

5. Cultural Values, beliefs, and perceptions

We have learnt in our course that when meeting someone from other culture, we first encounter differences in the behavior and communication of that culture. This topic moves beyond the behavioral and communication differences to explore the differing beliefs and cultural values. The source 1 introduces the fundamental framework of a culture, that is cultural values, and explains how cultural values can be determined in (inter) cultural communication. The source 2 has various proverbs of cultures from across the world that reveal on values of the cultures. In the source 3 you are asked to complete a survey that will determine what your cultural values are. We will discuss the results of the survey in class. In the discussion forum you are encouraged to share with others your personal values and discuss the institutionalized values of your countries.