

**GEB 3213**

**Lecture 12:  
Cross-Cultural Communication**

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**Increasing Importance of  
Multicultural Communication**

1. List two reasons why the ability to communicate effectively across cultures is becoming increasingly important.

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**Selected Dimensions of  
Culture**

2. Give 4 aspects of high context cultures.
3. Give 4 aspects of low context cultures.

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**Selected Dimensions of  
Culture**

4. List 2 high context cultures.

5. List 2 low context cultures.

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**Improving Communication With  
Multicultural Audiences**

6. Give 3 ways to tailor your written  
messages to multicultural  
audiences.

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**End of Outline**

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