Intercultural Communication: Group Project

Switzerland and Australia
strengthen significant economic ties

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Outline:

- Introduction (about countries)

- Goal and mission (совместная коммуникация этих двух стран как пример, их коммуникация в целом)

- Social differences

- Legal and ethical differences (макс я хочу тот слайд у ли взять псомтри ниже я вставила)

- Nonverbal/verbal differences

- Age role

- Gender role

- Religious, ethnocentrism , stereotyping roles

- Social media

- Technologies role

- Ability

- Challenges of intercultural communication (adapting to other different cultures)

- Rules of business communication

Introduction

Switzerland is a tiny country of some 7.7 million people surrounded by four far-larger neighbours: France, Germany, Italy and Austria. Yet despite its small size, it seems everyone has an opinion about what life is like in Switzerland
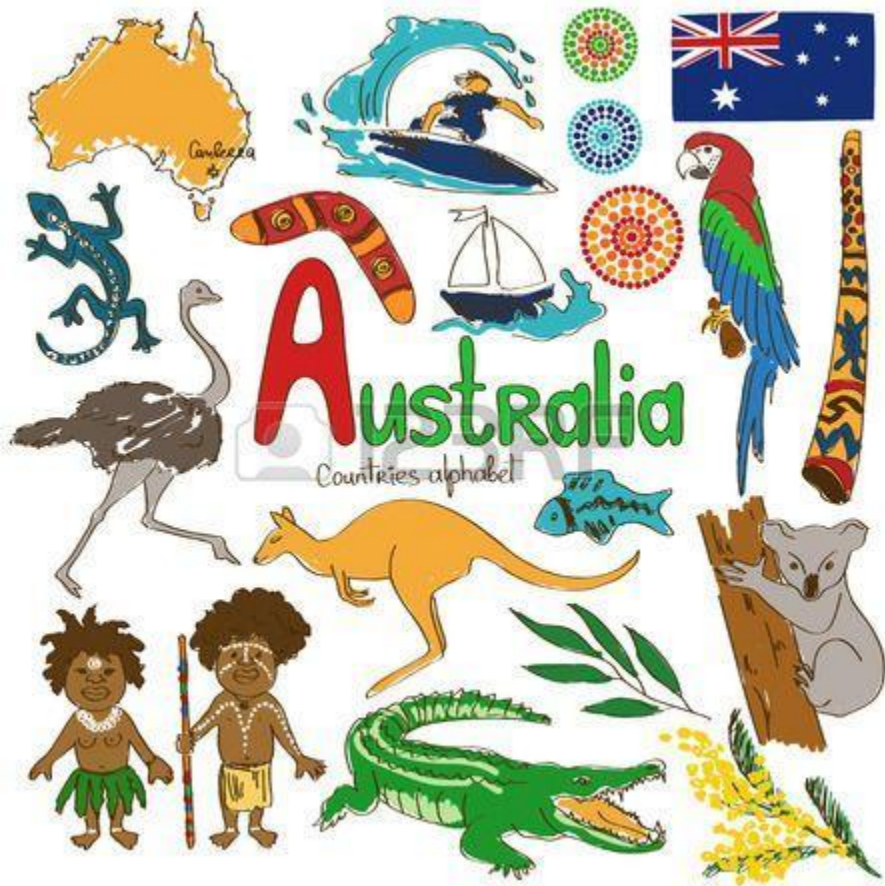
Australia officially the Commonwealth of Australia, is a sovereign country comprising the mainland of the Australian continent, the island of Tasmania and numerous smaller islands. It is the largest country in Oceania and the world's sixth-largest country by total area.
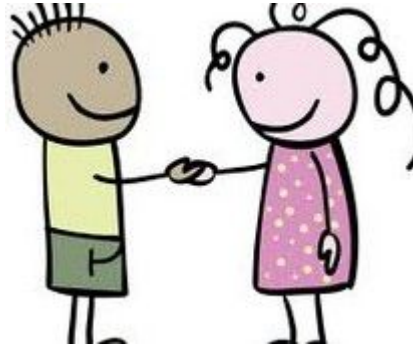
Goal and mission

The purpose of this study is to Research the culture and present a brief summary of what a manager would need to know about concepts of personal space, rules of social behavior and business communication in order to conduct business successfully in Australia and Switzerland.

Culture

Social differences

Switzerland

► **Use of manners**

► **Concepts of a time**
  - ✔ **Linear vision** of time and action-time is passing (being wasted) without decisions being made
  - ✔ They are also **monochronic**

► **Future orientation**

► **Openness and inclusiveness**

Australia

► **Use of manners**

► **Concepts of a time**

Sequential cultures-time tends to control and influence

► **Future orientation**

► **Openness and inclusiveness**

Legal and ethical differences

	Illegal	Legal
Ethical	Ethical but illegal	Ethical and legal
Unethical	Unethical and illegal	Unethical but legal

Legality
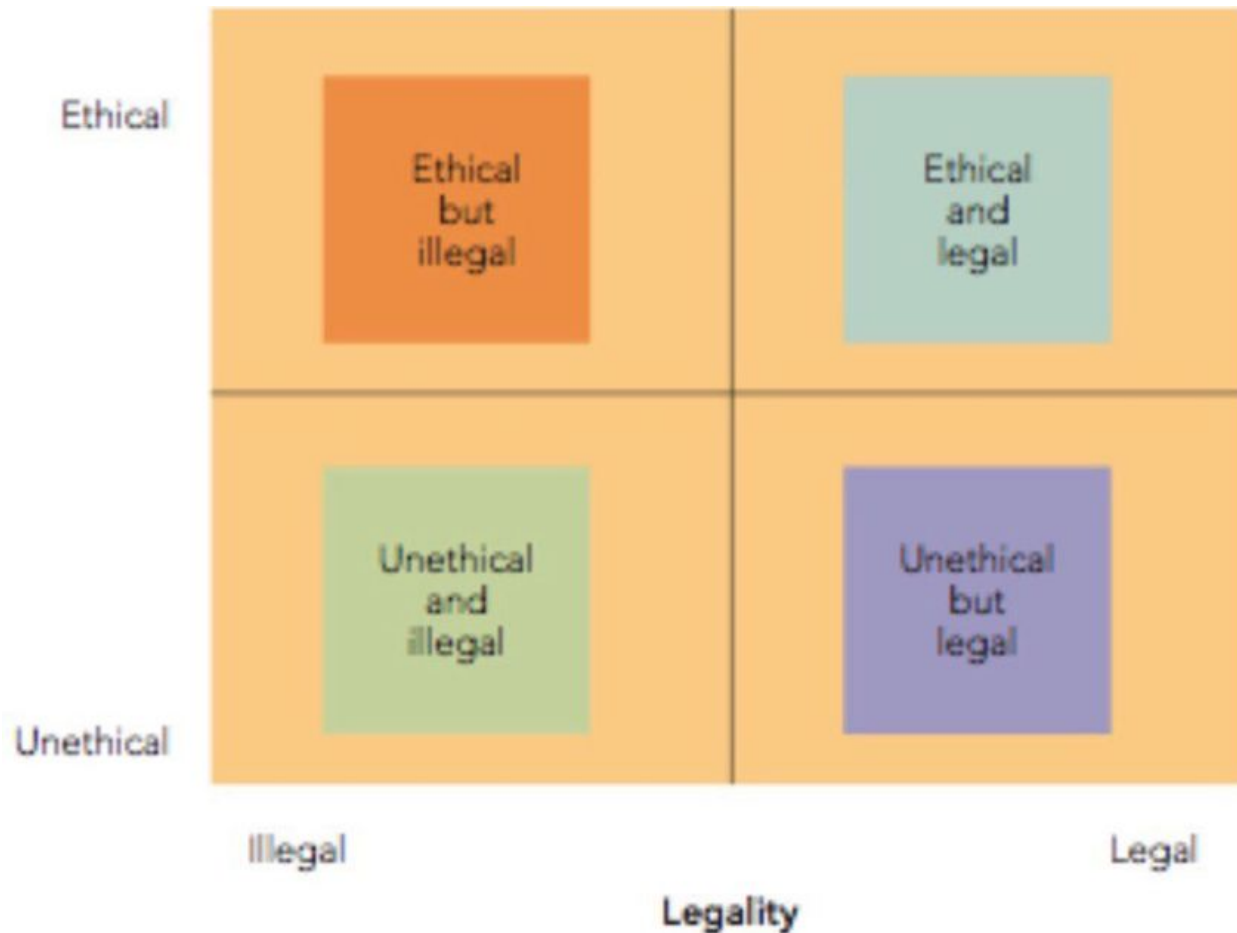
Non verbal :

Greetings

Formality

Personal space

Posture

Touching

Eye contact

Facial expectations

Greetings and Touching

Personal space

Factors affecting personal space:

- Gender
- Age
- Status
- Culture
- Personality

Age role
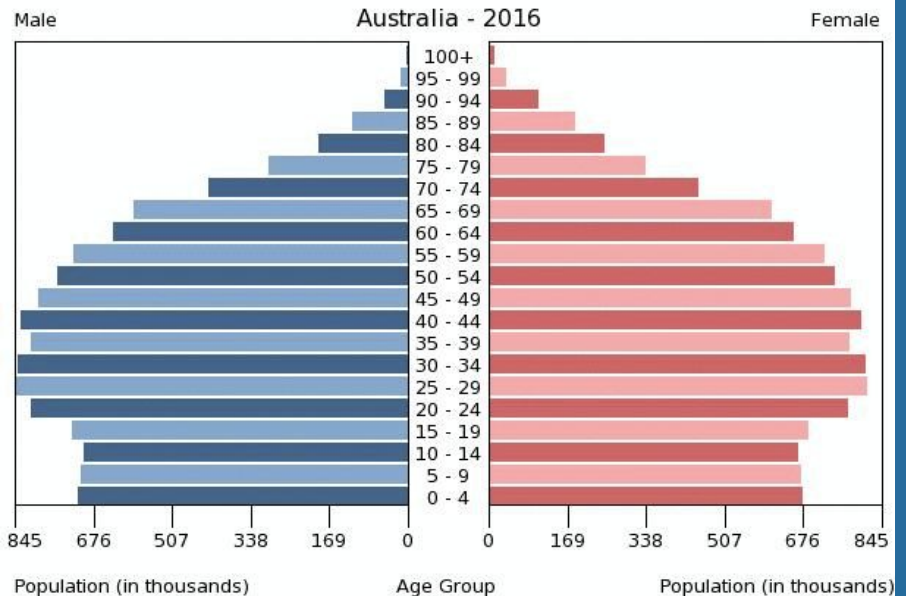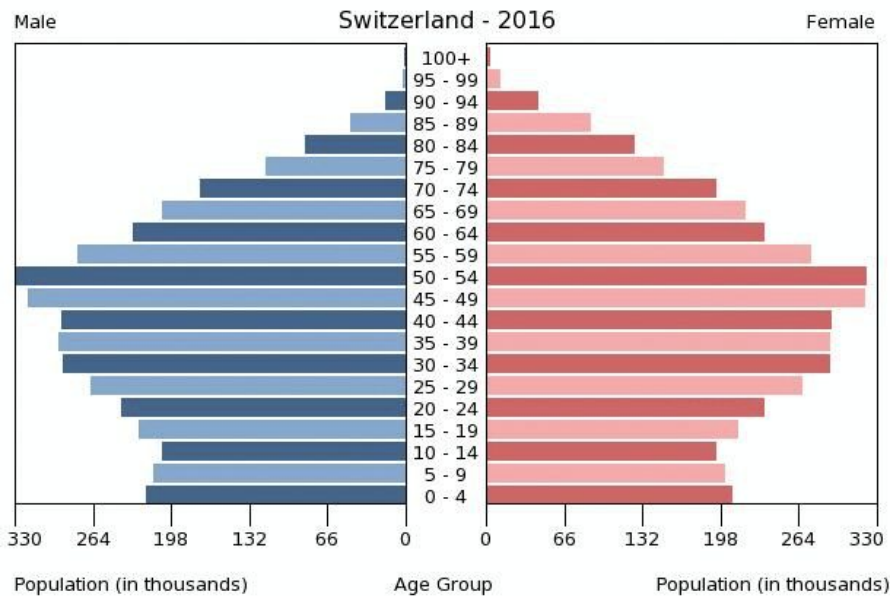
Age structure: 0-14 years: 15.1% (male 635,840/female 599,255)
15-24 years: 11.11% (male 463,953/female 444,500)
25-54 years: 43.46% (male 1,783,071/female 1,771,590)
55-64 years: 12.37% (male 506,010/female 506,103)
65 years and over: 17.96% (male 645,225/female 823,747) (2016 est.)

Age structure: 0-14 years: 17.84% (male 2,105,433/female 1,997,433)
15-24 years: 12.96% (male 1,528,993/female 1,451,340)
25-54 years: 41.55% (male 4,862,591/female 4,691,975)
55-64 years: 11.82% (male 1,347,780/female 1,369,501)
65 years and over: 15.82% (male 1,684,339/female 1,953,269) (2016 est.)

Gender role

Gender Equality

The average full-time weekly wage for a woman is **18.2%** less than a man's.

In 2009-2010, average superannuation payouts for women were **just over half (57%)** those of men.

$198,000 average super payout for men

$112,600 average super payout for women

WOMEN ON THE BOARDS OF ASX 200 LISTED COMPANIES HAS GROWN FROM 8.3% in 2010 to 18.6% in 2014

1 in 2 mothers reported experiencing workplace discrimination as a result of their pregnancy, parental leave or on return to work, while

1 in 5 mothers indicated that they were made redundant, restructured, dismissed, or that their contract was not renewed

1 in 3 women aged 15 years & over have experienced physical violence in the last five years

1 in 4 women have experienced physical violence since the age of 15

1 in 5 women have experienced sexual violence since the age of 15

Mothers spend more than twice as many hours each week looking after children compared to fathers

8hrs, 33mins per day for mothers

3hrs, 55mins per day for fathers

92% 70% 52%

Australian women account for:
► 92% of primary carers for children with disabilities
► 70% of primary carers for parents
► 52% of primary carers for partners

Domestic and family violence is the leading preventable cause of death, disability and illness in women aged 15 to 44 yrs.

2014 Face the Facts www.humanrights.gov.au/face-facts
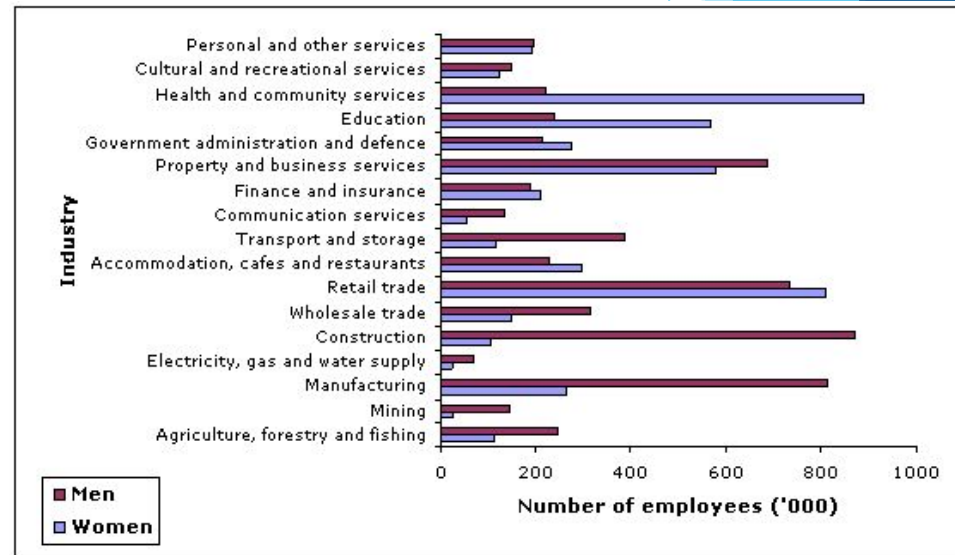
Australian Human Rights Commission

Australia
Women currently make up a large percentage of the workforce but as in many other countries are often found in lower paid and part-time jobs.
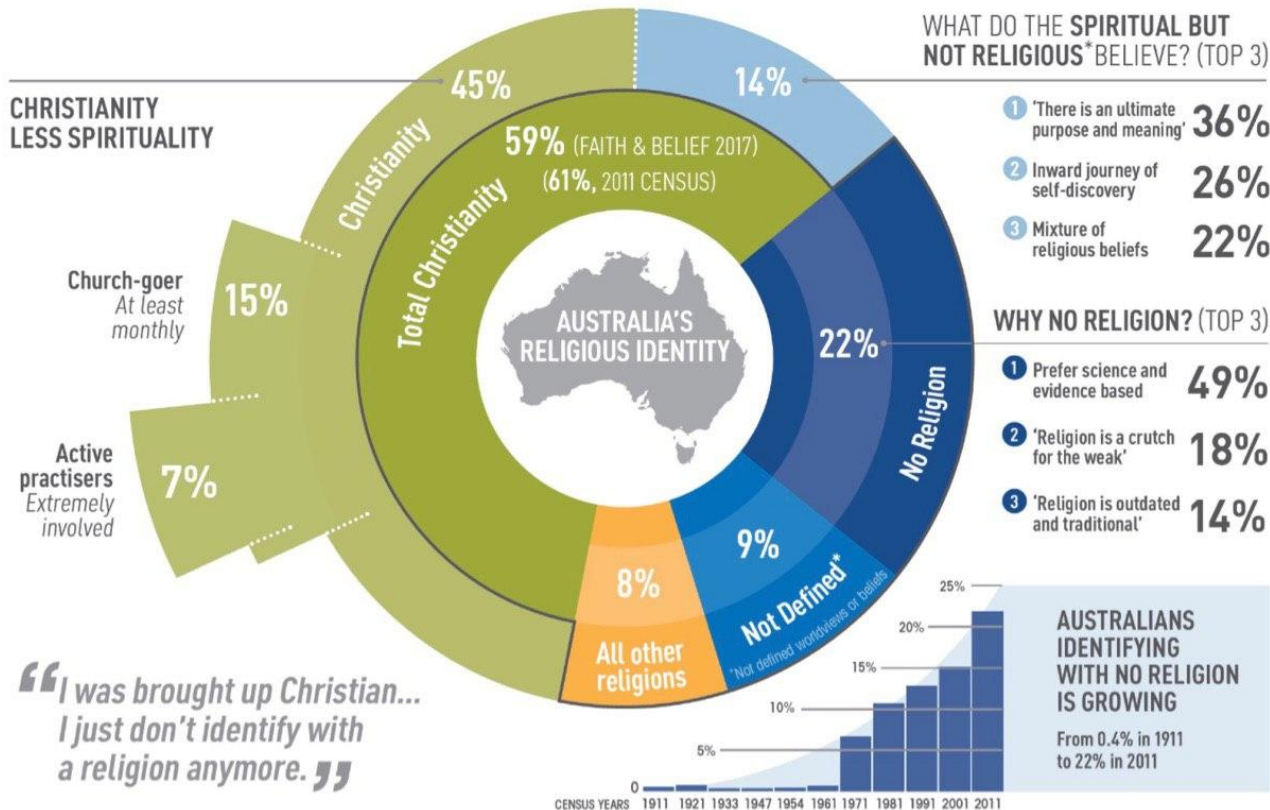
Switzerland
Women are making ever deeper inroads into what was once a predominantly male-dominated world of Swiss business life.
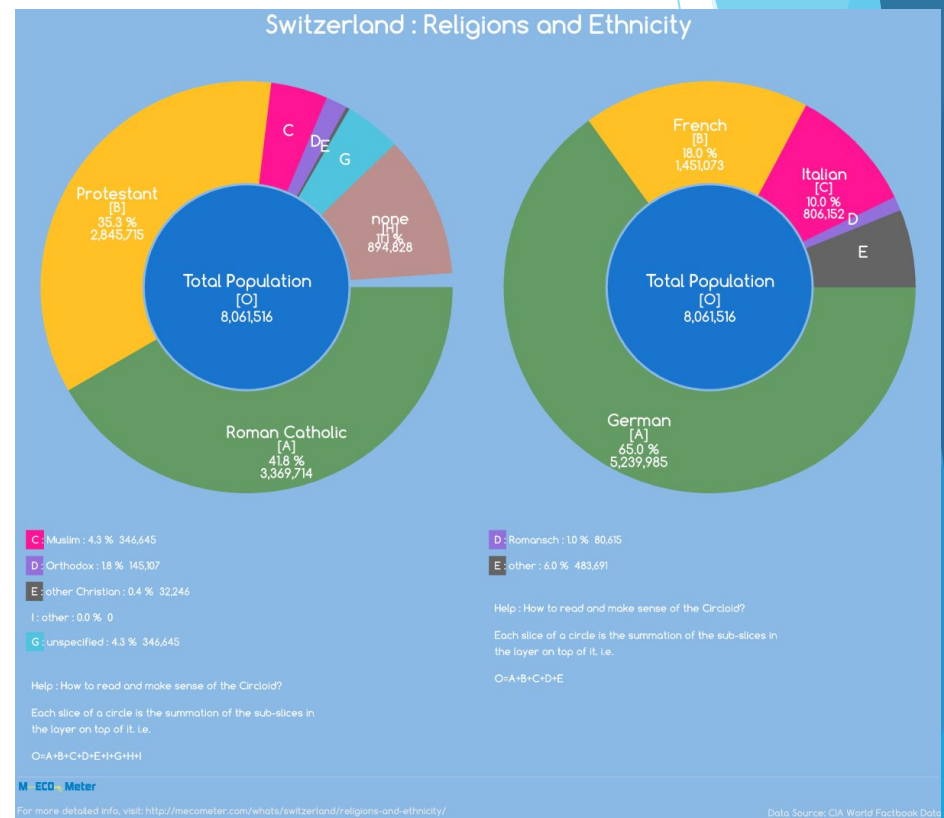
Religious, Ethnocentrism Stereotyping

Religion in Australia is not dead. This study shows that two thirds of Australians (68%) currently follow a religion or have spiritual beliefs. The number of Australians who do not identify with a religion or spiritual belief, however, is on the rise. Almost one in three Australians (32%) now do not identify with a religion.

CHRISTIANITY LESS SPIRITUALITY

45%

Christianity

Total Christianity

59% (FAITH & BELIEF 2017)
(61%, 2011 CENSUS)

14%

Church-goer
At least monthly
15%

Active practisers
Extremely involved
7%

AUSTRALIA'S RELIGIOUS IDENTITY

No Religion

22%

8%
All other religions

9%
Not Defined*
*Not defined worldviews or beliefs

WHAT DO THE **SPIRITUAL BUT NOT RELIGIOUS***BELIEVE? (TOP 3)
1. 'There is an ultimate purpose and meaning' **36%**
2. Inward journey of self-discovery **26%**
3. Mixture of religious beliefs **22%**

WHY NO RELIGION? (TOP 3)
1. Prefer science and evidence based **49%**
2. 'Religion is a crutch for the weak' **18%**
3. 'Religion is outdated and traditional' **14%**

AUSTRALIANS IDENTIFYING WITH NO RELIGION IS GROWING

From 0.4% in 1911 to 22% in 2011

25% 20% 15% 10% 5% 0
CENSUS YEARS 1911 1921 1933 1947 1954 1961 1971 1981 1991 2001 2011

"I was brought up Christian... I just don't identify with a religion anymore."

*When given a 'spiritual but not religious' option, 14% of 'Total Christianity' moves to this new category.

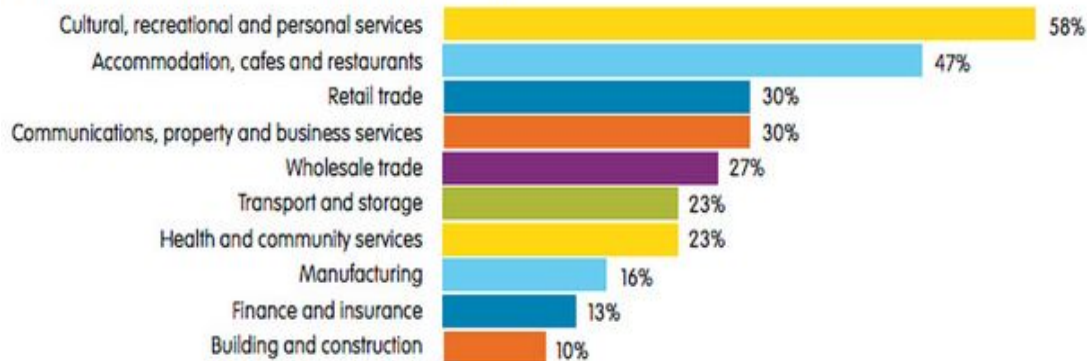http://mccrindle.com.au/the-mccrindle-blog/faith-and-belief-in-australia

Religious, Ethnocentrism Stereotyping

Religion by denomination (% population age 15+)[1]	1950[7]	1970	2000	2012	2013[8][8][5]
Roman Catholic	40.9	46.7	42.3	38.2	38.0
Swiss Reformed	57.5	48.8	33.9	26.9	26.1
Unaffiliated	-	1.2	11.4	21.4	22.2
Other Christian	-	2.0	4.3	5.7	5.8
Islam	-	0.2	3.6	4.9	5.1
Jewish	0.5	0.4	0.2	0.3	0.2
Others	1.1	0.1	0.7	1.3	1.3
No answer	-	0.4	3.6	1.3	1.3
Total (100%, older than 15)	-	4.575.416	5.868.572	6.662.333	6.744.794

http://mecometer.com/infographic/mauritius/gdp-composition-breakdown/

Social media

Proportion that have social media presence

Industry	Percentage
Cultural, recreational and personal services	58%
Accommodation, cafes and restaurants	47%
Retail trade	30%
Communications, property and business services	30%
Wholesale trade	27%
Transport and storage	23%
Health and community services	23%
Manufacturing	16%
Finance and insurance	13%
Building and construction	10%

Almost eight in ten people...

79% now use social media

which is **↑10** points higher than last year

CH – Social Media Reach in %

- 09/2009
- 11/2009
- 01/2010
- 04/2010
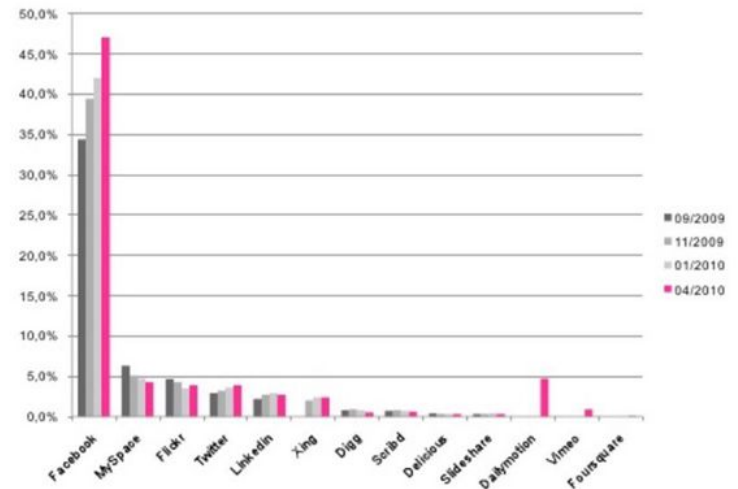
Technologies role

Swiss technology key to future of European trains

Public transport

Metropolitan transport

Cross-country Buses

Pedestrian Crossings

Traffic Congestion

Ice and Snow, Pass Roads

Alpine Transit

Waterways

Tip 8. Punctuality is of critical importance. Do not be late for meetings, it reflects poorly on your professionalism.

Switzerland has developed revolutionary technology which will make train journeys safer and quicker, and allow locomotives to operate easily across European borders.

Time perception

The Swiss take punctuality for business and social meetings very seriously and expect you to do likewise. Only if you have a very good reason you are excused when being late.

Dress Code

Australian

In corporate Australia, standard business dress is still very much the norm.

Dark suits and ties are the standard dress for management level businessmen with women wearing business suits with either skirts or trousers. (More informal attire is often preferred if doing work outside the major cities.)

Remember that, for much of the year, Australia is a very hot country – so make sure that your clothing is lightweight and cool during those periods.

Try to avoid excessive jewellery and accessories which may be viewed as too flashy and therefore unprofessional.

Swiss

As with the Germans, the Swiss dress smartly for business but do not restrict themselves to the dark blue and dark grey suits favoured by many U.K. and Asian business people.

It is common for men to wear sports jackets and trousers with a shirt and tie in business situations and for women to wear smart casual clothes. Trousers for women are commonplace.

Some of the more conservative elements of the banking sector still prefer the more formal attire of suits and ties and if visiting such a firm it is probably better to err on the side of caution.

The climate is very variable, so ensure you have dressed appropriately for the season.

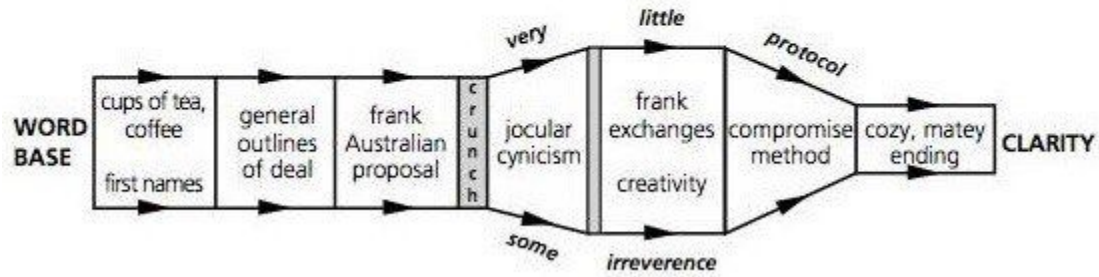# Communication style

Switzerland

► Speak at least two of the official languages +English

► Plain speaking and directness before diplomacy

► Humour has no place in business.

► Important not to confuse directness with aggression

► First names are generally reserved for very close friends and family.
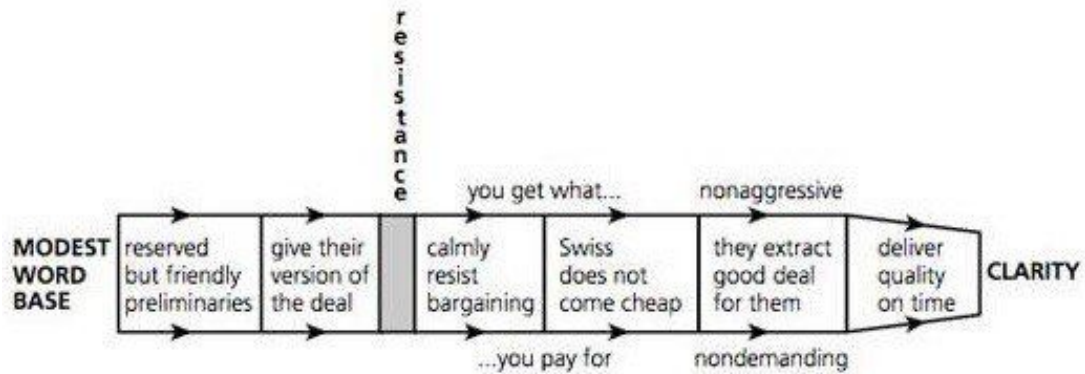
Australia

► English is the official

► Put directness before diplomacy

► Humour is all pervasive in business situations.

► Important not to be too self-promotional

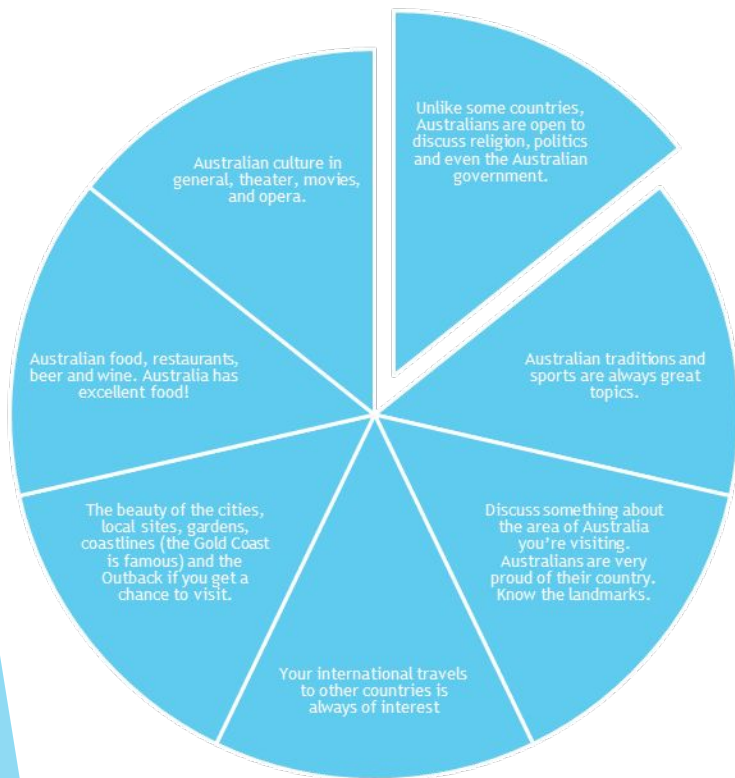► First names are invariably used in all business situations

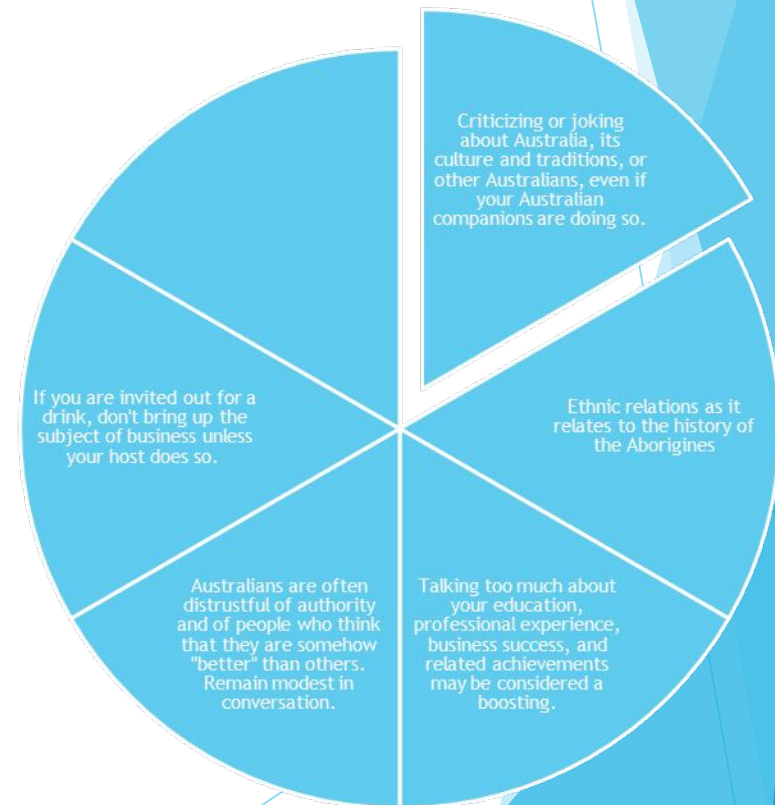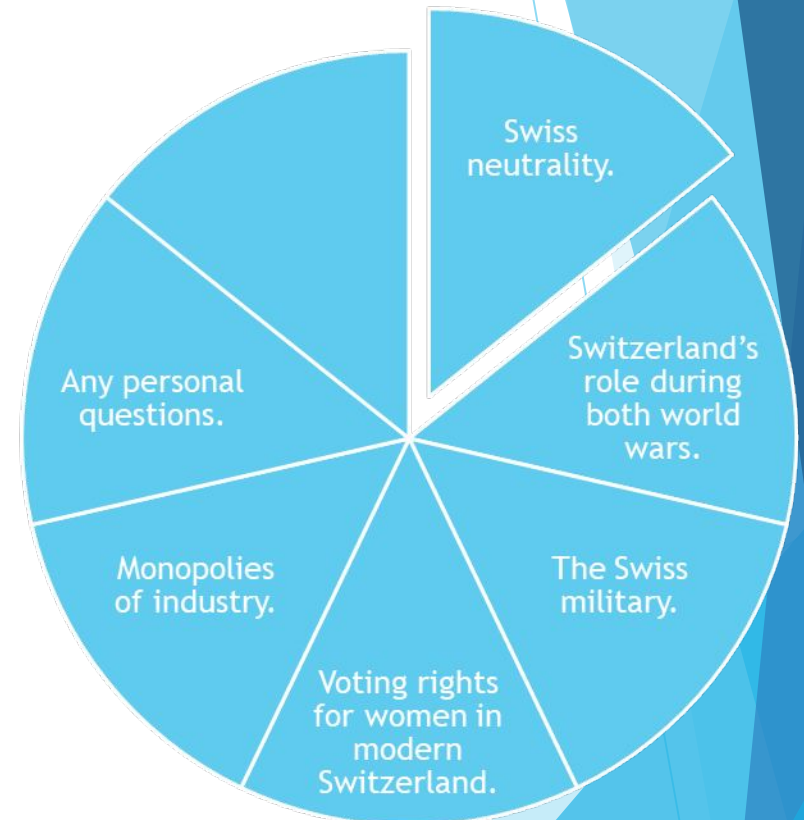# What to discuss with colleagues in Australia

Safe topics

- Unlike some countries, Australians are open to discuss religion, politics and even the Australian government.
- Australian traditions and sports are always great topics.
- Discuss something about the area of Australia you're visiting. Australians are very proud of their country. Know the landmarks.
- Your international travels to other countries is always of interest
- The beauty of the cities, local sites, gardens, coastlines (the Gold Coast is famous) and the Outback if you get a chance to visit.
- Australian food, restaurants, beer and wine. Australia has excellent food!
- Australian culture in general, theater, movies, and opera.

Topics to avoid

- Criticizing or joking about Australia, its culture and traditions, or other Australians, even if your Australian companions are doing so.
- Ethnic relations as it relates to the history of the Aborigines
- Talking too much about your education, professional experience, business success, and related achievements may be considered a boosting.
- Australians are often distrustful of authority and of people who think that they are somehow "better" than others. Remain modest in conversation.
- If you are invited out for a drink, don't bring up the subject of business unless your host does so.

What to discuss with colleagues

Safe topics

Topics to avoid

World politics and economics.

The founding of the Swiss Federation.

Your travels in Switzerland.

The Romansch culture.

Positive aspects of Switzerland.

Sports, particularly winter sports.

Swiss cuisine.

Swiss neutrality.

Any personal questions.

Switzerland's role during both world wars.

Monopolies of industry.

The Swiss military.

Voting rights for women in modern Switzerland.

Etiquette

Switzerland

► **Meeting Etiquette**

o Shake hands with everyone present

► **Gift Giving Etiquette**

o Gifts are normally not exchanged at business meetings

► **Business Meeting Etiquette**

o Meetings are done by appointment

o Punctuality is necessary on all occasions

o Business climate is very conservative.

Australia

► **Meeting Etiquette**

o Australians are not very formal

► **Gift Giving Etiquette**

o Offering gifts is not part of Australian business etiquette

► **Business Meeting Etiquette**

o Appointments are necessary

o Punctuality is important in business

o Meetings are generally relaxed

TEAM WORK

Australia	Switzerland
Being seen to be a good team player is an extremely important part of the Australian psyche. To be a maverick or a loner will invariably distance a person from their colleagues. Creating a positive, collegiate feel in a department or project group would be seen as a key management function and 'bonding' sessions (often including food and drink) are actively encouraged. It goes without saying that anyone who tries to make themselves out to be better than their colleagues does not make a good team player. A competitive edge should be directed towards the other 'team' (the competition) rather than being internally focused.	As in all countries the Swiss will celebrate the benefits of team working and warn of the threats of ignoring a team-based approach. It is doubtful, however, whether the Swiss approach to team working would be understood or approved of in certain other countries. In Switzerland, people prefer to be allowed to have the freedom and individuality to be left alone to perform their allocated tasks. 'If I am technically competent and diligent, then I can perform the tasks you give me to the required standard.' Thus, the idea of a team leader using his or her interpersonal skills to motivate individuals to work together to achieve a common goal sits uneasily with this Swiss penchant for being allocated a task and then being allowed to complete it in an unaided and unsupervised manner.

Challenges of intercultural communication
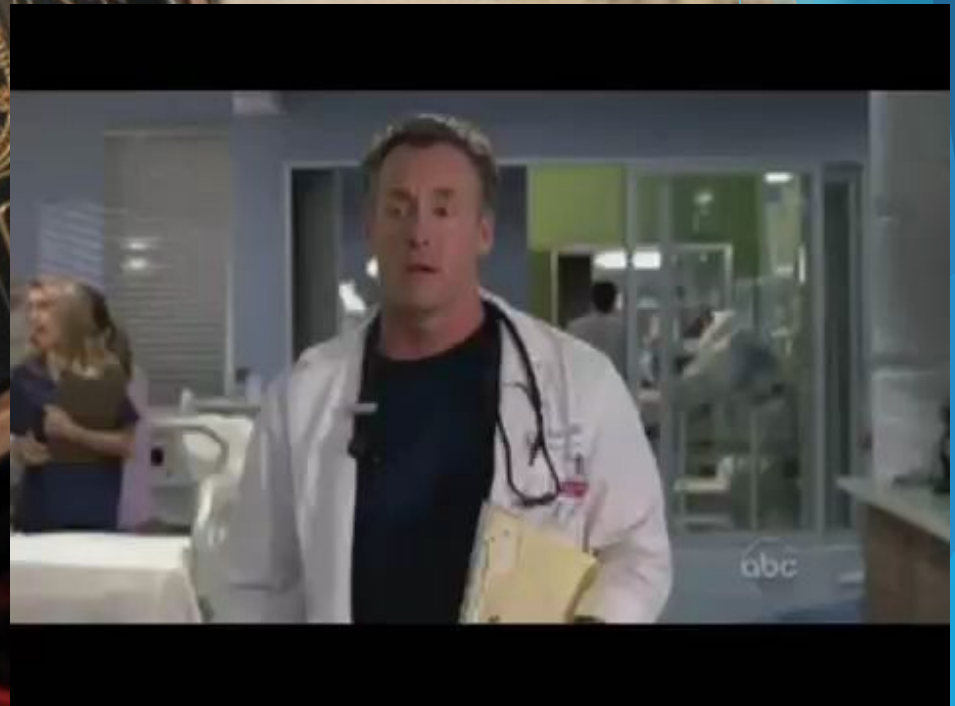## (adapting to other different cultures)

| Language | nonverbal signals | word meaning | time and space issues | rules of human relationships |

Conclusion