultures can be patient and allow time for relationship-building conversations before diving into business matters.

To have a good conversation with Spanish people, you need to engage in **small talk, be patient, express your interest**, and avoid rushing them.

Conclusions

- All cultures that are considered monochronic tend to be also seen as fact-oriented and direct;
- And the same applies in reverse, all cultures that are considered polychronic tend to be relationship-oriented and indirect.



Through the comparison between German and Spanish cultures, we can see that when a culture is more serious and responsible in terms of work, it tends to place less importance on relationships.

Respect for Differences - The key is to approach every interaction with respect for cultural diversity.



THANK YOU

Have any question?

