**Chapter 13 - Global**

**Class Activity 1: Understanding Culture**

Consider the following:

Suppose you are a PR practitioner for a global company engaged in worldwide business. How should you approach the cultural issues in communication?

Suppose you are trying to communicate to culturally diverse audiences simultaneously. What if one communication strategy is extremely effective at reaching one public, but is extremely offensive to another?

How would you decide what to say?

**Class Activity 2: Understanding Hofstede**

Look at power distance, individualism-collectivism, uncertainty avoidance, masculinity–femininity, and long-term orientation. How would you describe the United States using these characteristics?

Each group will discuss and share their results with the class.

**Class Activity 3: Developing Cultural Intelligence**

Consider in one to two pages how cultural intelligence can be developed.

Answer the following questions:

What is the difference between cultural intelligence and cultural awareness?

How does it affect PR communication and strategy?

**Case Study Discussion**

**Case Study Activity 1: Reconsidering “One Laptop Per Child.”**

In the case study “One Laptop Per Child,” what was the major mistake of the PR practitioners? Specifically, what could the practitioners have done early on to make the campaign successful?

**Case Study Activity 2: Using Media Effectively**

In the case study “Intercultural Communication and Potty Talk,” the organization was dealing with media in a Western democracy.

Consider what the issues would be had this promotion been carried out in a non-Western country. Specifically, analyze what would occur if the organization were dealing with a more restrictive press.