Teaching International Awareness Without Books, Face Time, Phones or Computers

- “The underlying activity involves the exchange of student created metaphors for their own and others’ cultures where the exchange is facilitated by an instructor who does the traveling.”

- Two Parts to this Presentation:
  1. Cultural Metaphors – Theory & Method
     - What they are
     - How to develop them
     - Examples
  2. Cultural Metaphors – “Teaching” International Awareness
CULTURAL METAPHORS - WHAT THEY ARE

- Culture - a set of shared meanings identified by customs and artifacts.

- Metaphor - an object used to substitute for another in order to understand the other.

- Cultural metaphor - a method involving the identification of some phenomenon, activity or institution of a nation's culture that most of its members consider very important and with which they identify cognitively and/or emotionally which then becomes the basis for describing and understanding the essential features of the society (Gannon, 2004: 7).
CULTURAL METAPHORS - HOW TO DEVELOP

- Identify the phenomena.
- Identify key characteristics.
- Develop an understanding of the other culture (for business or another purpose).
CULTURAL METAPHORS - ITALIAN EXAMPLE

- The Metaphor: Opera – Italians invented opera and love it passionately.

- Characteristics: overture, spectacle and pageantry, voice, externalization, interaction between the lead singers and the chorus.

- Business implications: expect long meetings with lengthy “get acquainted” time, expect flair, expect “on stage” self-presentation, note distinction between leader and support staff.
CULTURAL METAPHORS - OTHER EXAMPLES

Belgium Lace
France Wine
Germany Symphony
Luxembourg Train Station
Netherlands Maze
Denmark Furniture
Ireland Conversation
United Kingdom The House
Greece Friendship
Portugal Bullfight
Spain Bullfight
Austria Home Town
Finland Ice
Sweden Stuga
CULTURAL METAPHORS
Application to “Teaching” of International Awareness.*

- The Setting:
  - UNF Courses in European Business (2001 - undergraduate) and Global Ethics (2004 - graduate)
  - University of Provence Courses in Applied Languages-Business (2001 – undergraduate, 2004 – graduate)

- Three Events:
  - Week One – At the U.S. University
  - Week Two – At the French University
  - Week Three – At the U.S. University

**Cultural Metaphors Developed by French and U.S. Students: Spring Semesters 2001 & 2004**

<table>
<thead>
<tr>
<th>Metaphors for France Developed by French Students</th>
<th>Metaphors for the United States Developed by U.S. Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Spring Semester 2001</em></td>
<td><em>Spring Semester 2001</em></td>
</tr>
<tr>
<td>1. Gastronomy</td>
<td>1. The Bald Eagle</td>
</tr>
<tr>
<td>2. High Fashion</td>
<td>2. Team Sports</td>
</tr>
<tr>
<td>4. The Eiffel Tower</td>
<td>4. Orlando Florida</td>
</tr>
<tr>
<td>5. Facial Make Up</td>
<td>5. Great White Shark</td>
</tr>
<tr>
<td><em>Spring Semester 2004</em></td>
<td><em>Spring Semester 2004</em></td>
</tr>
<tr>
<td>6. Authentic Wine</td>
<td>6. The Buffet Table</td>
</tr>
<tr>
<td>7. The French Flag</td>
<td>7. Statue of Liberty</td>
</tr>
<tr>
<td>8. Gastronomy</td>
<td>8. Wall Street</td>
</tr>
</tbody>
</table>
Elements of the Hollywood Metaphor for the U.S. as Developed by U.S. Students

- Opinionated
- Arrogant
- Competitive (with smiles)
- First Impressions Count
- Our way is the Right Way
Elements of the Facial Make-Up Metaphor for France as Developed by French Students

- Beauty and Taste
- Physical Perfection
- False Intellect
- Individualist
- Ethnocentric
Elements of the Gastronomy Metaphor for France as Developed by French Students

- Creativity
- Refined
- Epicurean
- Sparkle (show-off)
- Tradition/history
Elements of the Buffet Table

Metaphor for the U.S. as

Developed by U.S. Students

- Diversity
- Over-consume
- Self-serve
- Look out for #1
- Bigger is better
Hollywood

Society Characteristics
1. Opinionated (Arrogant)
2. Materialistic
3. Competitive

Business Change Recommendation
1. Our way is the right way today.
2. First impressions count
3. We are #1
FRENCH MAKE-UP

→ BEAUTY AND TASTE
→ PHYSICAL AND INTELLECTUAL PERFECTION (PRETENDED!)
→ INDIVIDUALIST
→ ETHNOCENTRIST
French gastronomy

- Sense of taste / creativity
- Refined / luxury goods
- Epicurean show-off
- Sparkling / history
- Tradition / history

⇒ French cultural exception
U.S. #1

1. Buffet

2. - A little bit of everything
   - over-consumption
   - self-serve

3. - Looking out for #1
   - Diversity
   - Bigger is better
REFERENCES


