



Settlement | Employment | Language |  
Community Connections

# Working with Newcomers: Cultural Norms and Values; Cross-Cultural Communication

**Presenter: Steve Reynolds**

# Agenda

- **Welcome & Introductions**
- **Cultural Norms & Values**
  - Activity 1: Either/Or
  - Mini-lecture: Cultural Norms & Values
- **Cross-Cultural Communication**
  - Mini-lecture: Cross-Cultural Communication Tips
  - Activity 2: Communication Scenarios
- **Feedback & Wrap-up**

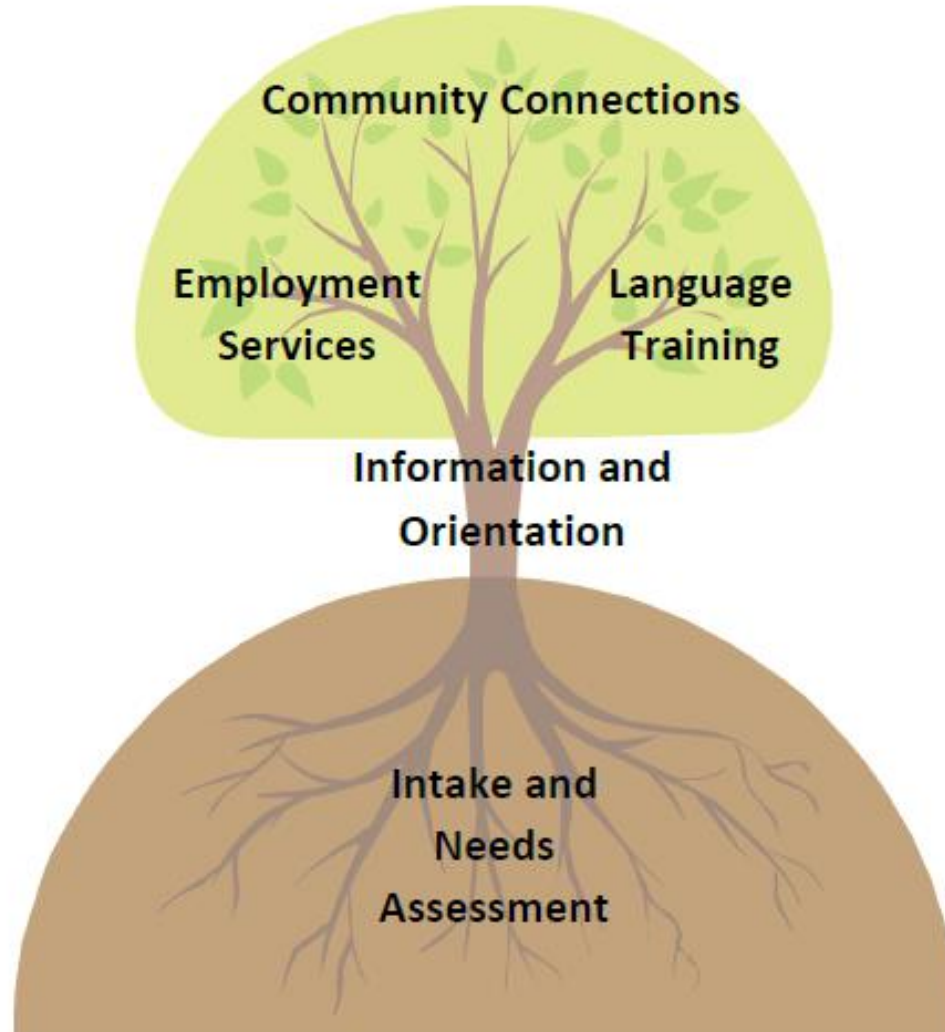
# Learning Objectives

## Part 1

- **Highlight a few cultural norms and values – both within newcomers' cultures and within Canadian culture**
- **Discuss cultural adaptation and consider our role in helping newcomers integrate into Canadian society**

## Part 2

- **Discuss cross-cultural communication strategies**
- **Put relevant strategies into practice using inspired-by-real-life scenarios**



# Introductions

- **Activity: Introducing Yourself**
- **Stand up and face a nearby person you don't know**
- **Introduce yourselves and chit-chat for 60 seconds**
- **When you hear “Switch!” you will switch partners, introduce yourself again, and chit-chat for another 60 seconds**
- **Return to your seat for follow-up**

# Introductions

- **Follow-up:**
- **How did you introduce yourself? What did you say, and why?**
  - Did you shake hands?
  - How close did you stand?
  - Did you make eye contact?
  - Did you use first or last names?
  - Did you talk about your job, your credentials, your family, or your birthplace?
- **Why do we do these things? What values lie behind these behaviours?**
- **Have you personally experienced a different culture's approach to introductions? What was that like? How did it make you feel?**

# Cultural Norms & Values

- **Activity: Either/Or**

**In groups of two, go through the Either/Or handout and read the cultural behaviours on each. Discuss and decide which one you agree with the most (which one feels the most “right” to you) and check that behaviour with a pen or pencil.**

- **Follow-up at your table:**
- **Why did you select the behaviour you did?**
- **What value(s) might be behind this behaviour?**
- **Might this “normal” behaviour be easy or difficult for a newcomer to adapt to? Why?**

# Cultural Norms & Values: What is “normal” behaviour?

- **Context**
  - Professional/workplace – superior, peer, customer
  - Acquaintance
  - Friend
  - Romantic
  - Same gender vs. across genders
  - Age difference
- **Communication**
  - Direct vs. indirect
  - Relational vs. task-oriented
  - Non-verbal, gestures
- **Touch, space, and eye contact**
- **Formality, respect, and saving face**
- **Diet – Kosher, Halal, Hindu**



# Cultural Norms & Values

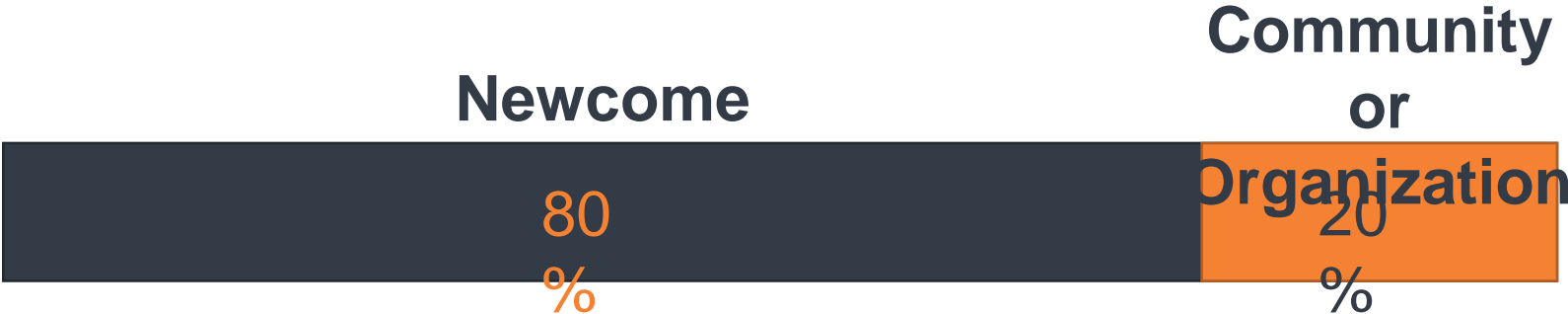
- What are some different cultural “normals” that you’ve experienced locally?

<b>Risk Tolerance</b>	Change	Stability
<b>Concept of Self</b>	Individual	Interdependent
<b>Family</b>	Nuclear	Extended
<b>Source of Status</b>	Self-made	Birth/Gender/Role
<b>Power Distance</b>	Equality	Hierarchy
<b>Time Orientation</b>	Scheduled Time	Personal Interaction
<b>Level of Formality</b>	Informal	Formal
<b>Communication</b>	Direct	Indirect
<b>Context</b>	Low Context	High Context
<b>Burden of Comprehension</b>	Speaker	Listener

# Cultural Norms and Values

- **Resource: Intercultures Website (Department of Foreign Affairs)**
  - <http://www.intercultures.ca/cil-cai/countryinsights-apercuspays-eng.asp>

# Who should adapt?



# Cross-Cultural Communication

- **Everyone: chit-chat about the weather, how your week has been, what you plan to do on the long weekend, current events, etc.**
- **Half of all participants:**
- **Other half of all participants:**

# Cross-Cultural Communication

- **Everyone:** chit-chat about the weather, how your week has been, what you plan to do on the long weekend, current events, etc.
- **Half of all participants:** Stand close and touching your conversation partner shows that you care about him/her. Stand half an arm's length from your partner and touch him/her on the arm occasionally while you're speaking. If he/she backs up, step closer to make sure you're not too far apart.
- **Other half of all participants:**

# Cross-Cultural Communication

- **Everyone:** chit-chat about the weather, how your week has been, what you plan to do on the long weekend, current events, etc.
- **Half of all participants:**
- **Other half of all participants:** Stand at least an arm's length from your partner, if not a bit more. Avoid physical touch in this situation. Don't make direct eye contact while you talk, but be sure to look down or away to show respect.

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# Cross-Cultural Communication

- **Why did we do that?**
- **How did your partner make you feel?**
- **How did having to behave differently during chit-chat make you feel?**
- **How do you think newcomers when they experience new cultural behaviours?**

# Cross-Cultural Communication Tips

- **Make It Visual**
- **Show and Tell**
- **Use Their Language**
- **Take It Easy**
- **Keep It Simple**
- **Say It Again**
- **Assume Confusion – Check Understanding the Right Way**
- **Get Help**
- **Walk in Their Shoes**
- **Smile, but Don't Laugh**

# Cross-Cultural Communication

- **Activity: Cross-Cultural Communication Scenarios**
- **In groups of 2-4, follow the scenario prompt given to you**
  
- **Follow-up:**
- **Share your group's thoughts**

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# Wrap-up

- **Any final thoughts, observations, or stories?**

# Thank you!





