

# Ten Rules for Intercultural Communication at UNIZA

## 1. Promote inclusivity and understanding

Build an atmosphere where everyone feels welcomed and valued, regardless of their cultural background. Don't forget – everyone has their own background and story. This way, foster harmonious and productive relationships.

## 2. Respect diversity

Respect differences in values, traditions, and communication styles. Each culture has its own unique characteristics that are important to respect. Bear in mind that every culture perceives societal norms differently.

## 3. Be open and approachable

Treat every new culture with curiosity and a willingness to learn. An open mind encourages effective and positive communication. Where there is effort and willingness, each problem can be solved.

## 4. Avoid stereotypes

Don't be prejudiced and don't use stereotypes. These oversimplified notions often lead to incorrect conclusions and hinder true understanding. Don't judge or condemn others, and don't expect them to always do what you want!

## 5. Be patient and empathetic

Intercultural communication can sometimes lead to misunderstandings. Patience and empathy are key players when it comes to solving conflicts and clarifying ambiguities. A smile doesn't cost anything, and it can help even when words fail us.

## 6. Adapt your communication style

Different cultures can have different norms for verbal and non-verbal communication. Try to adapt your communication style to the other person's culture. A specific expression or gesture does not necessarily have the same meaning in every culture.

## 7. Ask and listen actively

Asking questions and active listening help us better understand others and show that we care about their perspectives. Patience can help you avoid tension or problems.

## 8. Avoid ambiguity

Be clear and specific in your communication, especially if you realise that the other person may not fully understand your language or cultural context. Don't be misled by first impressions or other forms of address.

## 9. Be aware of your cultural assumptions

Everyone has certain assumptions and norms rooted in their own culture. It's important to be aware of these things so you can better understand how you can come across to others. You can perceive every new situation as a challenge and an opportunity.

## 10. If you make a mistake, apologise

If you make a cultural faux pas or unintentionally offend someone, an apology shows your respect and willingness to set things right. Remember that you help shape the atmosphere of our university and create an environment of safety and acceptance for others.

**These ten principles provide a foundation for overcoming cultural barriers and creating more effective and respectful communication in cross-cultural contexts.**