

**EXERCISE I:**

*Think of "Culture". What jumps into your mind? Write down everything that enters your mind. Don't worry if it's wrong or right, don't judge. Keep writing till you've filled the page.*

CULTURE

**EXERCISE II:**

Take three different colored highlight markers, say green, yellow and orange.

Highlight everything on that page that is tangible (TASTBAAR), or an artefact (KUNSTPRODUCT) of culture, in orange.

Use the yellow highlighter to mark all things related to norms and values.

Is there anything on your paper that might fall under basic assumptions?

*What are the key issues of PBL?*

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# INTERCULTURAL COMMUNICATION

# WORKSHEET

worksheet

THE CULTURE MAP  
ERIN MEYER

IW2022

communication

low-context

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high-context

egalitarian

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hierarchical

task-based

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relationship-based

monochronic

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polychronic

you

Country 2

Country 3

The Netherlands