

Multicultural Presentation & Communication Skills

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Types of Communication at workplace

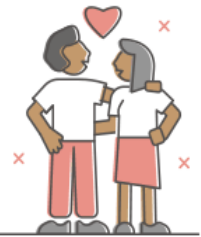
Four Main Types of Communication

Verbal Communication



Using spoken language to convey a message

Non-verbal communication



Using body language to convey a message

Written communication



Using written language to convey a message

Visual communication



Using imagery to convey a message.

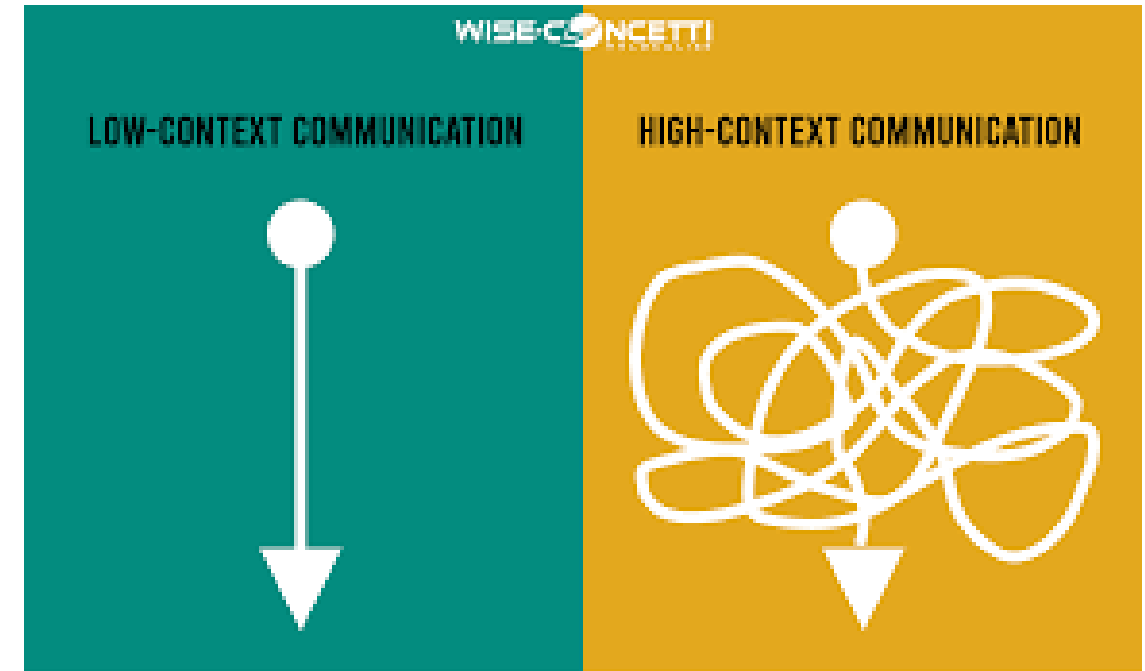
Why Multicultural Presentation Matters 🌍

- Global audiences = diverse expectations
- Misunderstandings can block ideas:
kesalahpahaman budaya kadang bukan soal “salah bahasa”, tapi “salah makna”
- Awareness helps build trust and clarity:
 - membangun kepercayaan
 - meningkatkan kejelasan pesan
 - mencegah konflik yang tidak perlu



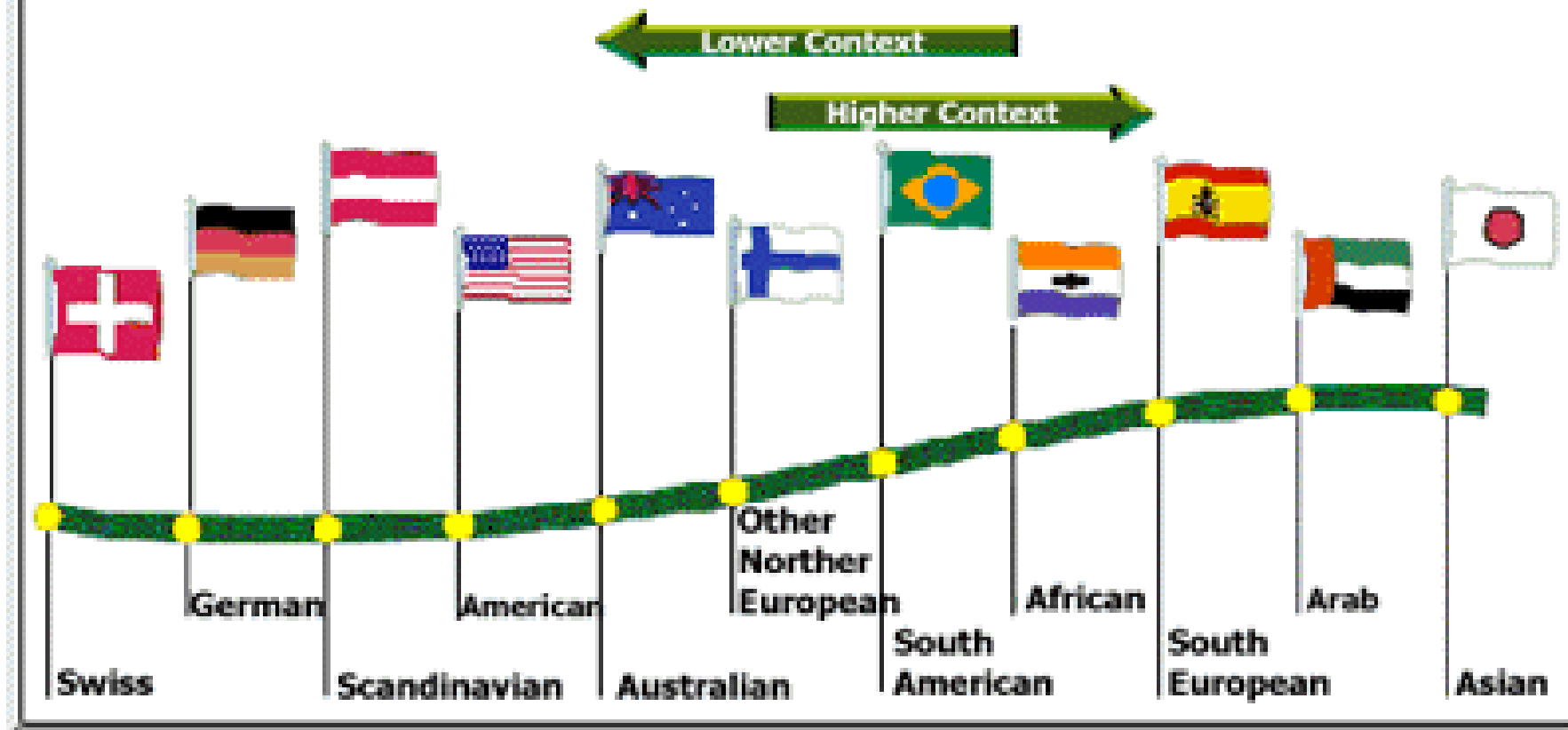
Cultural Contexts in Communication

- Direct vs. indirect styles: some cultures prefer blunt clarity, others rely on subtle cues.
- High-context vs. low-context cultures
 - Budaya konteks tinggi (high context) mengandalkan komunikasi implisit, nonverbal (gerakan tubuh, intonasi), dan pemahaman bersama, seringkali bertele-tele untuk menjaga hubungan, seperti di Jepang atau Indonesia
 - budaya konteks rendah (low context) berkomunikasi langsung, eksplisit, to-the-point, dan fokus pada kata-kata verbal, seperti di Amerika Serikat atau Jerman, karena maknanya sudah jelas dalam ucapan.



High/Low Context: Who's Which?

To give an idea of where different cultures fall on the context scale, diversity specialists often organize them in a loose linear format like the one below. Experts also find that Cultures tend to have certain defining characteristics in relation to the high/low monochronic-polychronic concept (see lists below).



Formal and Informal communication

Formal vs. informal approaches:

- di beberapa negara, gelar dan jabatan penting untuk disebutkan, sedangkan di negara lain tidak
- di beberapa negara, terdapat kosa kata yang berbeda untuk komunikasi formal, komunikasi dengan pelanggan, atau komunikasi dengan atasan/orang yang dihormati



Formal Communication



Informal Communication

Differences between Formal & Informal Communication

Aspect	Formal Communication	Informal Communication
Structure and Language	Structured, professional, standardized	Casual, spontaneous, everyday language
Purpose and Setting	Official, organizational, task-focused	Personal, relationship-building, casual
Channel and Documentation	Official channels, often documented	Unofficial channels, rarely documented

Entry Details for 赤字 [akaji] @ tanoshijapanese.com

赤字 [赤字] akaji

English Meanings:

noun

1. (being in) the red; deficit

noun

2. red letter; red writing

noun

3. corrections (by a teacher or proofreader) written in red



Visual & Verbal Styles

- Slide design preferences vary
 - Barat: minimalis, poin singkat
 - Asia: lebih detail, visual simbolik
- Color meanings
 - Putih dapat berarti kesucian di budaya Barat, namun berarti duka di budaya yang lain (contoh: India)
 - Merah: berarti keberuntungan di kemegahan di China, namun berarti peringatan atau kerugian di budaya lain (contoh: Jepang)
- Humor: bridge or barrier
 - dapat menjadi jembatan namun dapat juga menjadi hambatan

Nonverbal Communication

- Eye contact norms:
 - Di Barat: tanda kepercayaan diri
 - Di negara Asia tertentu: bisa dianggap menantang
- Gestures across cultures
- Personal space & posture: Berbeda antara Timur Tengah, Asia, dan Eropa

Your Handy Guide to International Hand Gestures



THUMBS UP

While this gesture is a positive one in most Western cultures meaning "well done" or "good", in some Middle Eastern countries it's one of the worst insults possible.



INDEX FINGER

Calling someone towards you by repeatedly curling your index finger is a seductive gesture in many Hollywood films, but in Philippines it's a method of communication only considered appropriate to use on dogs.



THE OK GESTURE

Forming an "o" with your thumb and index finger means "great" in the US and UK, but in Brazil it represents a very vulgar insult. To Brazilians, the "OK" gesture means backside, a body part that no one like to be compared with!



THE "V FOR VICTORY" OR PEACE SIGN

Prior to the 1960s it was primarily used to indicate "victory". The V sign with an inward facing palm is also considered an insult in the UK and South Africa.



THE CORONA HAND GESTURE

During the last few decades it has been used by hard rock bands and their fans as a symbol of approval or enjoyment. In many European countries it is the sign of the devil. In many ways the world is becoming "smaller".

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How can the same Gestures be treated differently in different cultures



Language & Delivery

- Clear, simple language: gunakan bahasa sederhana dan jelas
- Hindari slang dan idiom lokal, contoh:
 - “Ini cuma pemanasan”
 - “Kita gas terus”
 - “Santai saja, ngalir aja”
 - “Ini PR besar”

Untuk audiens internasional:

- “gas” → bahan bakar?
 - “PR” → public relations?
- Atur kecepatan bicara: beri jeda untuk pemrosesan informasi





Audience Engagement

- Q&A expectations differ: some cultures expect interruptions, others wait until the end
- Group vs. individual responses: Some audiences prefer interactivity, others quiet listening
- Interactive vs. passive audiences

Adaptability & Sensitivity

- Research audience background
- Show respect with small gestures (tunjukkan respek lewat hal kecil):
 - sapaan
 - struktur acara
- Stay flexible during delivery

Aktivitas Interaktif

- Buatlah presentasi sesuai dengan audiens anda:
 - US North American professionals
 - JP Japanese corporate audience
 - DE German academic audience
 - SA Middle Eastern business partners
 - ID Indonesian public sector officials
- Setiap kelompok bukan memainkan budaya tersebut, tetapi menyesuaikan presentasi untuk audiens itu.

Terima kasih