



UNIVERSITY
OF BORÅS

Programme 17 January 2025

C203

- 09:30 – 10:30 Meeting cultures
- 10:30 – 10:40 Meet Bostäder i Borås
- 10:40 – 10:45 Meet our Student Health Care Centre
- 10:45 – 11:00 Mingle with Bostäder i Borås and the Student Health Care Centre
- 11:00 – 12:00 All you need to know – part 2 with the International Office
- 12:00 – 13:30 Lunch break
- 13:30 – 15:00 Workshop with the Study and Career Counselling
- 15:00 – Key pick-up for Simonsland housing

- Evening activity with ESN – meet up at Sparbankssalen 18:00



UNIVERSITY
OF BORÅS

Meeting Cultures

with Ashley Mansk
International Coordinator

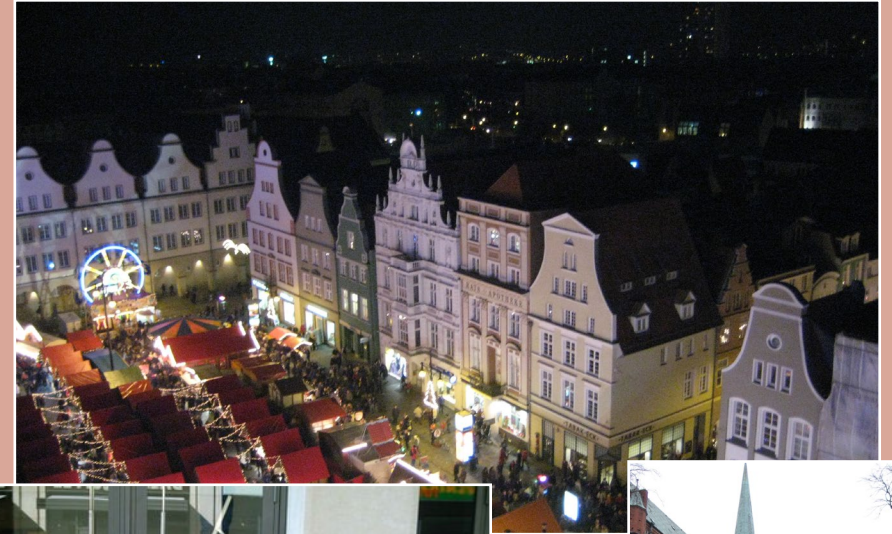


Minnesota, USA



UNIVERSITY
OF BORÅS

Germany





UNIVERSITY
OF BORÅS





UNIVERSITY
OF BORÅS





UNIVERSITY
OF BORÅS





UNIVERSITY
OF BORÅS

Intercultural Communication

Culture *noun*

The way of life, especially the general customs and beliefs, of a particular group of people at a particular time

Intercultural *adjective*

Relating to or involving more than one culture

Cambridge Dictionary (2019)



UNIVERSITY
OF BORÅS

The Iceberg Analogy of Culture



Surface Culture

10% is what we can see

Food, fashion, art, language, dance,
etc.

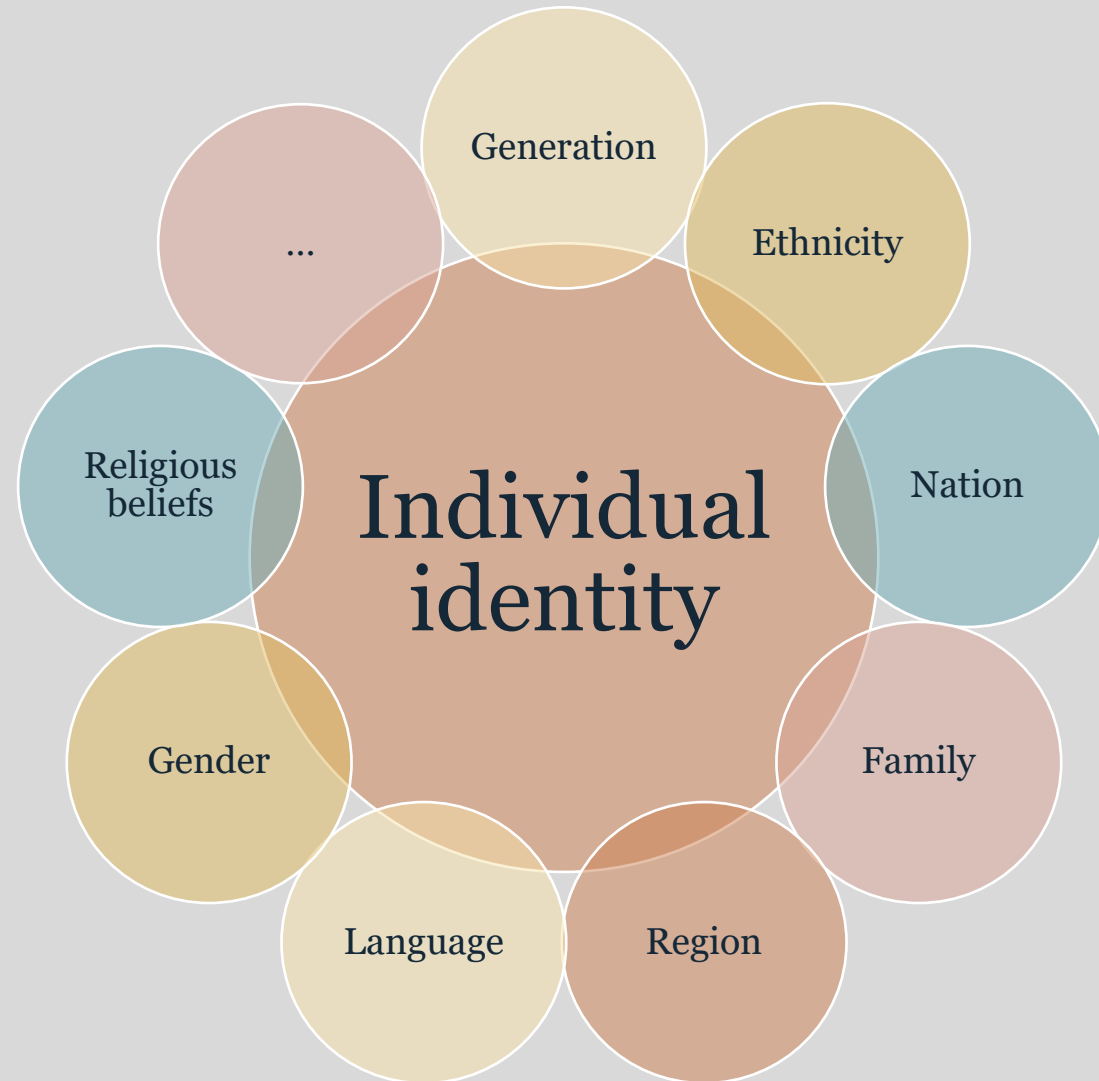
Deep Culture

90% is what we cannot see

Attitudes, beliefs, history,
communication styles and rules, etc.



UNIVERSITY
OF BORÅS



(some) Core Cultural Values

Individualism

Equality

Polychronic

Directness

Formality

Change



VS

Collectivism

Hierarchy

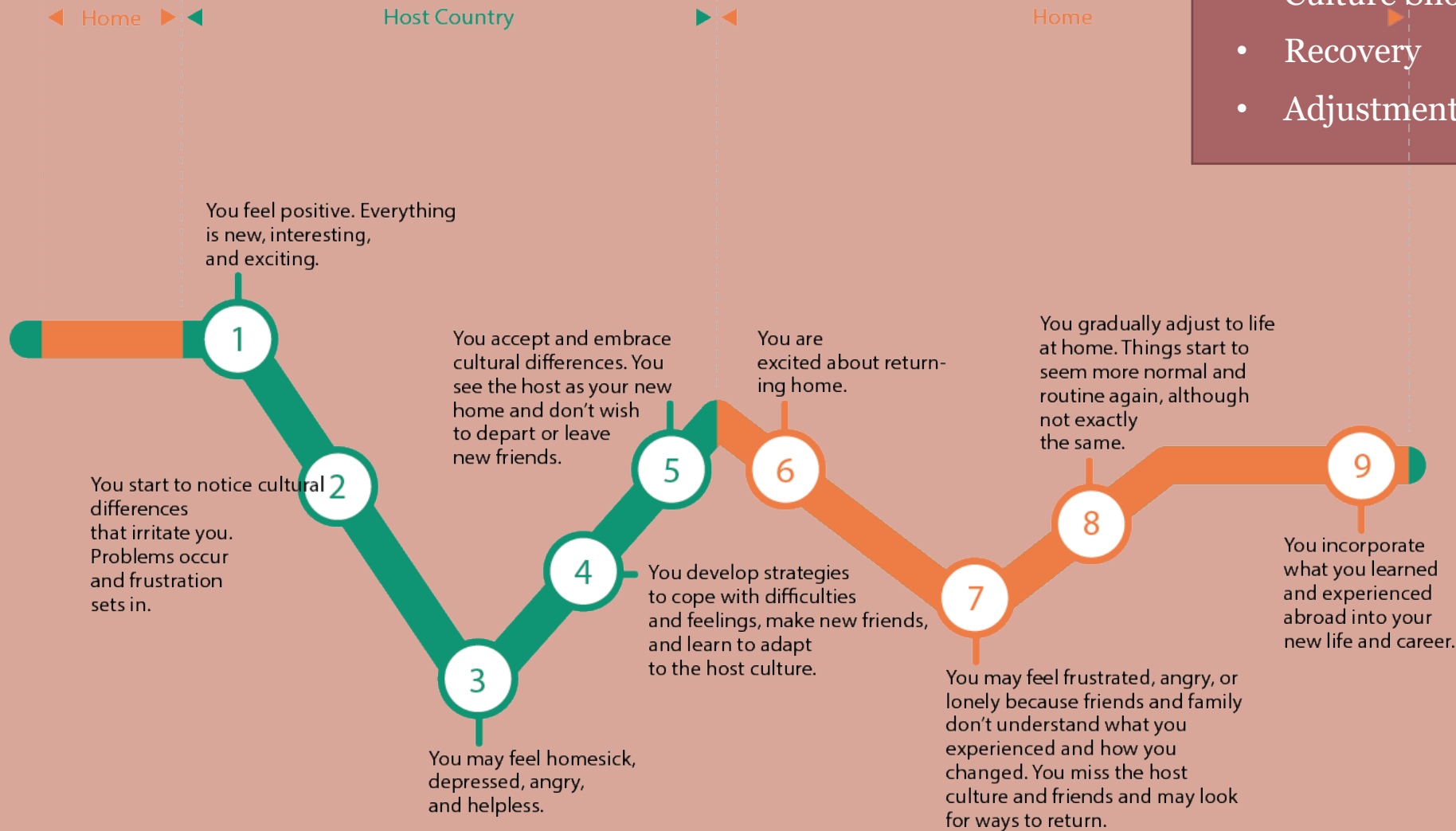
Monochronic Time

Indirectness

Informality

Stability

The W-Curve Model



Different Phases while Abroad

- Honey Moon
- Culture Shock
- Recovery
- Adjustment/Adaptation



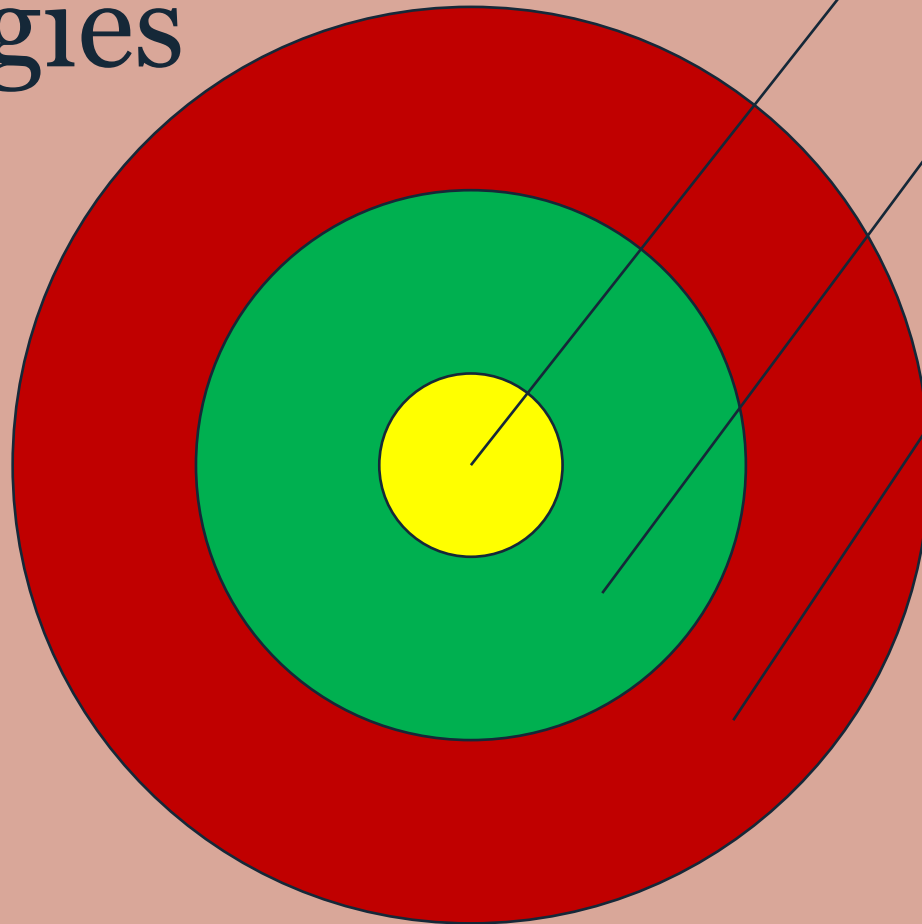
UNIVERSITY
OF BORÅS

In-country Strategies

- Flexibility and tolerance
- Patience and respect, both with others and yourself
- Non-judgmental attitudes
- A willingness to make mistakes, including language mistakes
- Consider your own cultural biases when trying to understand another culture
- Be observant
- Have reasonable expectations
- Keep a journal or diary
- Build relations with the local people
- Network with other expatriates

Source: Paige, R. M., et al. (2002). *Maximizing Study Abroad: A Students' Guide to Strategies for Language and Culture Learning and Use.*

In-country Strategies



Comfort
zone

Learning
zone

Panic
zone

The D.I.V.E model

During your exchange you will meet with new and sometimes confusing experiences. One method for handling difficult situations in an intercultural context is known as the D.I.V.E model:



- Describe – describe in an objective way
- Interpret – interpret the situation; what do you think may have happened?
- Verify – verify with others what they think; are there several different interpretations?
- Evaluate – evaluate the situation based on your results



HÖGSKOLAN
I BORÅS

The D.I.V.E.
model:
Example 1 – the
gasping librarian

- **Describe**
- **Interpret**
- **Verify**
- **Evaluate**





HÖGSKOLAN
I BORÅS

The D.I.V.E.
model:
Example 2 – the
foreign visitor

- **Describe**
- **Interpret**
- **Verify**
- **Evaluate**





UNIVERSITY
OF BORÅS

Good luck and enjoy
your intercultural
journeys!

