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Lire des ebooks Edward T. Hall - La communication interculturelle Alain Roger & Jérôme Rive PDF, ePub, mobi, Les nombreuses expériences et études de terrain menées par Hall le conduisent à observer que les personnes qui sont confrontées à un nouveau contexte culturel éprouvent au départ le sentiment désagréable d'être perdues. Les touristes qui restent peu de temps ont tendance à se protéger contre le choc de la confrontation à une culture étrangère. Par contre, les hommes d'affaires qui rencontrent des partenaires et sont constamment appelés à avoir des relations avec des étrangers, doivent apprendre à « dépasser leur culture » pour prévoir leur comportement. « Le syndrome du 'ils sont comme les gens de chez nous' est un des contre-sens les plus tenaces et les plus répandus dans le monde occidental et peut-être bien dans le monde entier » (Hall, 1976, p. 66). Il est important de s'affranchir du « préjugé a-culturel » qui « incline à croire que les différences entre les peuples ne sont que superficielles » (Hall, 1976, p. 225). La culture est en majorité une « réalité cachée ». Dans un premier temps, nous décrivons la contribution de Hall à

l'identification de ces dimensions cachées et à leur impact sur la qualité des relations interculturelles. Nous exposerons ensuite ses principales observations concernant les différentes formes de communication interculturelle dans des contextes variés. Enfin, nous présenterons l'influence de l'auteur sur le champ du management international et les limites des développements proposés.

contexte...

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