

## **Intercultural Workshop**

Trainer	Dr. Sonja Bündl-Price
Language	English
Date	18 June, 2012, 9 a.m. – 5 p.m.
Location	Accouchierhaus
Target group	interdisciplinary

These days scientists and academics frequently present their research in English. What if your paper or research has the wrong packaging? What goes down well in one culture may be misunderstood in another. We shall be looking at cultural styles in academia including writing and presentation styles. Of equal importance is an acute awareness of your own cultural style, i.e. whether you communicate in a direct or indirect manner, which is also essential for the art of negotiation. How can you disagree agreeably? How can you avoid appearing rude in a foreign culture? How important is small talk? We will also discuss the problems involved in addressing people by their titles and names, as different rules apply in the English-speaking world. Participants will engage in role play to practice the afore-mentioned.

Although the workshop is taught from a British perspective, we will be looking at the challenges of intercultural encounters, regardless of which cultures are involved. This will inevitably lead to improved performance at international conferences.