



# UPCOMING WOMEN project

**Low skilled women' empowerment  
through global competence and  
mentorship**

**INTERACTIVE MICROLEARNING COURSES**

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the  
Erasmus+ Programme  
of the European Union

**UPCOMING**



**WOMEN**

# Welcome to the Module 4!

## Intercultural Communication

Communicate ideas effectively across  
cultures

Developed by Mindshift



# What I will find in this module?

0

Learning outcomes

1

An scenario-based  
narrative

2

Did you know that...?

3

Reflecting questions & tips

4

Visual contents

5

Learning inquiries

6

Self-monitoring of competition

7

Additional resources for  
professionals



# 0 Learning outcomes



# What I will be able to at the end of the module?

- ☐ Define intercultural communication competence
- ☐ Recognise the behaviours/patterns of good intercultural communication
- ☐ Explore different strategies to improve intercultural communication skills
- ☐ Commit to overcome the barriers to a fruitful intercultural communication

**UPCOMING**



**WOMEN**



0

A scenario

based narrative

Fatumata's tale around  
cultural diversity



Module 4

# Fatumata's tale around cultural diversity

**UPCOMING**



**WOMEN**

Fatumata is from Guiné-Bissau and arrived in Portugal a couple of years ago. By then she was 21 years old, and she came to Lisbon to prolong her studies. Two weeks after her arrival to Lisbon Fatumata started a Portuguese language course for foreigners. Fatumata confesses that she still remembers the feeling of her first day. She was surprised by a large diversity of people from all over the world –Everyone looked strange! –said Fatumata– even the physiognomy of the people caught her by surprise since everyone looked so different: from the shape of the eyes, skin colour, hair styles, colours and textures, to the attitudes... In the beginning, she had mixed feelings about it and she even thought of quitting the course. But then, slowly, a sense of curiosity started to arise, and she put her fears aside. One day, – she reminisces with enthusiasm – we were all standing outside during the break without really knowing what to say to each other.

1/3



# Fatumata's tale around cultural diversity

**UPCOMING**



**WOMEN**

Some of us would look at the floor, others diverted their eyes to the sky as to not face others when the teacher arrived and said: —Well, let's see what the odds are of all of us enjoying the same food. Some of us smiled a little bit, many of us looked at each other without really knowing what to say but the teacher carried on. — Well, let's take some steps. I will give you three challenges: first, let's play the game of compliments. How do you greet someone in your country? Next, we'll do a "girl to boy dialogue", to come up with three cultural traditions that you think are unique from your country. Remember to listen actively, observe the gestures, manners of your pair so you can grasp as much information as you can. This day was hilarious, and all of us after an initial apprehension started to relax and after three hours, we were all laughing together. I learned a lot useful and valuable things. One thing that for me is very important is to never make an assumption.

2/3



# Fatumata's tale around cultural diversity



People have different habits and beliefs, therefore, the possibility of someone doing something with a specific intention very different from the one I perceived is great and very real. To put an end to the story, at the end of the exercises we were all very tired and excited. And out of the blue, the teacher appeared in the room with a gallon of water and said: –I'm really thirsty! Does anyone wants some water? And slowly, one by one we all grabbed some water. And then the teacher looked at us attentively and spoke: what do you think about water? At this moment, it is my favourite food and all of us smiled and nodded in accordance with him. You see, - he continued - there is always something that unites us even when diversity is huge. You just need to invest a little in discovering the particularities in order to unfold the group's oneness.



0

Did you know  
that...?



# Intercultural Communication

“People of different religions and cultures live side-by-side in almost every part of the world, and most of us have overlapping identities which unite us in very different groups.

We can love what we are, without hating what – and who we are not. We can thrive in our own tradition, even as we learn from others, and come to respect their teachings.”

**Kofi Annan**



# Intercultural Communication

Intercultural Communication is the ability to function effectively across cultures, to think and act appropriately, and to communicate and work with people from different cultural backgrounds – at home or abroad

**(UNESCO, 2013)**



# Intercultural Communication

Since **communication** is the mutual creation of meaning and **culture** is the coordination of meaning and action in a group, it follows that **intercultural communication** is the mutual creation of meaning across cultures.

This means that intercultural communication is the **mechanism whereby people of different groups perceive and try to make sense of one another.**

Source: <https://www.idrinstitute.org>



# Intercultural Communication Competence (ICC)

ICC refers to the **abilities and skills needed** in **interaction with people from different cultures**. It comprises components such as **motivation, attitudes** and emotions, **knowledge**, and **behaviour and skills**.

Motivation refers to the desire to communicate appropriately and effectively, knowledge means the awareness needed in intercultural situations, and skills are the abilities necessary for intercultural communication

Source:

<https://blogi.eoppimispaivelut.fi/lumenlehti/2017/09/26/international-competence-and-intercultural-communication-skills-investment-in-the-future/>



# Curiosity – a tool to overcome barriers

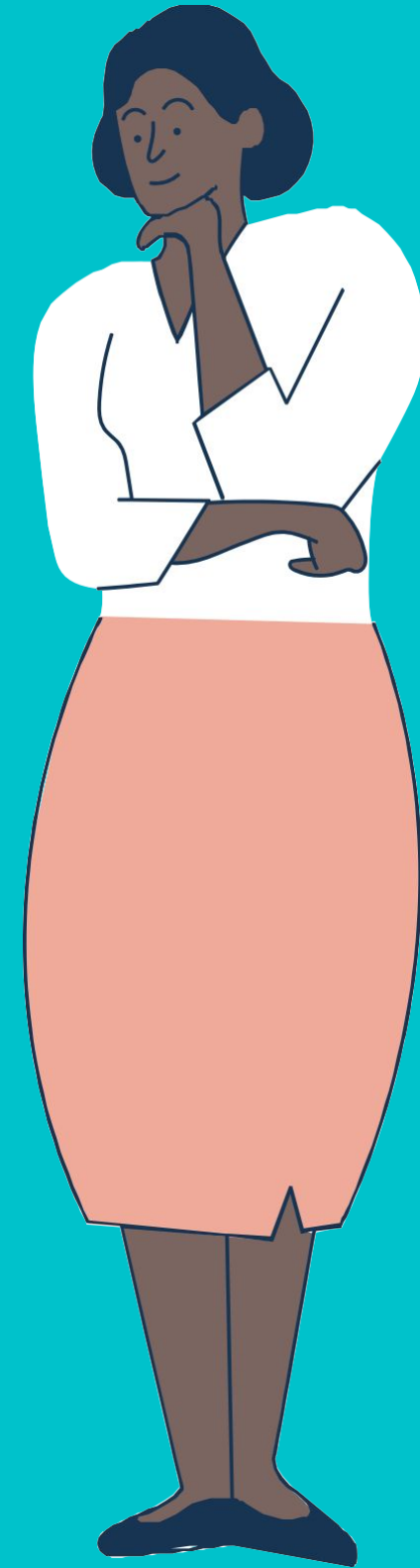
Let yourself be guided by your curiosity. Once you notice something that makes you feel strange or defensive or which makes you wonder about what the meaning behind it really is, you then need to follow that curiosity. Try to find out where that behaviour is coming from? What are the motivations behind that conduct? First comes intellectual understanding, then a time where you need to decide for yourself if the beliefs anchoring it are in line with who you are, and only then a process of transformation occurs.

Source: [www.medium.com](https://www.medium.com)





# 0 Reflecting 4 questions & Tips





Why is important to have intercultural communication skills?

Today's working life environment is global and characterised by multicultural and multidisciplinary teamwork in global networks. Therefore, intercultural communication skills are paramount if you want to succeed in a global world. They will make a difference in your ability to adapt and cooperate effectively with others.



How can I contribute to a good intercultural communication?

A golden rule is to adapt your behaviour, instead of always expecting others to adapt to you. And this also includes not being offended if someone unintentionally does something that you find difficult to accept. You don't have to accept it but it's best to explain politely why you find it hard. It is not right to sulk just because you do not agree with something or someone else.

**UPCOMING**



**WOMEN**

Intercultural communication can be challenging since it has a lot of barriers. How can I overcome them?

One of the main challenges of intercultural communication is ethnocentrism, often common among people that have the assumption the cultural group that they belong is superior to other cultural groups. To avoid this, consciously try to be open-minded and unbiased towards other cultures, by accepting them as they are. Also do not assume that other societies/cultures are analogous rather than different to your own. Different rules, morals, and norms apply in other cultures.

**UPCOMING**



**WOMEN**

Intercultural communication can be challenging since it has a lot of barriers. How can I overcome them?

The most common barrier to intercultural communication is anxiety. When people are doubtful what is expected of them or what to do, it is only natural to feel anxious. Our focus is also likely to shift to a feeling of apprehensiveness and apart from the intercultural transaction that is taking place. As a result, people tend to make more mistakes than they would have otherwise and end up behaving ungracefully to others.



How to improve my intercultural communication skills?

- **Prepare:** do your own research to find out with whom you'll be communicating with. What is their cultural norms as well as social customs of the location.
- **Learn the language:** make an effort to learn your correlative's language. Your relationship will boost with that, and they will surely respect you for it.



How to improve my intercultural communication skills?

- **Observe:** when interacting with someone of an unfamiliar culture listen attentively and closely observe their behaviour. Pay attention to how they respond to different communication and look for similarities to your own culture.





How to improve my intercultural communication skills?

- **Be perceptive and mindful:** forget all preconceived ideas you may have and challenge them. Remember that people are still individuals with their own preferences, and it is likely you both have some things in common.

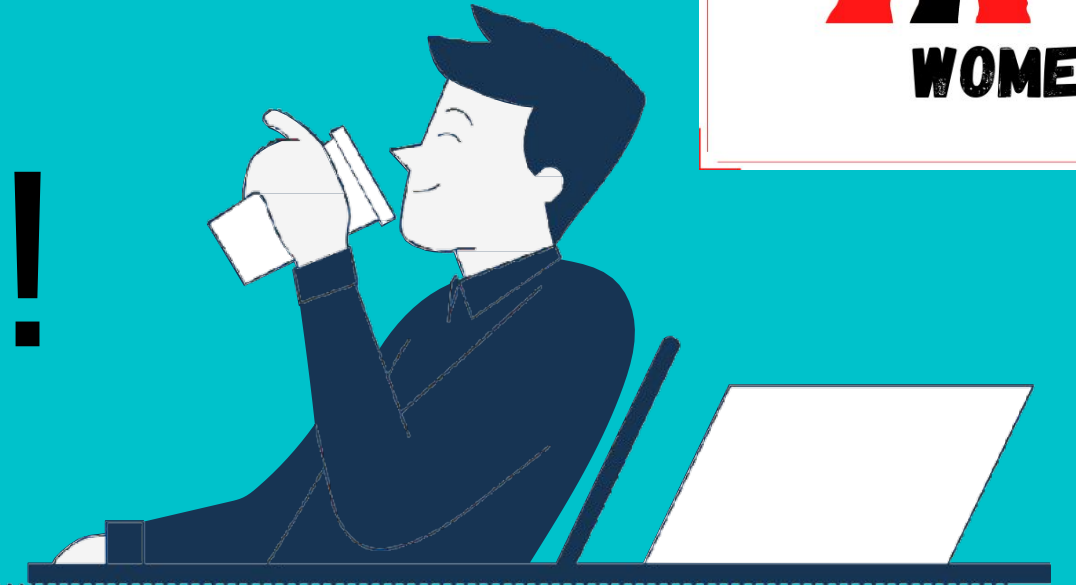


How to improve my intercultural communication skills?

- **Ask questions:** instead of guessing ask. It is perfectly natural to clarify anything, specially if you're feeling insecure about something or think you may have misunderstood any point.
- **Seek help:** from people that can coach you in the culture you are interested in. Ask them any questions you want and draw on their hands-on experience.

# 0 Visual contents

## 5 Watch these videos!

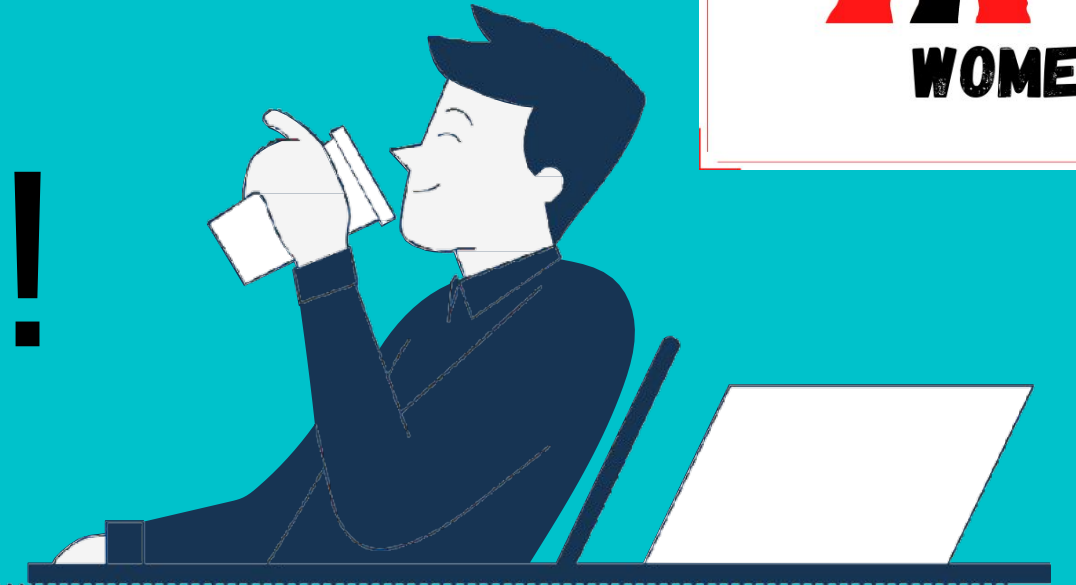


<https://youtu.be/WrZityEriI0>

This video exemplifies some real-life situations where cultural differences may lead to misunderstandings.

# 0 Visual contents

## 5 Watch these videos!



[https://youtu.be/PSt\\_op3fQck](https://youtu.be/PSt_op3fQck)

A brief overview of a world full of difference and diversity with illustrated examples of difference in common situations.



# 0 6 Learning inquiries Ready for quizzing?

# Quiz 1

## Fill the gaps

Since **\*communication\*** is the mutual creation of meaning and **\*culture\*** is the coordination of meaning and action in a group, it follows that **\*intercultural communication\*** is the mutual creation of meaning across cultures.



# Quiz 2

Choose the  
correct one

Intercultural communication skills are important because:

- a) **they will make a difference in your ability to adapt and cooperate effectively with others**
- b) they allow you to be a better person and therefore a better colleague
- c) they will help you in a global working life environment





# Quiz 3

Choose the  
correct one

Some strategies to improve your cultural communication may include:

- a) **Prepare and observe**
- b) Being close-minded
- c) **Ask questions and seek help**
- d) Relax and be spontaneous towards others
- e) Not valuing diversity



# Quiz 4

## Match the sentences

1. Ethnocentrism
2. Unbiased
3. Misconception
4. Anxiety
5. Adaptation

Match with:

- A. Every culture is the same.
- B. Our cultural group is superior to others'.
- C. A barrier to intercultural communication.
- D. A good intercultural communication.
- E. We can accept people as they are.

**1-B; 2-E; 3-A; 4-C; 5-D.**

1/3



# Quiz 5

## True or false

The term Intercultural Communication Competence (ICC) refers to the abilities and skills needed in interaction with people from different cultures.

ICC comprises components such as motivation, attitudes and emotions, knowledge, and behavior and skills.

- A. True
- B. False





0

# Self-mon7itoring of competition



Module 4



How I agree the following statements?  
(1 strongly disagree – 5 strongly agree)



By completing this module...

1. I can describe what is intercultural communication and intercultural communication competence
2. I can explain how to overcome the barriers of a good intercultural communication
3. I can identify the main skills to improve intercultural communication competence.
4. I recognize the importance of the intercultural communication to communicate effectively with people with different cultural backgrounds
5. I can decide which are the best attitudes for a good communication when attending an intercultural meeting/exchange
6. I feel more confident to communicate among a diverse environment

# Copyright Disclaimer



All audio-visual material was accessed freely from free online stock image platforms and/or YouTube and apply fair use laws without intention to breach any copyrights. If you feel that copyrights were violated, kindly contact us at [xxx](#) to resolve the matter in a restorative justice manner.

# UPCOMING WOMEN project

Low skilled women' empowerment through global competence and mentorship

PROJECT NUMBER: 2021-1-BG01-KA220-ADU-000033670

Developed by:



The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the  
Erasmus+ Programme  
of the European Union





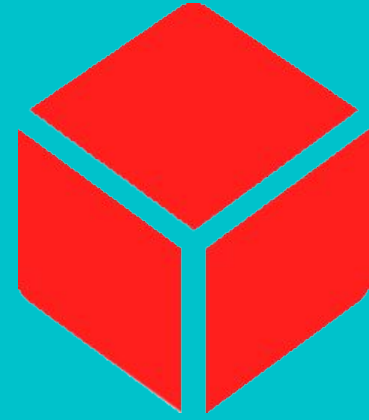
# Good job!

## Keep improving your global competence!

Go to the next  
module!

Module 4

Find more if you are a professional >>



# Additional resources for professionals

# Training on global competence

A guideline to promote  
intercultural empathy



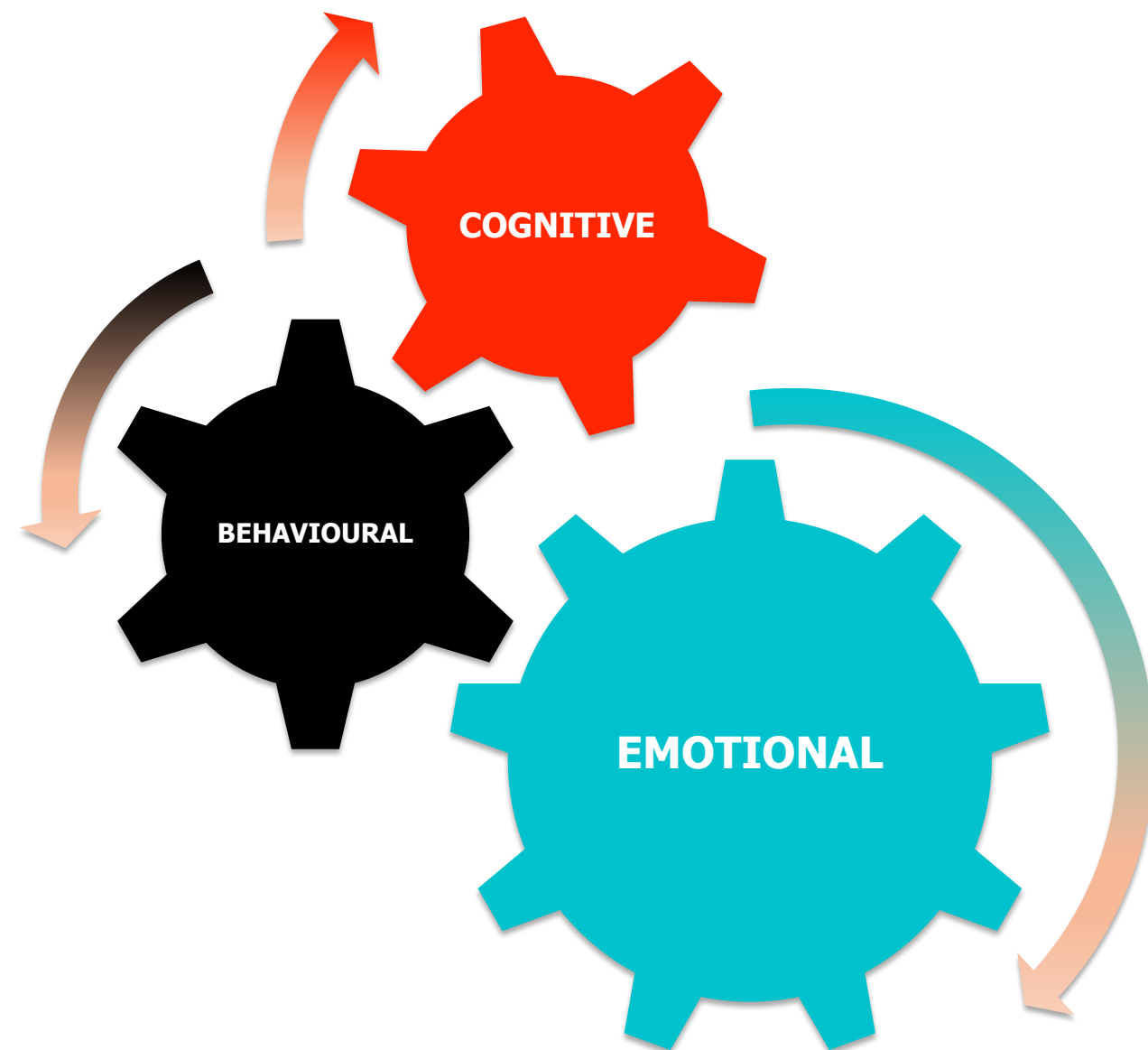
# INTERCULTURAL EMPATHY

**UPCOMING**



**WOMEN**

How to understand and promote intercultural empathy?



Intercultural empathy is a fundamental skill needed to expand real understanding across cultures.

**3 DIMENSIONS**

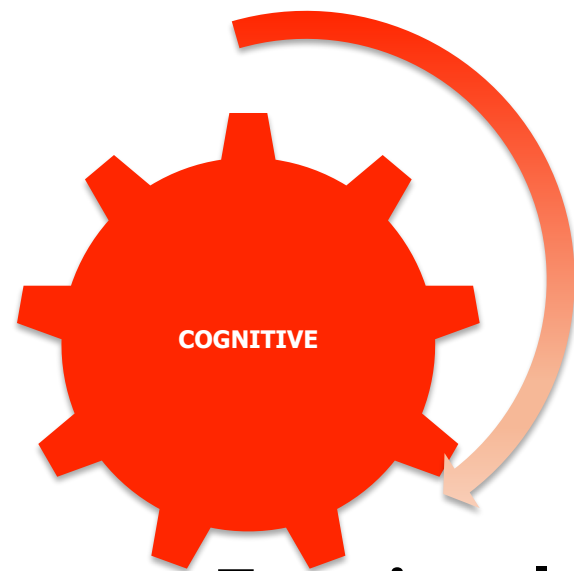
**Source:** Adapted from Tim Rettig, *Intercultural Empathy*. [www.medium.com](https://www.medium.com)

# INTERCULTURAL EMPATHY

UPCOMING

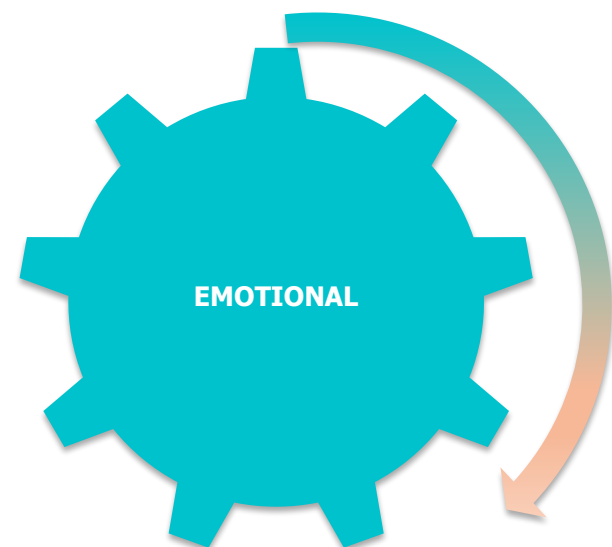
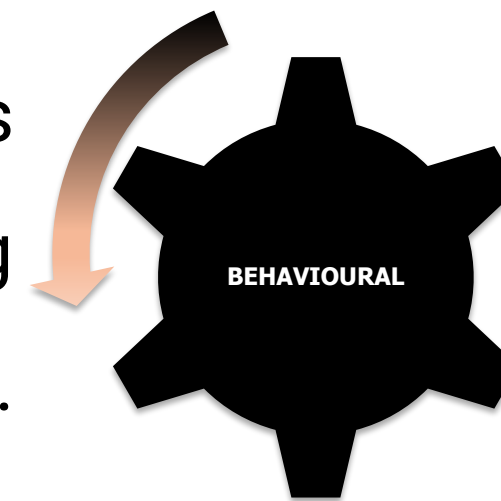


WOMEN



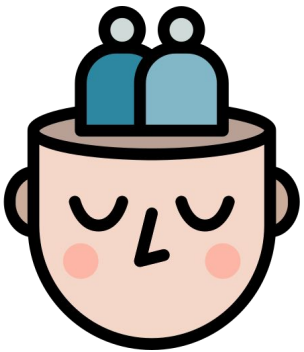
**Cognitive empathy:** the ability to put ourselves in someone else's shoes that is, to see and feel things in the perspective of the other person by imagining how he/she perceives a particular situation.

**Emotional empathy:** the capacity to figure out the sentiments that other is feeling in a particular situation while also being able to "feel" these emotions ourselves.



**Behavioral empathy:** the attitude to perform in a way that demonstrates our understanding of the other person giving him/her a sense and a feeling that we care.

# INTERCULTURAL EMPATHY



The following is as an example of how cognitive, emotional and behavioral skills respectively concur to a better understanding of others

Imagine yourself as part of a diverse group of people that has gathered to work on a specific project. The discussions are quite animated, energetic, and productive. Among the group you can find representatives of the five continents namely a member from East Asian culture that you notice is always quiet, restrained. Her name is Azuki. You're quite curious to hear Azuki since you know she is really an expert on the subject, but you fail to understand her problem.

# INTERCULTURAL EMPATHY

UPCOMING



WOMEN

In this context, a person gifted with **cognitive empathy** can look at the situation through Azuki's perspective and understands on a cognitive level that Azuki's framework is one in which subordinates are expected to remain silent unless specifically asked to speak up. Simultaneously to understanding her quietness and its reasonings, you wouldn't be able to understand her emotional condition. Maybe you wonder about why she doesn't "adjust" herself to the group's behaviour. But then, you're not capturing the degree of discomfort that she's feeling. Perhaps she's aware that she should simply interrupt the conversation and speak up. In short, while we cognitively understand the reasons behind Azuki's behaviour, we fail to address to it in any meaningful manner.



# INTERCULTURAL EMPATHY



So, we may perceive her reasons for behaving in this way, but we do not know how we can respond in a manner that helps her to feel more comfortable. Someone skilled with **emotional empathy** as well as cognitive empathy could possibly understand Azuki's feelings when faced with this situation. Likely, Azuki's feelings in this example would be a state of internal conflict. On one hand, she desires to contribute to the discussion just like anyone else. On the other hand, she perceives this behaviour as a bit inadequate, since it disrupts the harmony of the group. Admitting she probably discerns that other group members wouldn't feel this way and, they expect her to contribute, this is in conflict with her own cultural conditioning.

UPCOMING



WOMEN



# INTERCULTURAL EMPATHY

**UPCOMING**

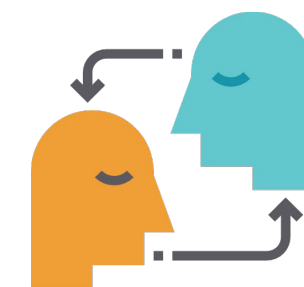


**WOMEN**

We often grasp someone's situation on a cognitive level, but we fail to understand what he/she's feeling or why he/she is going through these feelings.

In those situations, we improbably have the essential motivation or capacity to take action in a way that will help to resolve other person's problems.

People that has behavioural empathy frequently can adapt their behaviour so that they can adjust to the needs and feelings of a different person. However, someone with behavioural empathy without the ability to understand the other at a cognitive and/or emotional level, probably will conform their behaviour in a way that culminate in attitudes that doesn't contribute positively nor significantly.



# INTERCULTURAL EMPATHY

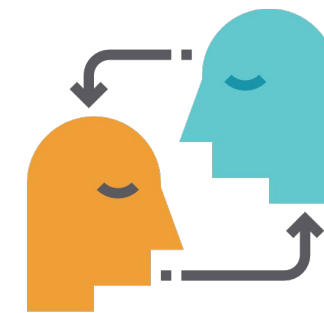
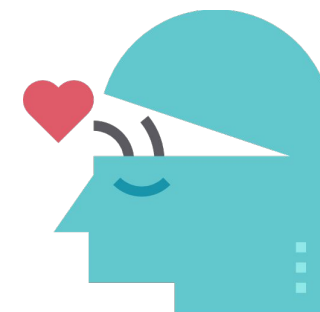
UPCOMING



WOMEN

In the case appreciated somebody might decide to draw attention to Asuki towards the group by proactively inquiring her about her lack of participation when it comes to the group dynamics.

That this highlights towards Asuki, which is not recommended in a group setting, will only worsen her emotional well-being as a result of this behaviour. Thus, as a mean to acquiring a good level of intercultural empathy that truly help us not only to understand, but also to adapt our behaviour according to the emotional situation of the other person, we must work towards mastering all three skills: cognitive, emotional and behavioural empathy.



# INTERCULTURAL EMPATHY



## Tips to develop and improve your skills in intercultural empathy

**TIP1** Be aware of the values beliefs and behavioural patterns of the other person's cultural environment

For that you can use several strategies such as: observing (other culture's behavioural pattern), find a cultural mentor who clarifies the behaviour and underlying values and beliefs to you and, you can do your own research through blogs and websites online or even from books on the culture at stake.

# INTERCULTURAL EMPATHY



## Tips to develop and improve your skills in intercultural empathy

**TIP2** Put yourself into other person's shoes in a regular basis, meaning that you need to exercise your ability to see through the perspective of the other

A good technique is to ask yourself:

- How does he/she see this matter?
- If I was him/her, how would I think about this matter?

# INTERCULTURAL EMPATHY



## Tips to develop and improve your skills in intercultural empathy

**TIP3** Work on your capacity to understand other person's feelings and experience it on yourself. As questions such as:

- How does he/she is feeling right now?
- If I were the other person, how would I feel right now?
- What aspects are probably affecting how the other person is feeling right now?

Cultivate the habit to question other people about their feelings regarding a particular situation. This is pivotal to shift your mind. Otherwise, without this practice we will always be in a "guessing game".

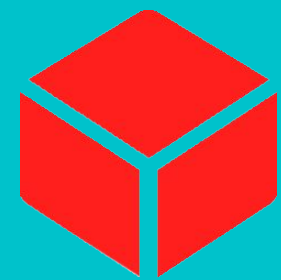
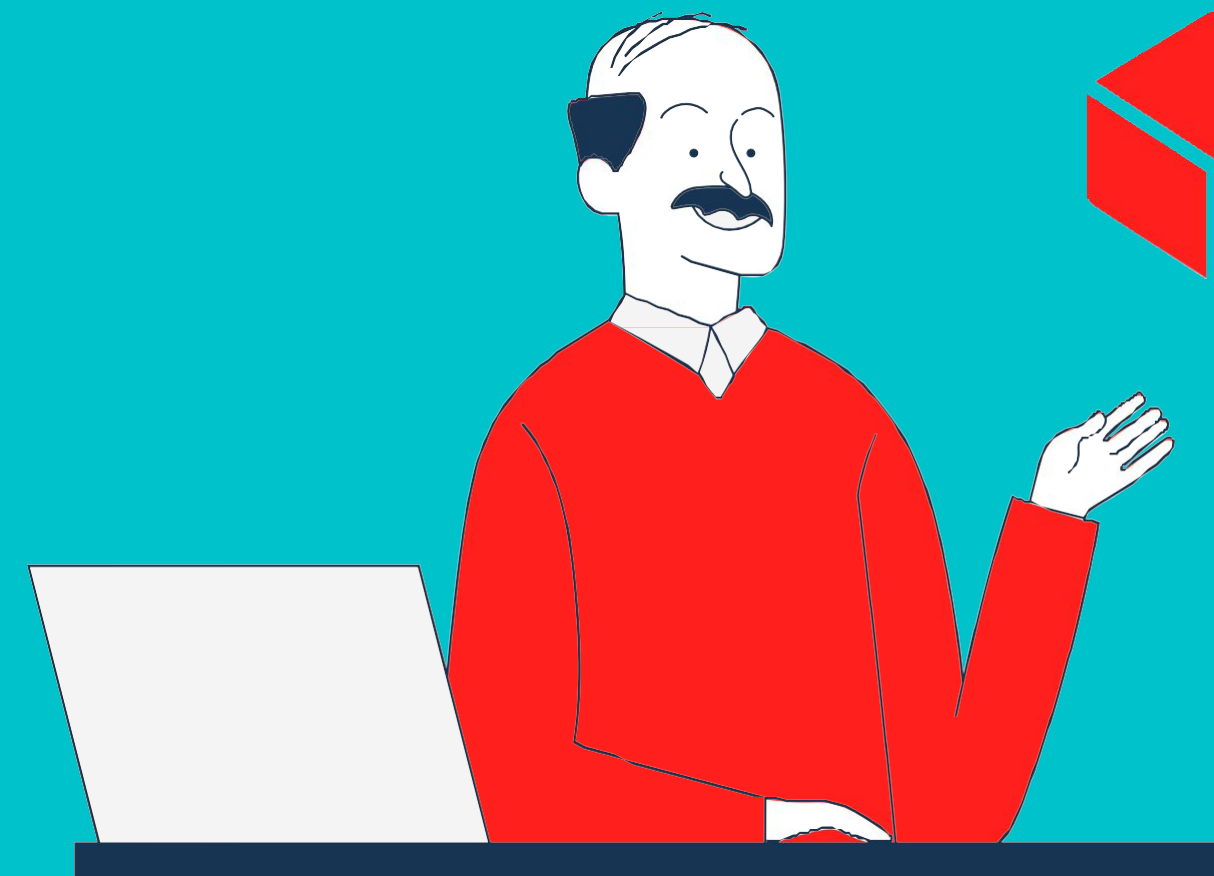
# INTERCULTURAL EMPATHY



## Tips to develop and improve your skills in intercultural empathy

**TIP4** Expand your aptitudes by adapting your behaviour to other person's needs. To help you with this ask yourself:

- How can I conform my behaviour in a way that will promote or benefit the other person's emotional situation?
- How can I fine-tune my behaviour so that it can be aligned with the other person's values, beliefs and assumptions about the world?
- Assuming myself the other person's view, what actions can I take that concur to make him/her feel appreciated?



# Get inspired!



# Portuguese Network of Intercultural Cities



Portuguese Intercultural Cities Network is a network of 13 cities (Albufeira, Amadora, Beja, Braga, Cascais, Coimbra, Lisbon, Loures, Oeiras, Portimão, Santa Maria da Feira, Setúbal and Viseu), that is committed to creating more inclusive cities. These means that the municipalities involved are devoted to build up local Diversity, welcoming newcomer families, and ensuring that everyone feels included.



# Portuguese Network of Intercultural Cities



The "Intercultural Cities" program aims to assist cities in reviewing their policies through an intercultural lens and rise intercultural systems in a way that people involved can realize the benefit of diversity and manage it in a positive way. The program shares a set of analytical and practical tools to support local stakeholders through the various stages of the process. This resources along with activities are essential to shift the intentions into reality in what concerns to diversity.

# Anti-rumours



In recent years, cities have been identifying the rise of extreme right-wing movements and the risks that young people run of incorporating erroneous beliefs about minorities and migrants that are being disseminated on social networks. The Anti-rumours project aims to create tools that demystify and deconstruct myths related to migrants in our country, to help develop critical thinking, awareness, and increase sensitivity and empathy for these issues.

# Anti-rumours



In Portugal, three cities volunteered to implement the Anti-rumours project together with the Portuguese Network of Intercultural Cities namely Albufeira, Cascais, and Viseu. The aim was to promote a strong message that Portuguese cities are prepared to welcome and value all citizens and train technicians from the cities to use the anti-rumour products and methodologies resulting from this project, in order to maintain the production of locally relevant materials and campaigns.

# Anti-rumours



The implementation process used implied:

1. Selection the three rumours to work on, that exist in Portuguese cities
2. Researching and compiling the respective anti-rumours
3. Conducting Focus Groups with a sample of the target audience, to get insights and ideas

# Anti-rumours



The implementation process used implied:

4. Researching and compiling a list of the celebrities and influencers that are most present in these age groups
5. work with young people, cities, schools and celebrities/influencers to create and disseminate content for the campaign

# Anti-rumours



To learn more about the anti-rumours project, access here:

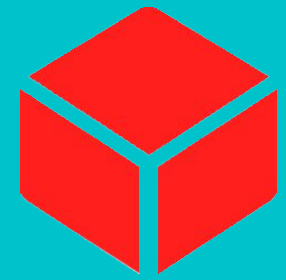
## **Intercultural Cities**

<https://www.coe.int/en/web/interculturalcities/list-of-participating-cities>

## **All anti-rumours tools**

<https://www.coe.int/en/web/interculturalcities/anti-rumours>





# To learn more...



- <https://www.idrinstitute.org/resources/intercultural-communication/>
- <https://blogi.eoppimispalvelut.fi/lumenlehti/2017/09/26/international-competence-and-intercultural-communication-skills-investment-in-the-future/>



Good job!

Keep improving your  
intercultural  
communication  
competence!

Go back to the  
module!