

# Travelling the Danube: How to Make Intercultural Predictions

## Intercultural Workshop Seminar

by Dr. Hristina Sokolova

“Creating Bridges for Europe“

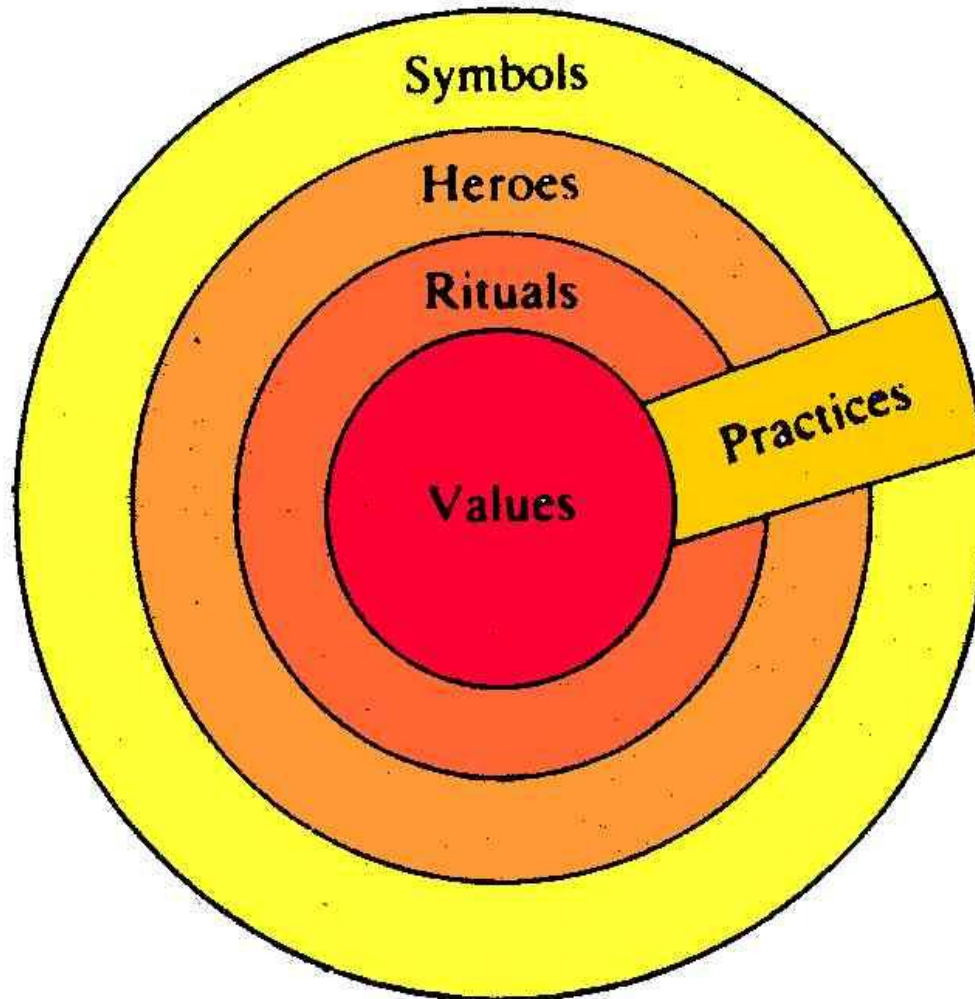
Haus auf der Alb, Bad Urach

Monday, 24. - Friday, 28. July 2017

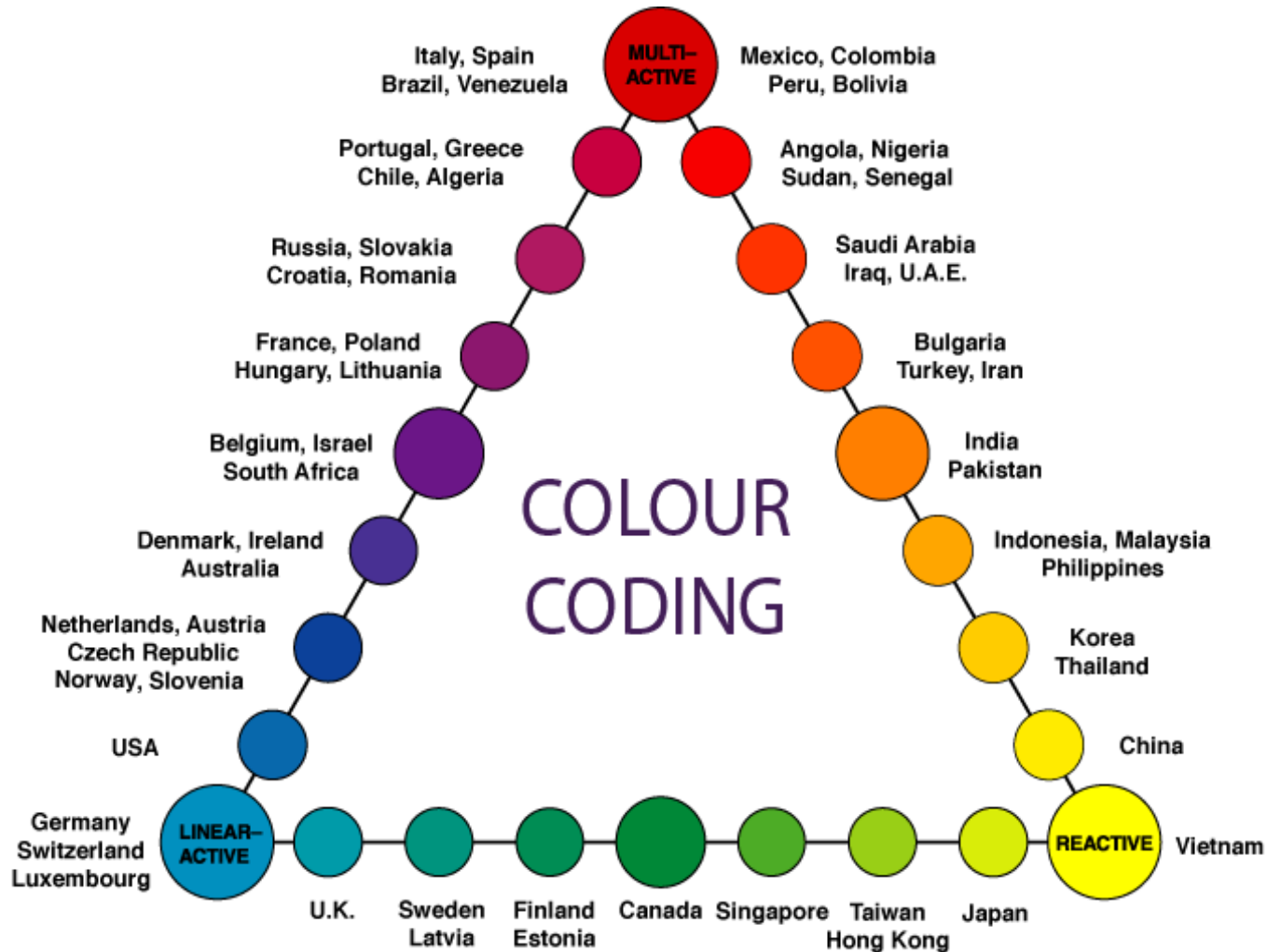
# Losing Your Wallet in Bulgaria (Social Experiment)

[https://www.youtube.com/watch?v=N\\_blrnJE26k](https://www.youtube.com/watch?v=N_blrnJE26k)

# How Cultural Values Affect Human Behaviour



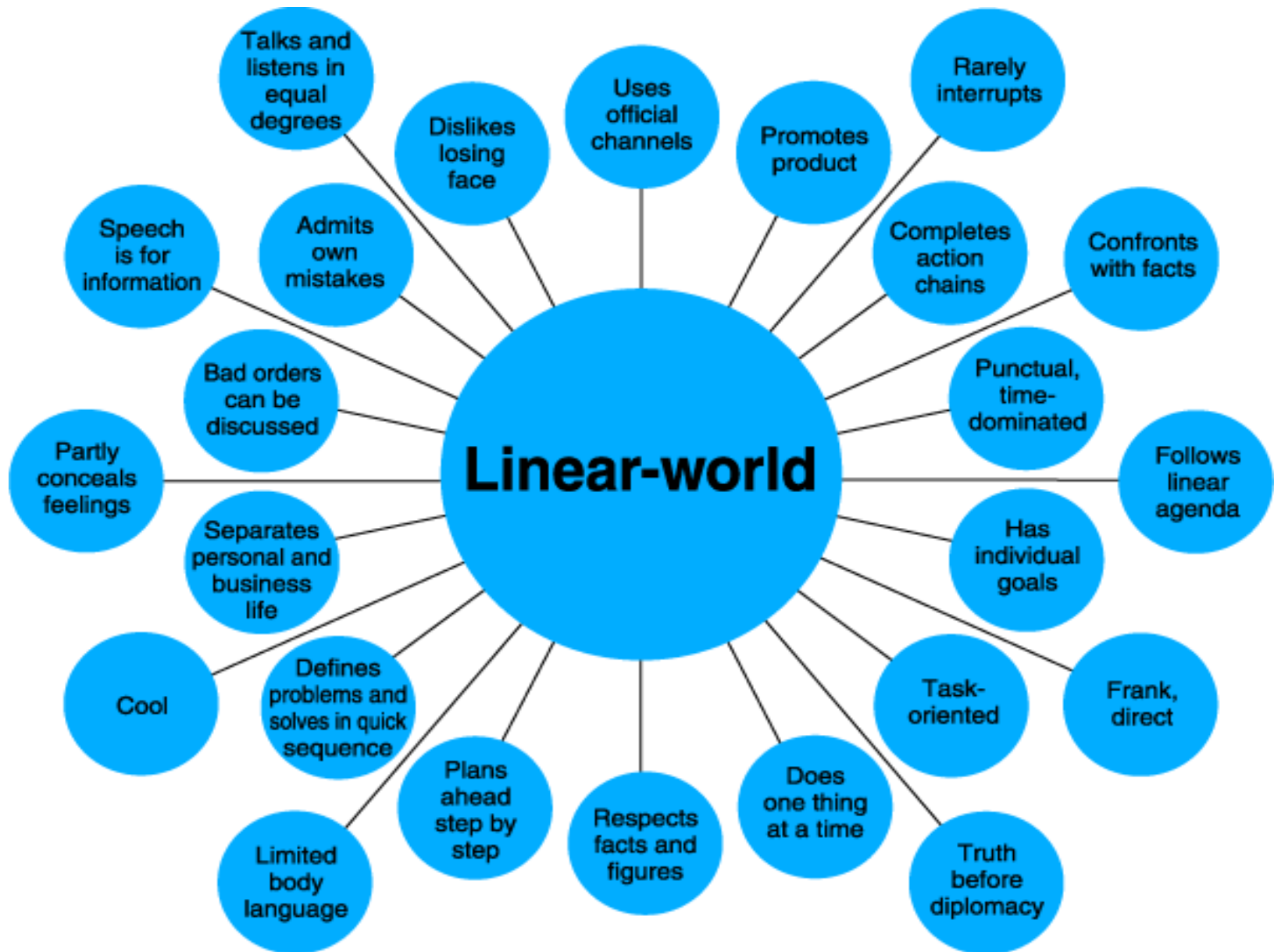
# Richard Lewis's Cultural Model



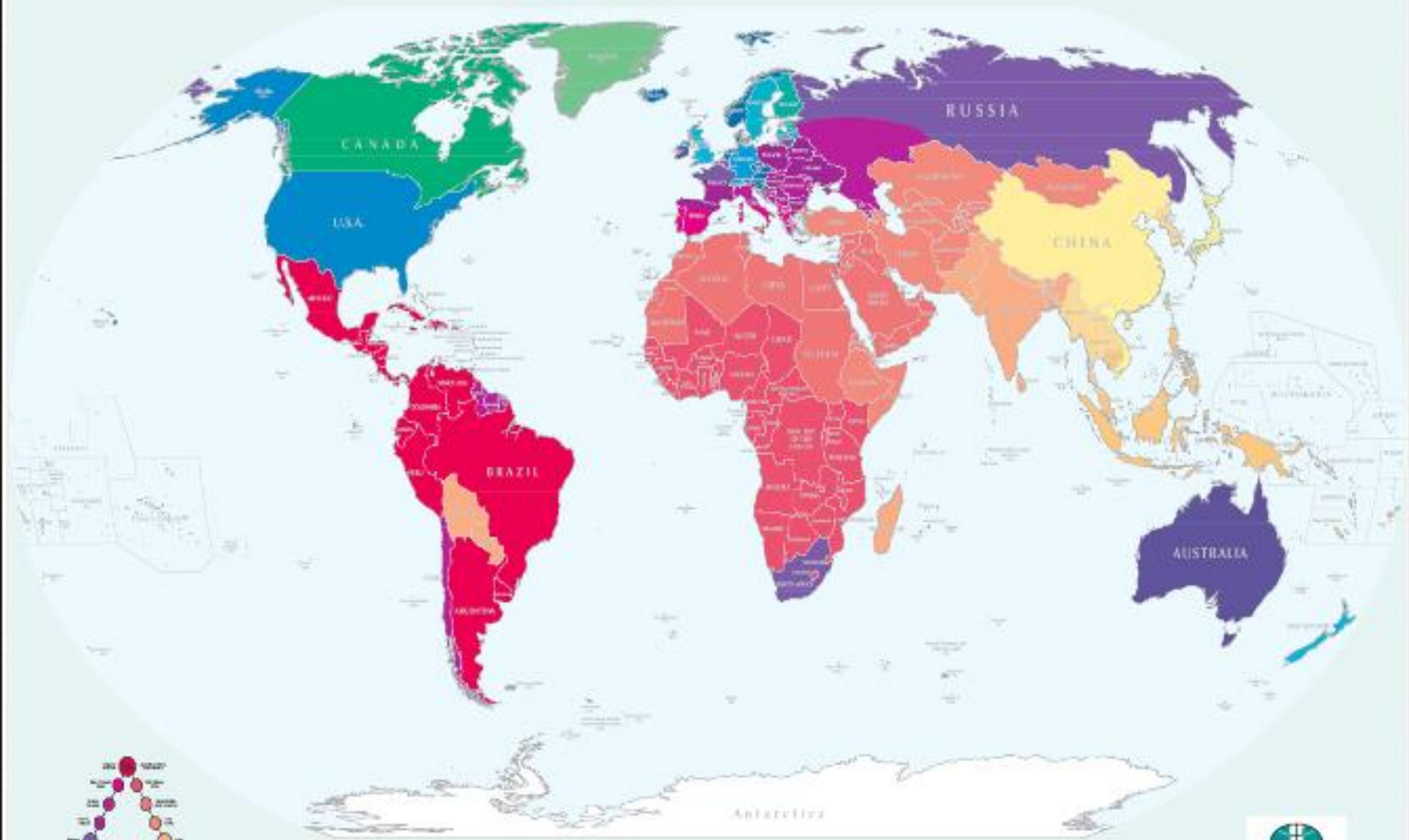


**Linear-active**  
Cool  
Factual  
Decisive planner

1. **task-oriented, results-oriented**
2. **highly organized planners**
3. **do one thing at a time**
4. **truthful rather than diplomatic**
5. **stick to logic rather than emotions**
6. **prefer not to use connections**
7. **written communication is more valuable**



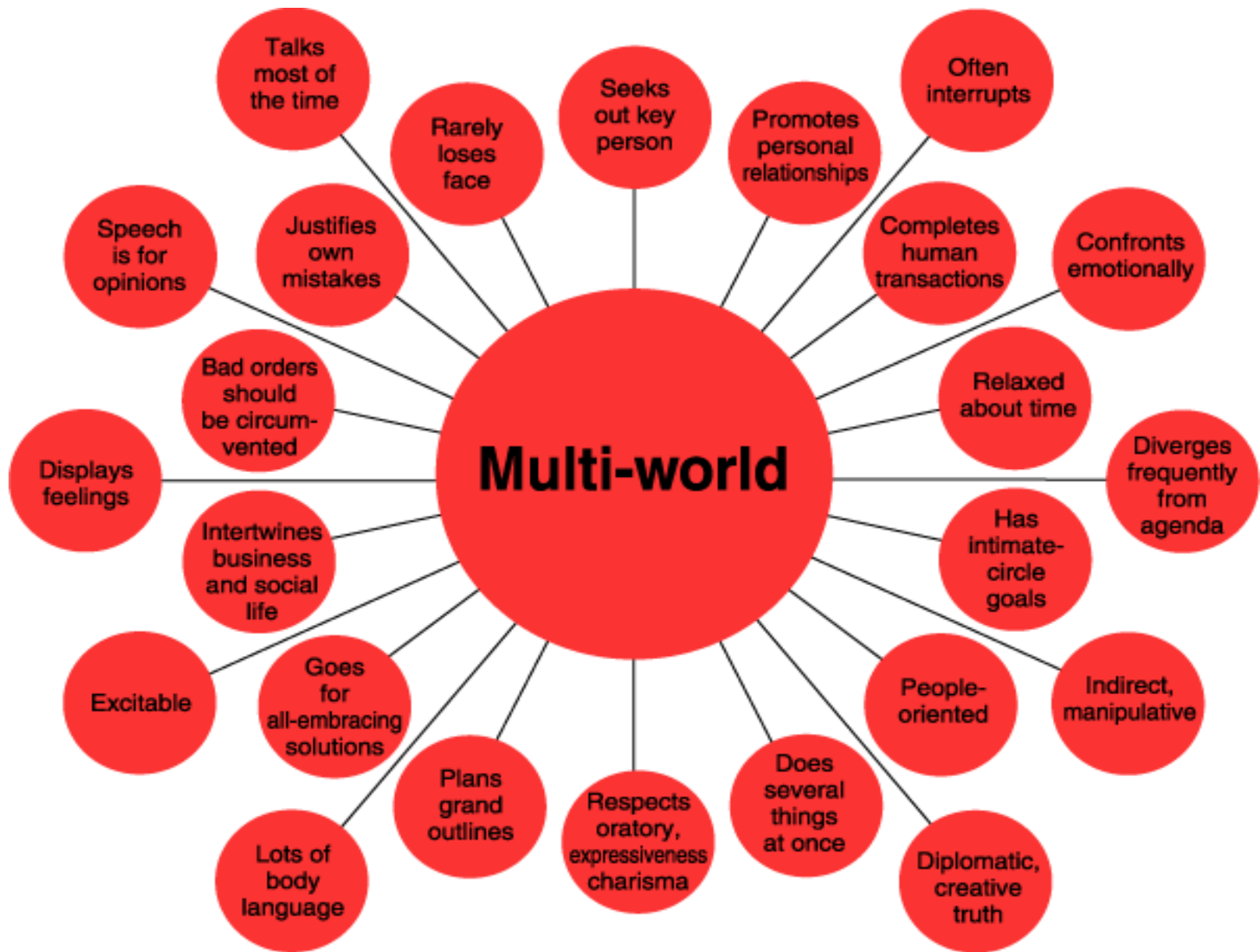
# NATIONAL CULTURAL PROFILES



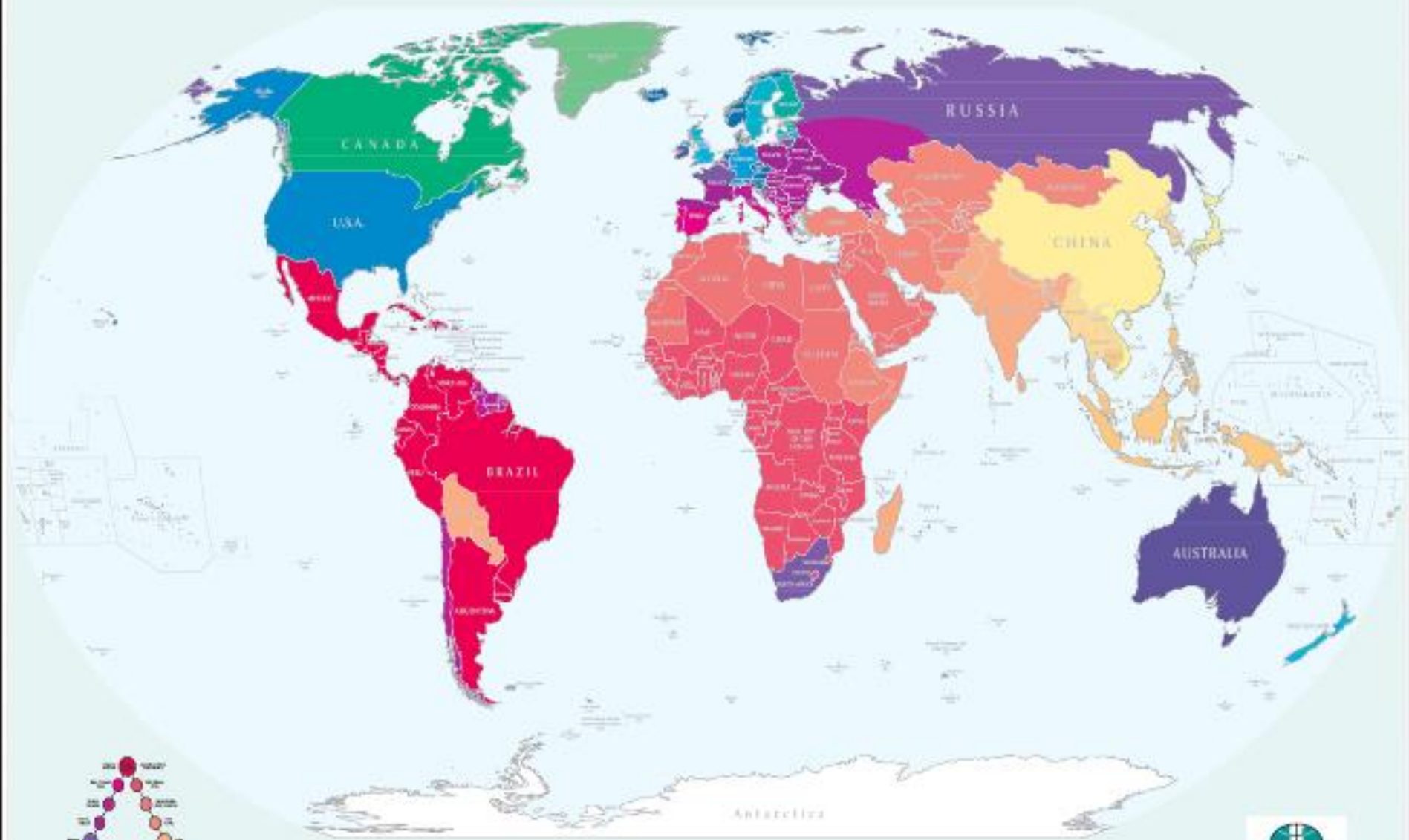


1. talkative, impulsive
2. feelings, relationships oriented
3. do many things at the same time
4. dialogue oriented
5. stick to emotions rather than logic
6. prefer to use connections
7. oral communication is more valuable





# NATIONAL CULTURAL PROFILES

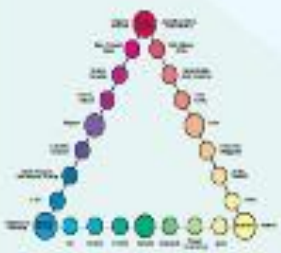
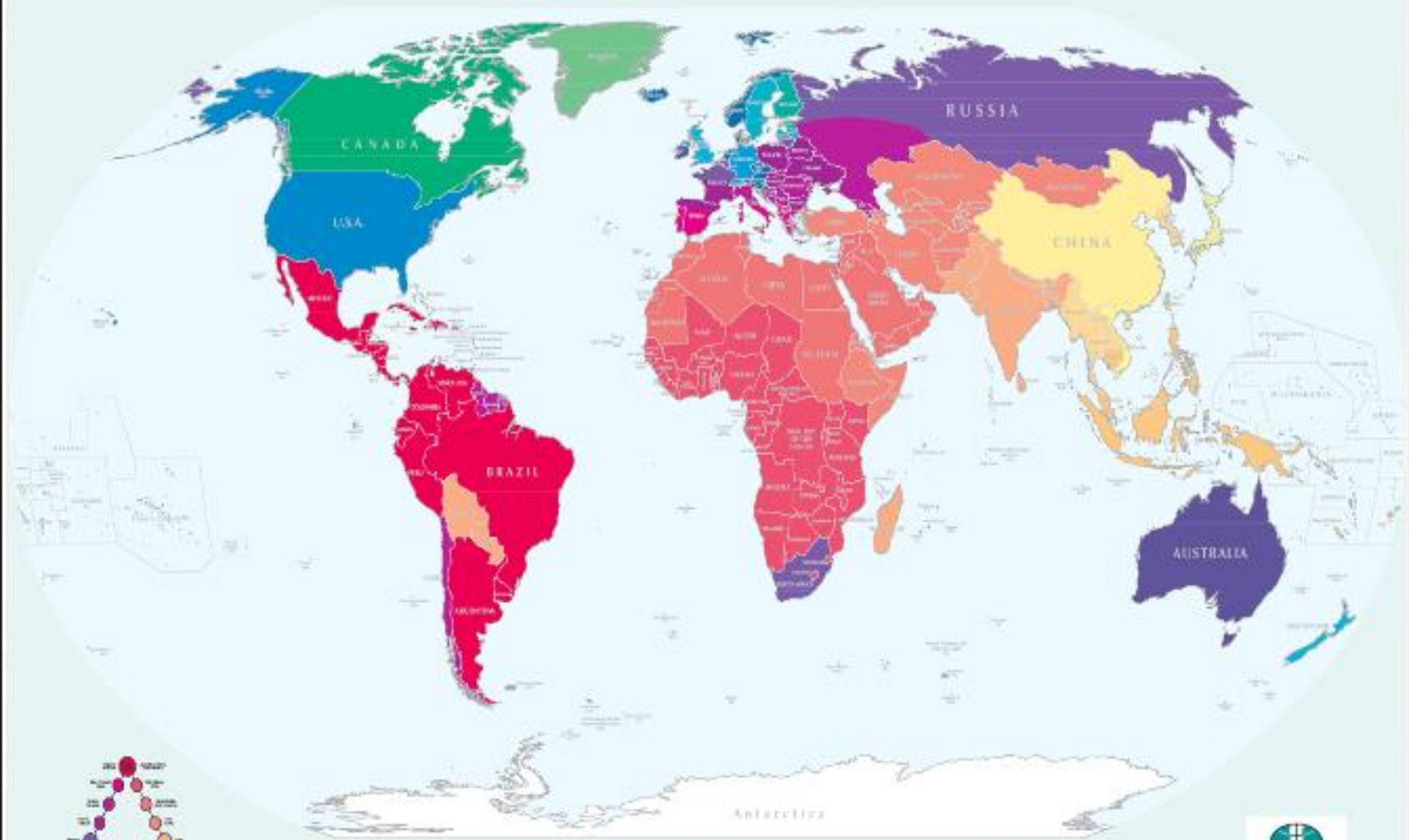




1. prefer to listen and observe
2. consensus oriented
3. do one thing at a time to perfection
4. speech analysis oriented
5. stick to context and environment
6. prefer to harmonize connections
7. non-verbal communication is more valuable



# NATIONAL CULTURAL PROFILES



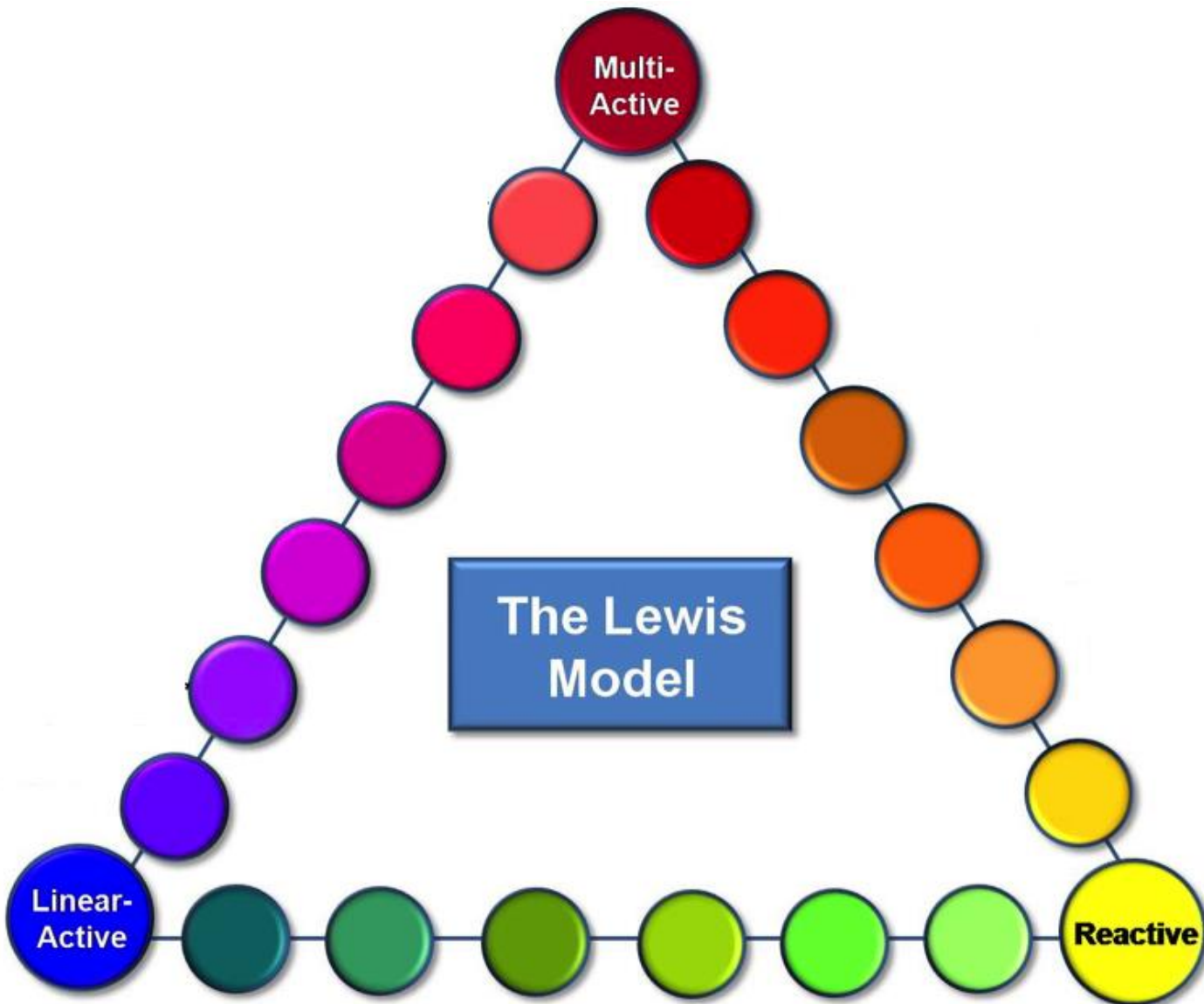
# Teamwork:

1. *Compare the Danubean countries using the following criteria:*

GREETINGS  
COMMUNICATION STYLE  
EYE CONTACT  
IDEAS OF TIME  
PERSONAL SPACE AND TOUCHING  
GESTURES  
TABOOS  
CULTURAL CHARACTERISTICS

*Present your results in front of the group!*

2. Put the countries in Richard Lewis's classification chart



Answer the following questions with TRUE or FALSE





# Questions and Comments!

Sources: <http://guide.culturecrossing.net/>, <https://www.crossculture.com/>, [www.youtube.com](http://www.youtube.com),  
lecturer's own materials