

Cross-Cultural Communications

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Video: <http://wwmr.us/support/TransculturalMarcom/TransculturalMarcom.htm>

What doesn't work:

Humor (cultural references don't translate well)

Sex (our comfort level with it varies)

Religion (hot-button topic – wars get fought over religion)

Nationalism (a turn-off)

What does work:

Babies: If there is one most universally uniting cultural commonality, it's our love and appeal for babies. Every culture loves its young.

Relationships: Love, marriage, man-woman rift. More than any other cultural dimension, the two greatest cultural differences are between men and women, in all cultures.

Dogs and Furry Animals: Just about everybody loves them.

Sports: Unifying in our love of the sport, such as the World Cup; nationalities and rivalries, for sure, but unified in their love of the game.

Self-Image: We all see ourselves as something. We all have a self-image, and appreciate that others have a self-image. We may not understand or relate to that image, but we have a transcultural interest in the self-image of others.

Life Cycles: We're all born, live and die. We have that in common, our fundamental humanity and mortality. We deal with it in different ways, theories of death and the beyond, and how we live our lives in between, what's important to us and not.

Water: Water is a universal experience. All bodies have the same salt concentration as the sea, we have that in common. All cultures like to swim. A great transcultural exercise would be to take all nationalities to a swimming pool, toss them in and say "no talking, only play."