

Calendario Azione 7

31 maggio, 1 e 6 giugno 2019

La didattica inclusiva per studenti con BES di tipo socio-culturale

DIFFERENZE CULTURALI

utilizzo di immagini e strumenti per comunicare meglio

Prof. Dr. Sabrina Bresciani
University of St. Gallen, Svizzera
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Universität St.Gallen





1. Individuare i vantaggi dei mercati esteri

2. Conoscere, valutare e integrare con le immagini

3. Utilizzare le immagini in ambito interculturale: vantaggi, potenziali differenze e strumenti

4. Conoscere i vantaggi dei mercati esteri

DIFFERENZE CULTURALI
L'uso di immagini e strumenti per comunicare meglio

University of Cambridge

* Best University in Europe, 5th in the world



Visiting Lecturer
Aalto University,
Finland



Digital marketing
Spreadshirt
Leipzig, Germany



University of St. Gallen

USI
Visiting professor
(MCC, MIC, MM)



Franklin University Switzerland
Adjunct professor



Politecnico di Milano
Italy
Bachelor degree
Research assistant



Visiting Lecturer
American University
in Bulgaria

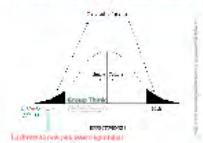
Universidad Rey Juan Carlos
Madrid, Spain
Exchange student



Visiting Professor
Eurocampus
Universidad Jaime I,
Castellón, Spain

1. Differenze culturali e vantaggi della multiculturalità

Efficacia dei gruppi multiculturali



World Economic Forum (WEF) - The global competitiveness index (GCI) 2014-2015 report shows that countries with higher diversity scores are more competitive.

Managing diversity
in the workplace
is a key to success
in a global market.
Diversity is a strength.
It is a competitive advantage.

Microsoft



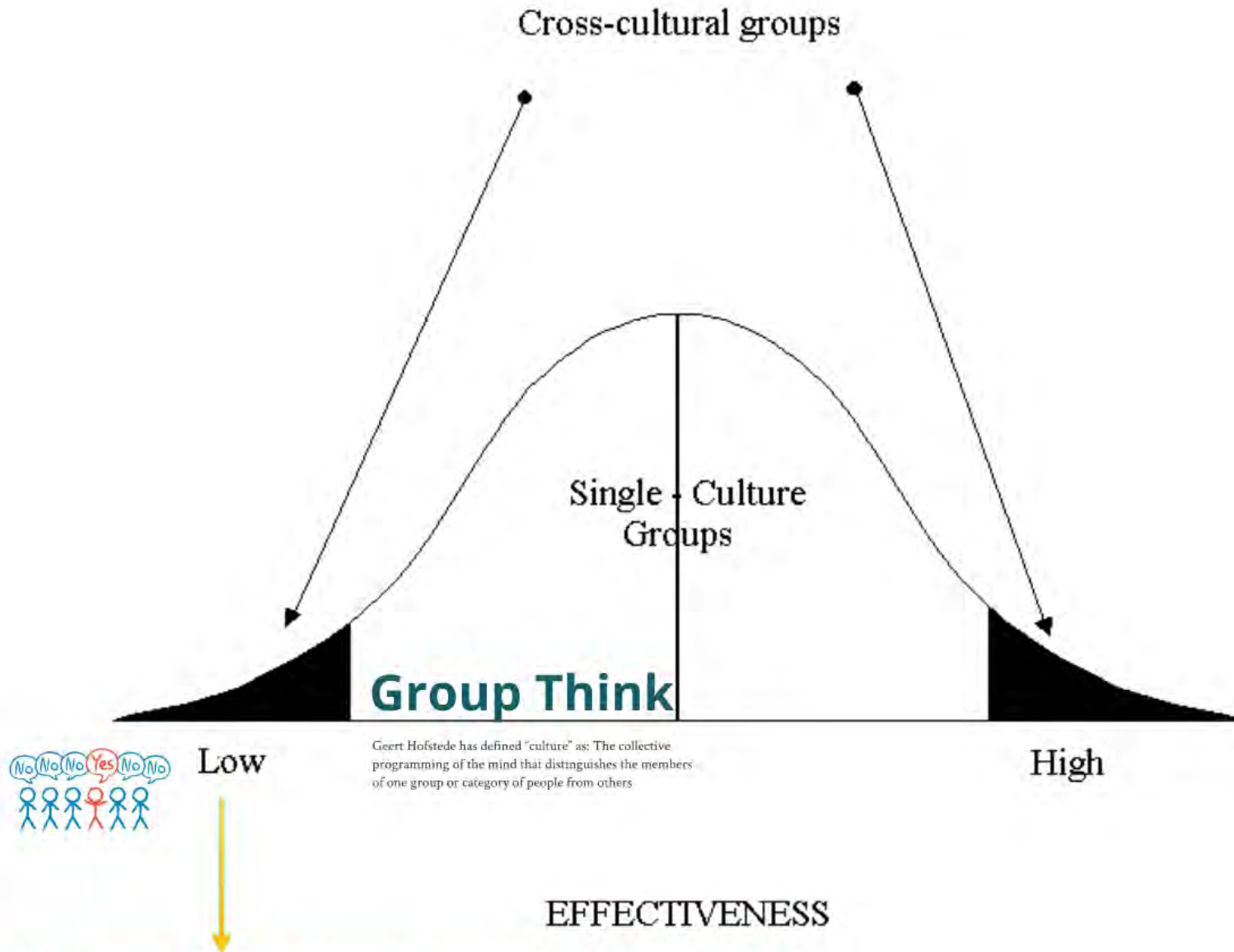
Geografia del tempo



Geografia del pensiero



Efficacia dei gruppi multiculturali



Adler (1986) International dimensions of Organizational Behavior

Harvard Business Review September 22, 2016

"I team aziendali con diversità culturale si sentono meno a loro agio - ecco perché sono più performanti"

"[...] le aziende con più diversità di genere e razziale hanno maggiori vendite , più clienti e profitti più alti"

<https://hbr.org/2016/09/diverse-teams-feel-less-comfortable-and-thats-why-they-perform-better>

Managing diversity

"enabling people to perform up to their maximum potential"

- + increase talent pool
- + creativity
- + serve diverse customers
- ...

Example: P&G



The image is a screenshot of the P&G website's 'Brands' section. At the top, there is an orange navigation bar with the P&G logo on the left and several menu items in the center. Below the navigation bar is a dark grey header with four tabs: 'Overview', 'Brands', 'Sustainability', and 'News & Events'. The 'Brands' tab is currently selected. The main content area has a light blue background. On the left, the word 'Brands' is written in a large, bold, blue font. Below it, there is a short paragraph: 'Our portfolio of brands includes 50 leadership brands that are some of the world's most well-known household names.' To the right of this text, there are two columns of statistics. The first column is titled '50 Leadership Brands Worldwide' and contains the text: 'P&G's 50 Leadership Brands are some of the world's most well-known household names.' The second column is titled '24 3 Stars Or Better Brands' and contains the text: '24 of P&G's 50 brands met or exceeded more than one billion dollars in annual sales.' At the bottom of the page, there is a large, colorful image showing a variety of P&G consumer products, including bottles of laundry detergent, boxes of paper products, and other household items.

Microsoft





Sicherheit schaffen

Mein Zuhause – Unsere Schweiz

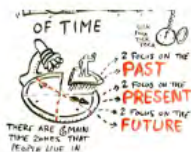


www.svp.ch Die Partei des Mittelstandes

Geografia del tempo



Loomis, R.V. (1938). A Geography of Time: The Unhappy Misadventure of a Social Psychologist, Basic Books/Pantheon, pages 227-264 (chapter 9).



Youtube: 'RSA ANIMATE: The Secret Powers of Time'



Geografia del pensiero





A



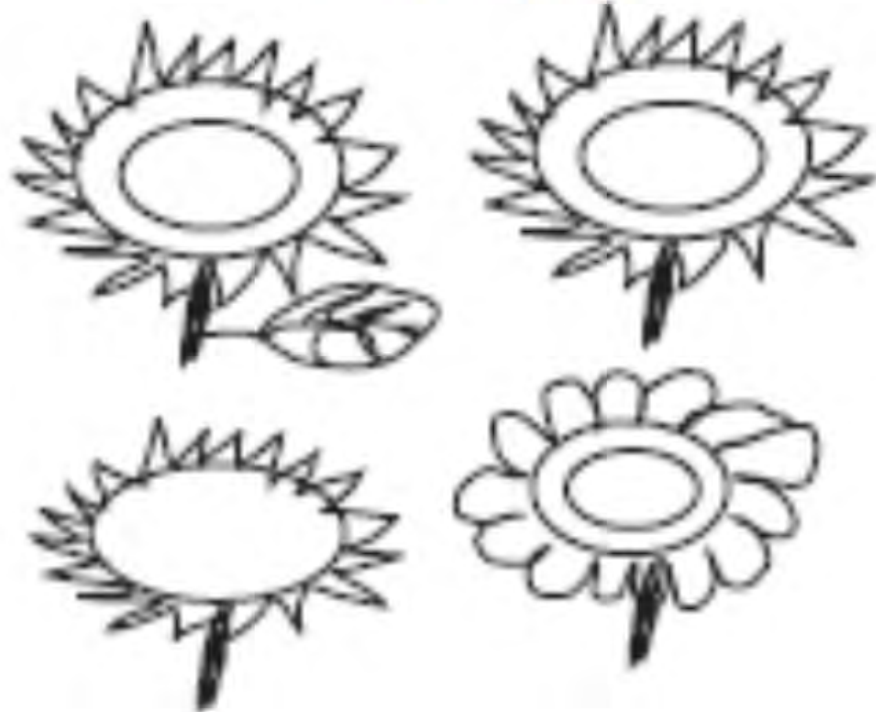
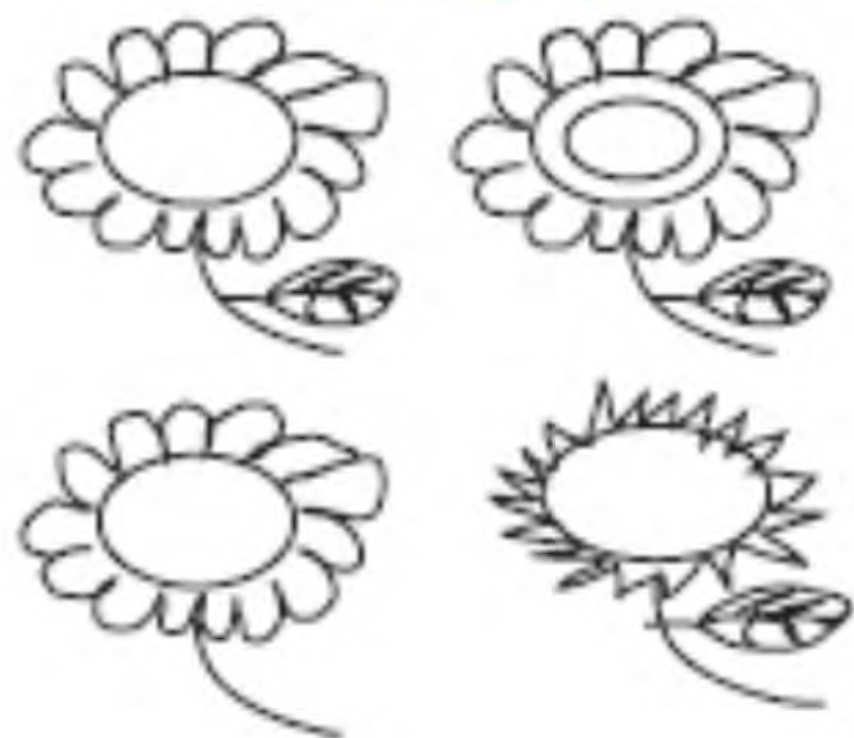
B



What goes with this? A or B

Group 1

Group 2



Target object



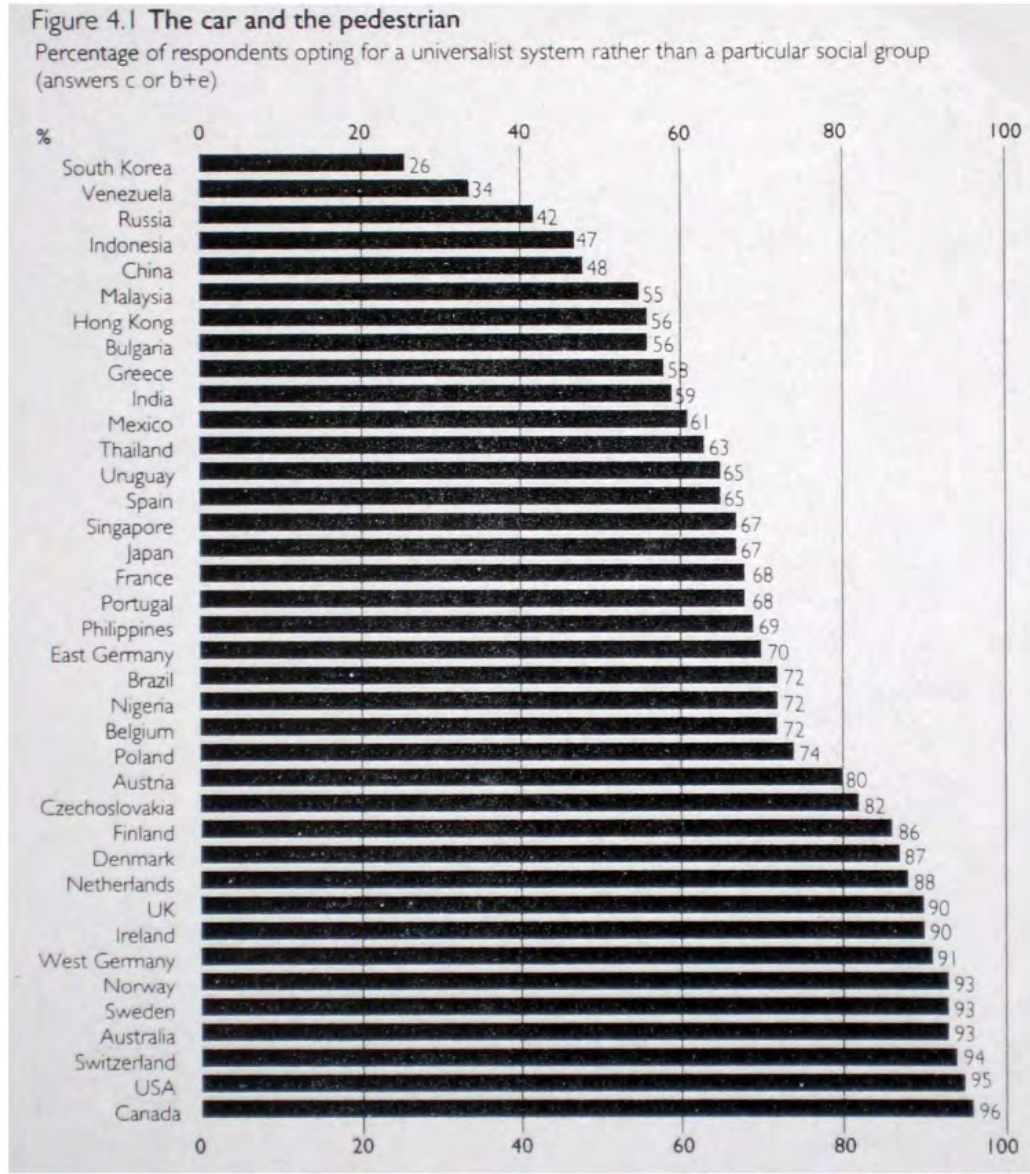
Siete in auto con un vostro caro amico. Il vostro amico investe un pedone. Sai che stava guidando a 50 Km/h in un'area della città in cui il limite è di 30 Km/h. Non ci sono testimoni. Il suo avvocato dice che se testimoni sotto giuramento che stava guidando a 30Km/h potresti salvarlo da serie conseguenze.

Che diritto ha il tuo amico di aspettarsi che lo proteggerai?

- A.** Il mio amico ha decisamente diritto ad aspettarsi che testimonierò che guidava a 30 Km/h
- B.** Il mio amico ha qualche diritto di aspettarsi che testimonierò che stava guidando a 30 Km/h
- C.** Il mio amico non ha nessun diritto di aspettarsi che testimonierò che guidava a 30Km/h

Source: Trompenaars (1997) Riding The Waves of Culture

Trompenaars (2003) Did the Pedestrian Die



Particularism

Universalism

Dimensioni culturali

L'amore è necessario per decidere di sposarsi

US: 80%

India: 24%

Thailand: 34%

Pakistan: 39%



Why?

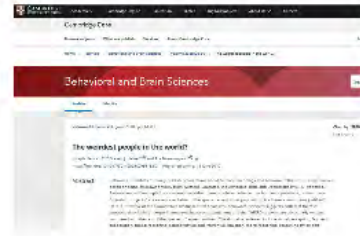
ridiculous to make lifelong arrangement
based on an emotional reaction



Geografia del pensiero

Nelson, R. & Miyamoto, Y. (2005). The influence of culture: holistic versus analytic perception. *TRENDS in Cognitive Sciences*, 9 (10), 467-475.

Nelson, R. (2003). *The Geography of Thought*.



Occidentali

Si focalizzano sugli elementi più centrali e prominenti, indipendentemente dal contesto

Il ragionamento è (tipicamente):

- astratto
- analitico
- basato su regole e categorie

Orientali:

Pongo l'attenzione sulle relazioni tra gli oggetti e il contesto

Il ragionamento è (principalmente):

- olistico
- focalizzato sulle relazioni
- focalizzato sulle somiglianze

Why?



La geografia del pensiero: conseguenza delle influenze dei filosofi di oltre 2500 anni fa.

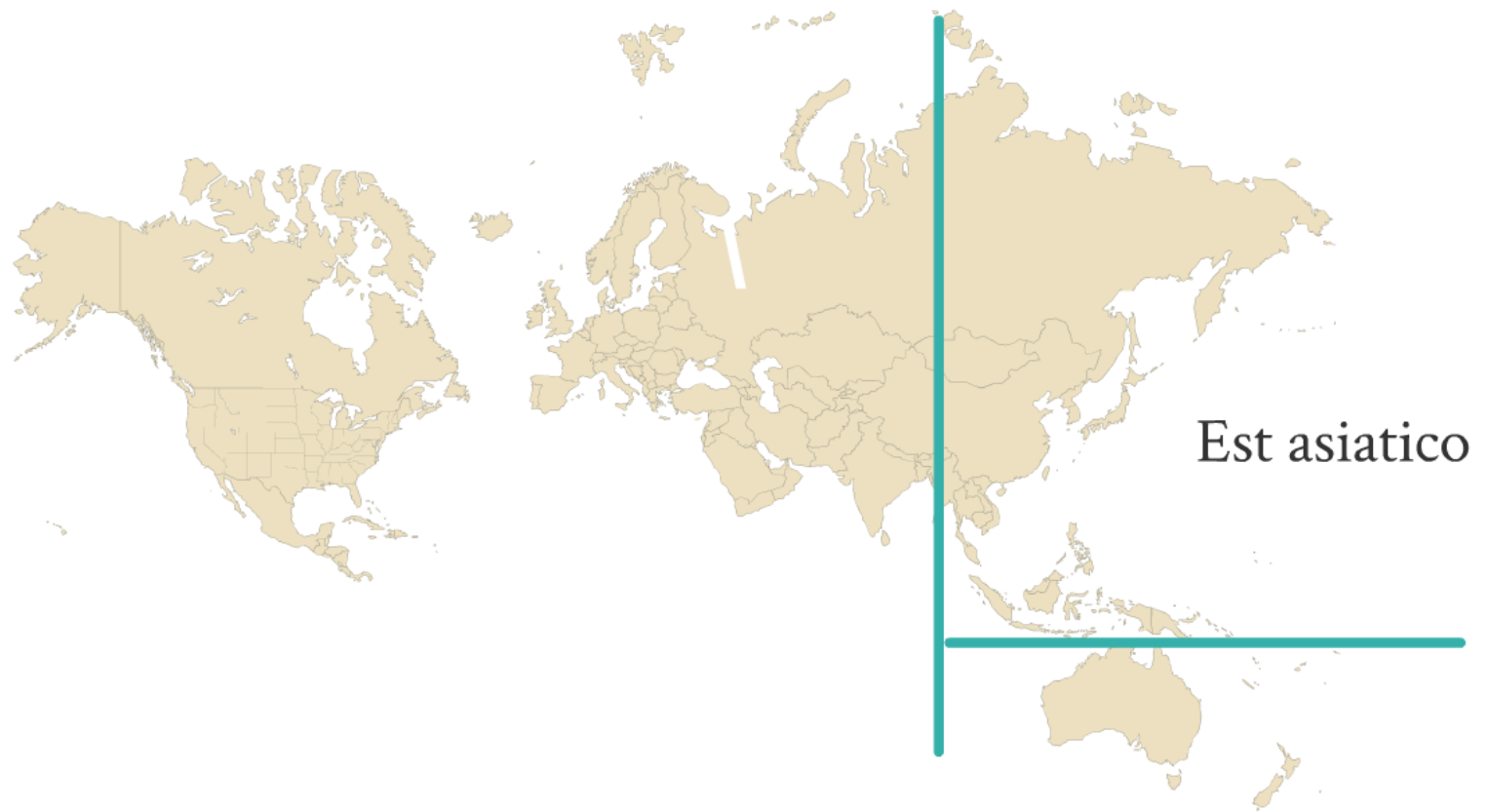
Antichi cinesi:
Interessati principalmente all'armonia sociale -> criticare in pubblico era scoraggiato.
Le relazioni sono la base della società.

Antichi greci:
Enfaticavano la libertà, l'individualità, e vedevano la critica come il modo per avanzare la conoscenza.

Qual è il senso della vita?

East vs. West - the myths that mystify (Devdutt Pattanaik)





Occidentali

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Le relazioni sono la base della società.

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l'individualità, e vedevano la critica
come il modo per avanzare la
conoscenza.

Qua
East vs. W



Qual è il senso della vita?

East vs. West - the myths that mystify (Devdutt Pattanaik)



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Behavioral and Brain Sciences

Search

[Article](#)[Metrics](#)[Volume 33, Issue 2-3](#) June 2010 , pp. 61-83

Cited by 2099

[Get access](#)

The weirdest people in the world?

[Joseph Henrich](#) ^(a1), [Steven J. Heine](#) ^(a2) and [Ara Norenzayan](#) ^(a3) <https://doi.org/10.1017/S0140525X0999152X> Published online: 15 June 2010

Abstract

Behavioral scientists routinely publish broad claims about human psychology and behavior in the world's top journals based on samples drawn entirely from Western, Educated, Industrialized, Rich, and Democratic (WEIRD) societies. Researchers – often implicitly – assume that either there is little variation across human populations, or that these “standard subjects” are as representative of the species as any other population. Are these assumptions justified? Here, our review of the comparative database from across the behavioral sciences suggests both that there is substantial variability in experimental results across populations and that WEIRD subjects are particularly unusual compared with the rest of the species – frequent outliers. The domains reviewed include visual perception, fairness, cooperation, spatial reasoning, categorization and inferential induction, moral reasoning, reasoning styles, self-

Geografia del tempo



Luoto, R.V. (1998). A Geography of Time: The Timefold Misadventures of a Social Psychologist, Basic Books/Panosi, pages 227-264 (chapter 9).



Youtube: 'ISA ANIMATE: The Secret Powers of Time'

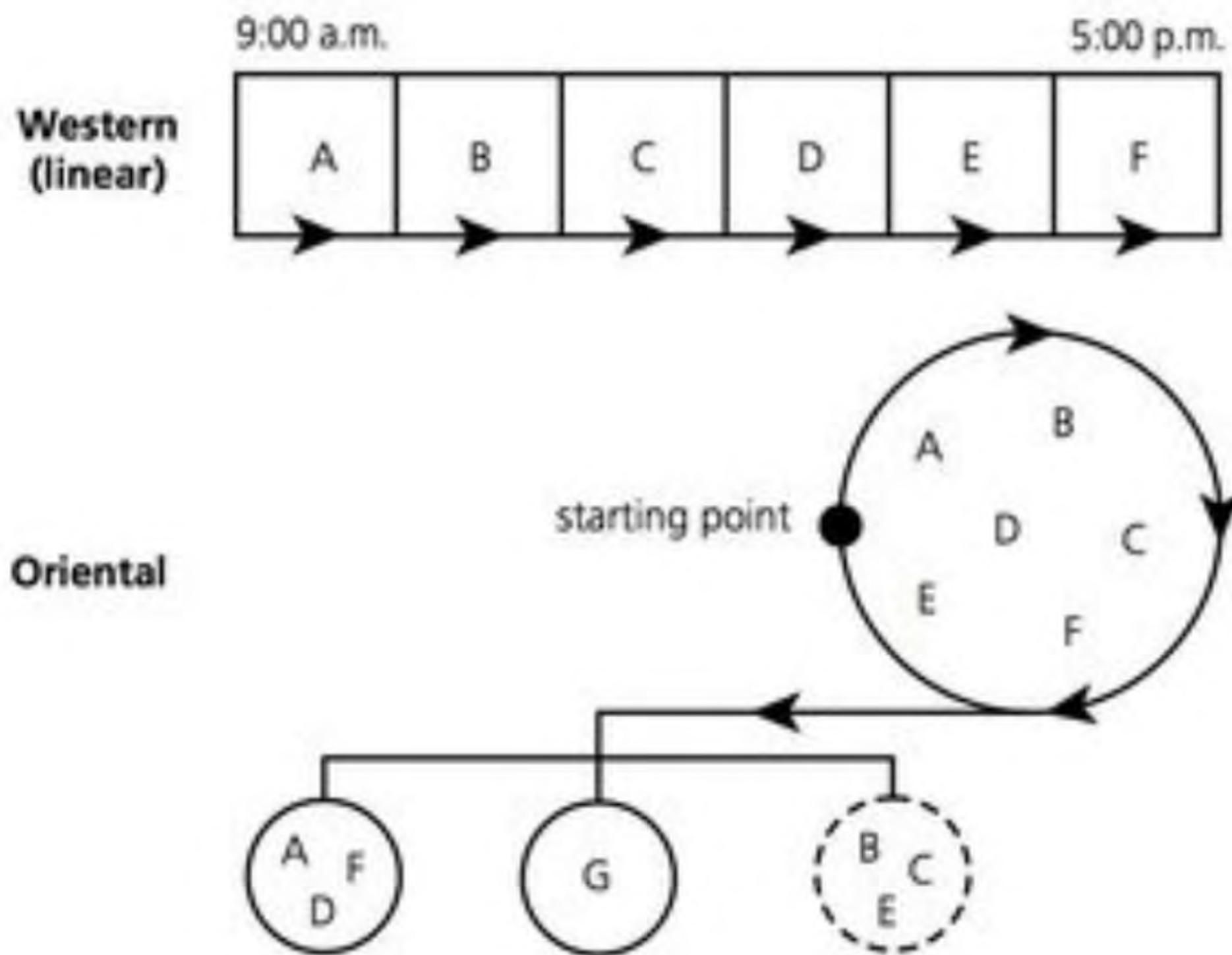


Geografia del pensiero



Ieri, domani, 5 minuti....







Zimbardo - Time perspective

Positivo

Negativo

Passato

Presente

Futuro

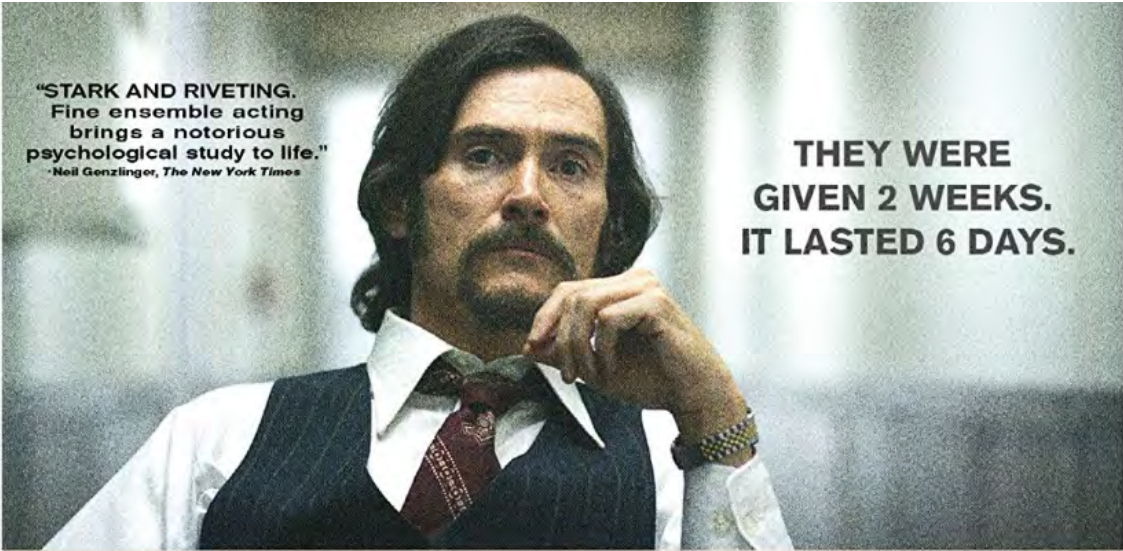
"L'estremo orientamento al tempo presente, non la mancanza di denaro, è la maggiore causa di povertà"

Banfield (1968) The Unheavenly City.

Mindfulness

Temporal training programs





"STARK AND RIVETING.
Fine ensemble acting
brings a notorious
psychological study to life."
-Neil Genzlinger, *The New York Times*

THEY WERE
GIVEN 2 WEEKS.
IT LASTED 6 DAYS.

based on true events

THE STANFORD PRISON EXPERIMENT



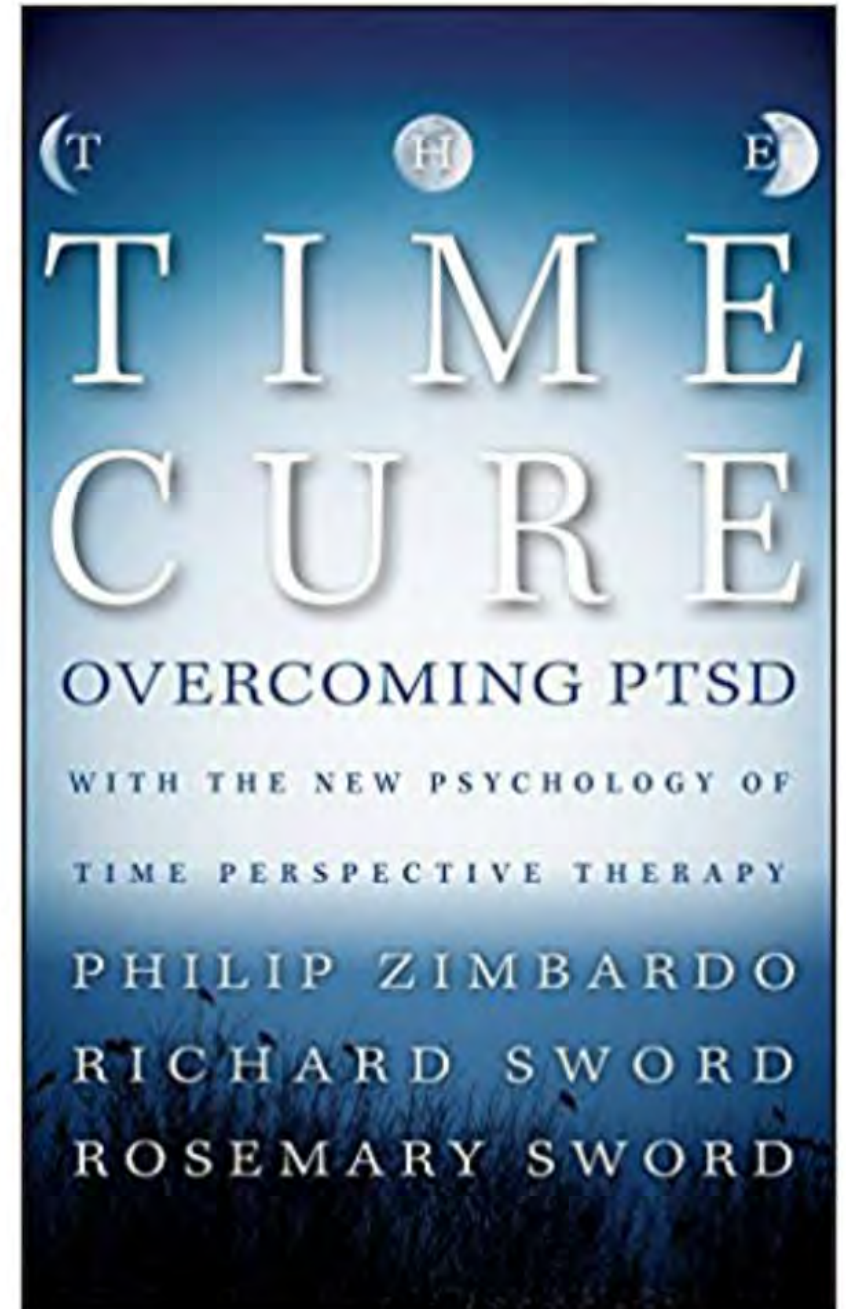
"so disturbing, intense, and believable that it's easy
to forget we're watching a movie."
-Justin Gerber, *Consequence of Sound*

LO STUDIO

Lo dicono gli scienziati: gli immigrati sono matti

24 Ottobre 2017

13 | aad



NCBI Resources How To

PubMed.gov
US National Library of Medicine
National Institutes of Health

PubMed Advanced

Format: Abstract

Braz J Psychiatry. 2017 Oct 19;40(2):220-225. doi: 10.1590/1516-4446-2017-2290. Print 2018 Apr-June.

Stress, trauma, and posttraumatic stress disorder in migrants: a comprehensive review.

Bustamante LHU¹, Cerqueira RO¹, Lederc E¹, Bnietzke E¹.

Author information

Abstract

OBJECTIVE: There is growing evidence supporting the association between migration and posttraumatic stress disorder (PTSD). Considering the growing population of migrants and the particularities of providing culturally sensitive mental health care for these persons, clinicians should be kept up to date with the latest information regarding this topic. The objective of this study was to critically review the literature regarding migration, trauma and PTSD, and mental health services.

METHODS: The PubMed, SciELO, LILACS, and ISI Web of Science databases were searched for articles published in Portuguese, English, Spanish, or French, and indexed from inception to 2017. The following keywords were used: migration, mental health, mental health services, stress, posttraumatic stress disorder, and trauma.

RESULTS: Migration is associated with specific stressors, mainly related to the migratory experience and to the necessary process of acculturation occurring in adaptation to the host country. These major stressors have potential consequences in many areas, including mental health. **The prevalence of PTSD among migrants is very high (47%), especially among refugees,** who experience it at nearly twice the rate of migrant workers.

CONCLUSIONS: Mental health professionals must be trained to recognize and provide appropriate care for posttraumatic and/or stress-related disorders among migrants.



Zimbardo - Time perspective

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"L'estremo orientamento al tempo presente, non la mancanza di denaro, è la maggiore causa di povertà"

Banfield (1968) The Unheavenly City.

Mindfulness

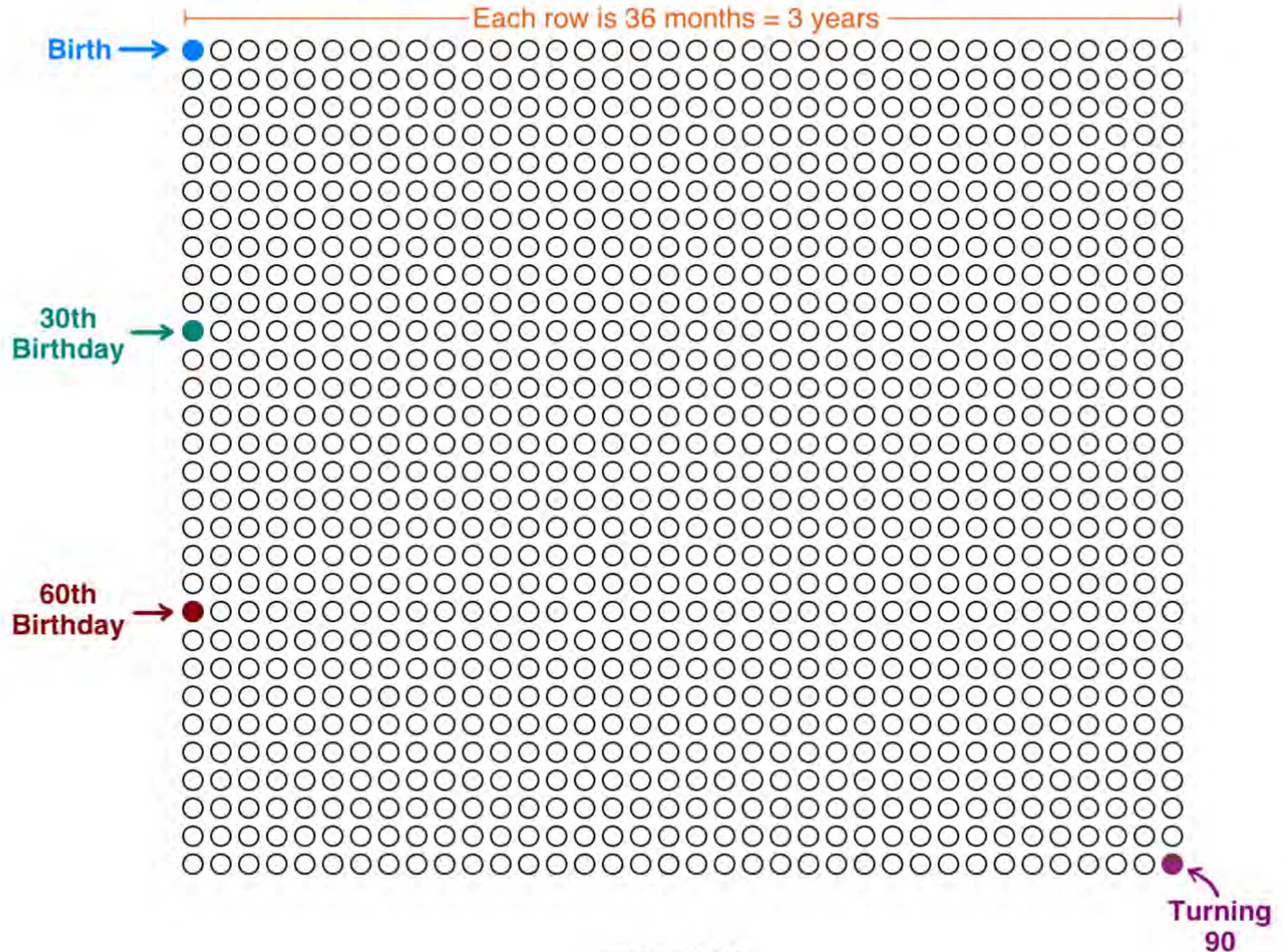
Temporal training programs



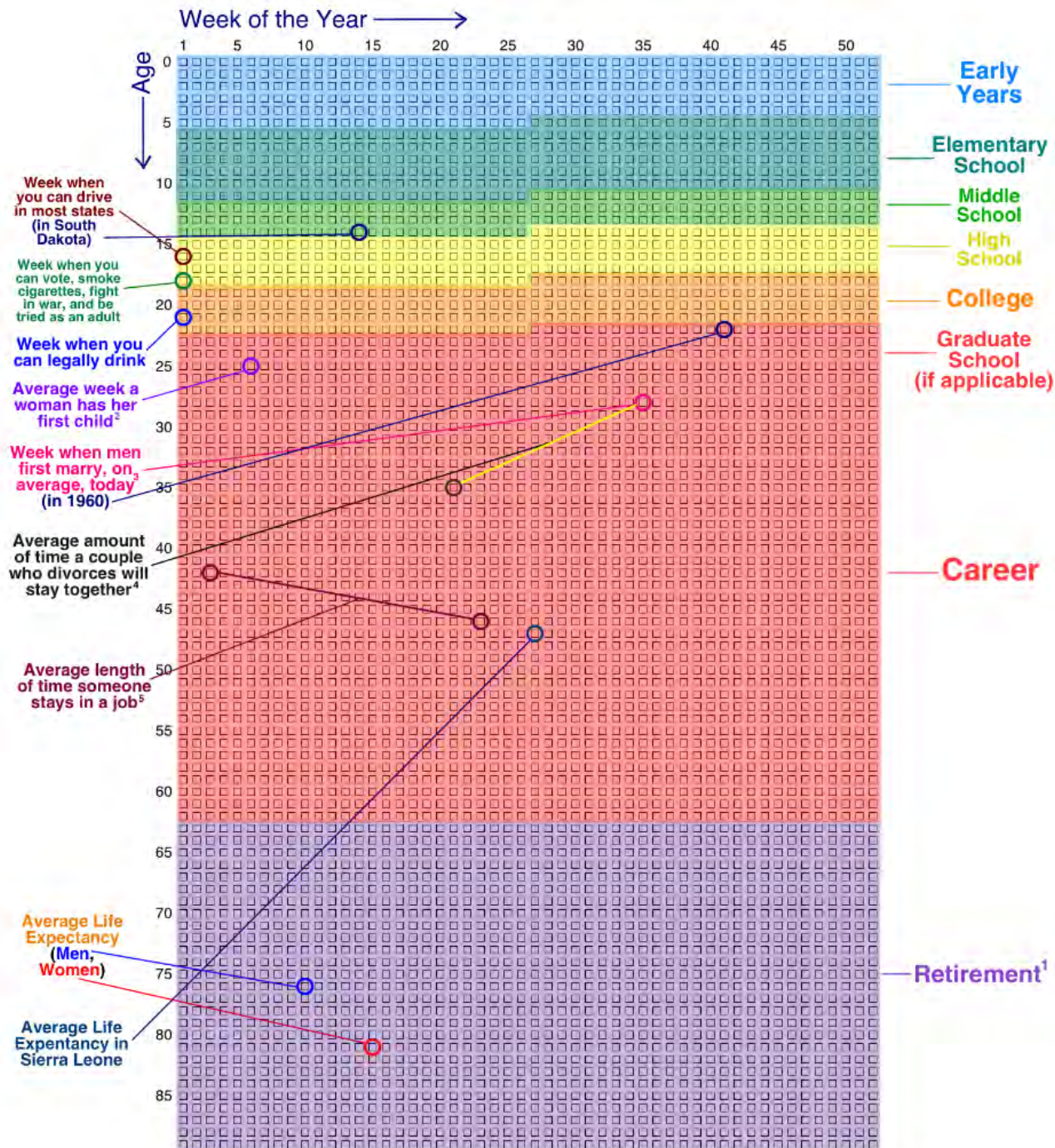
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A 90-Year Human Life in Months



The Life of a Typical American



CHOICES

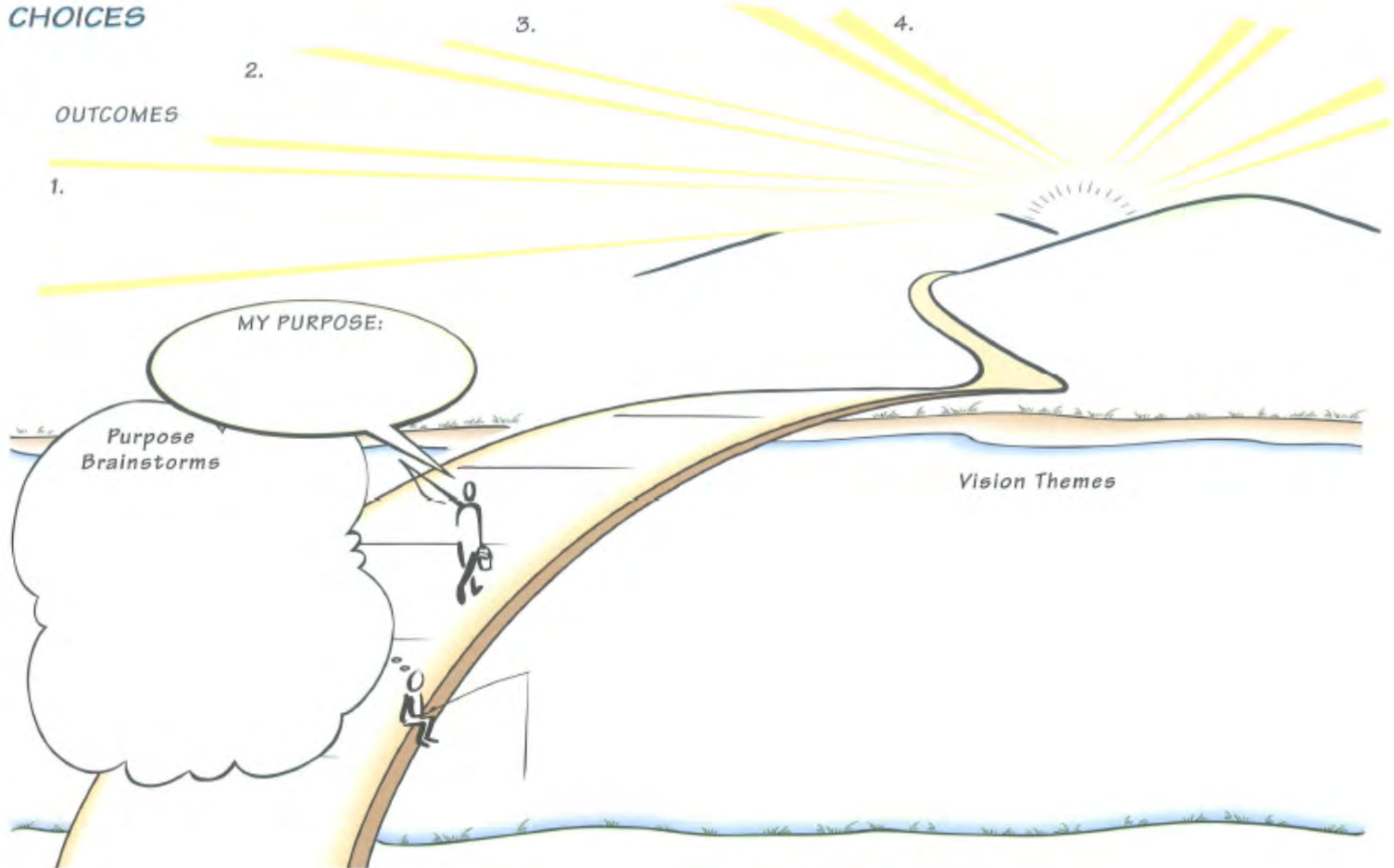
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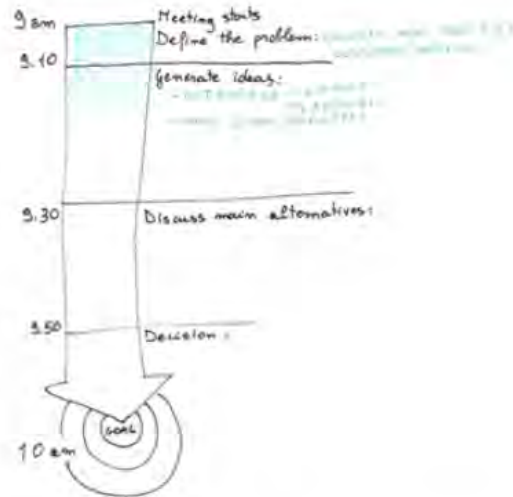
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OUTCOMES

1.



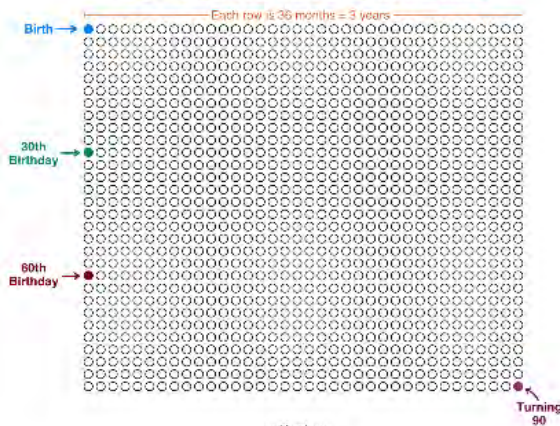
Temporal training programs



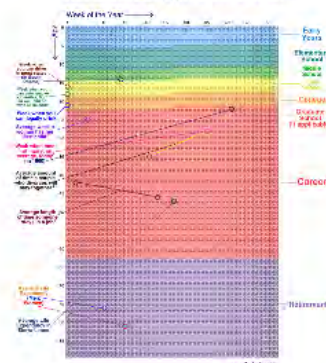
Calendario 2019

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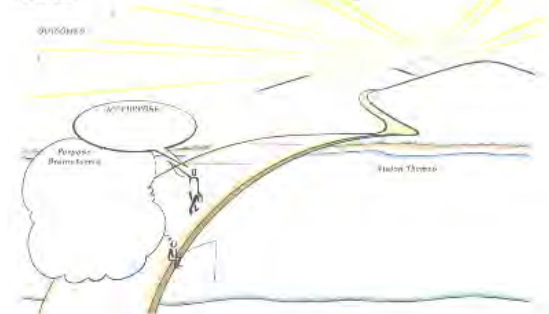
A 90-Year Human Life in Months



The Life of a Typical American



CHOICES





Zimbardo - Time perspective

Positivo

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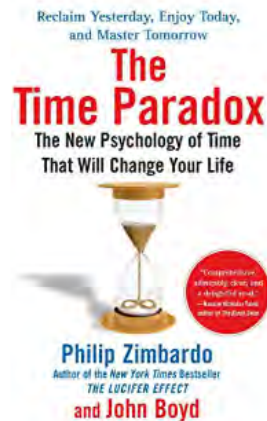
Banfield (1968) The Unheavenly City.

Mindfulness

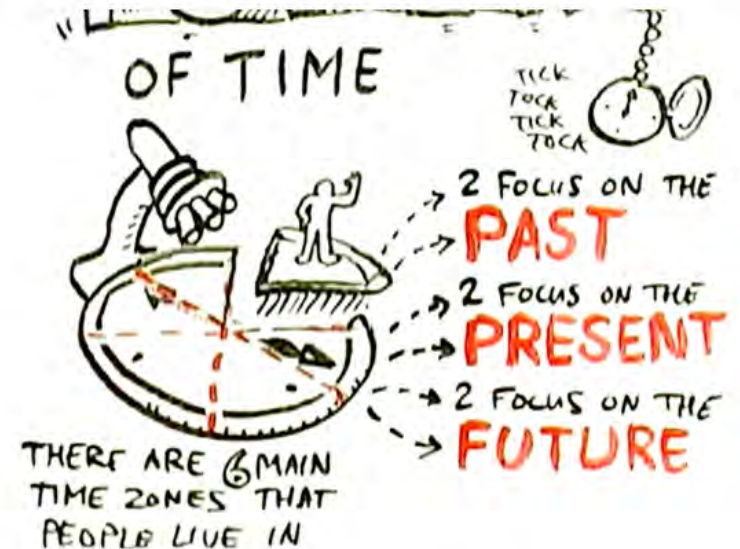
Temporal training programs



Geografia del tempo

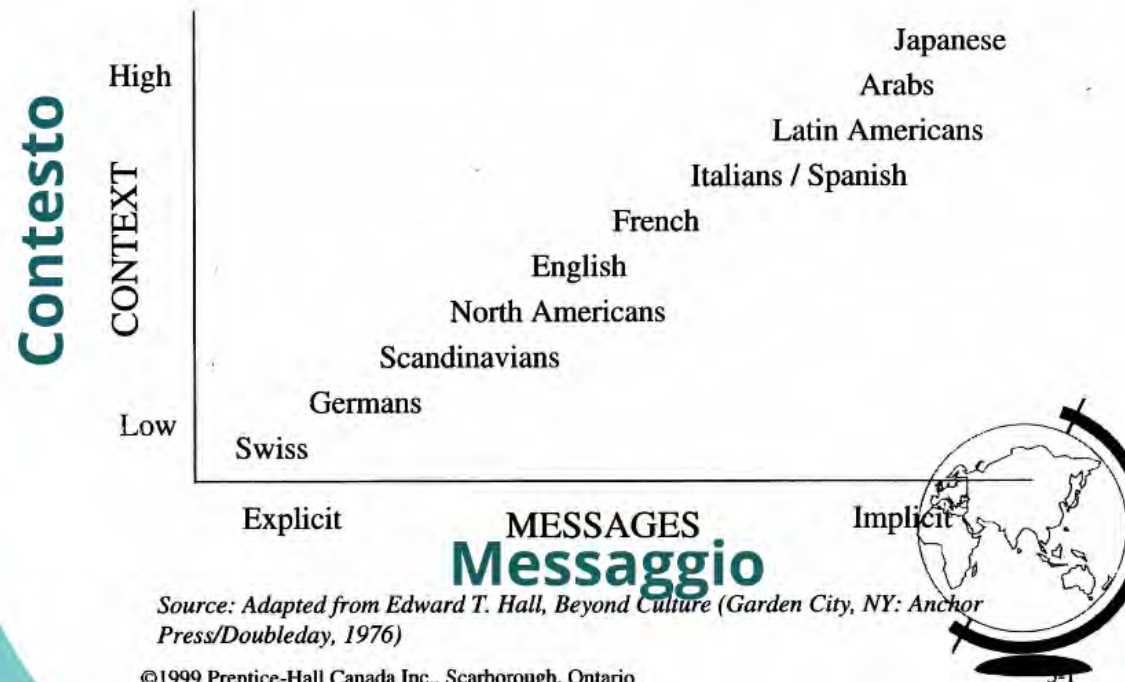


Levine, R.V. (1998). A Geography of Time: The Temporal Misadventures of a Social Psychologist, Basic Books/Perseus, pages 187-206 (chapter 9).



Youtube: "RSA ANIMATE: The Secret Powers of Time"

Comunicazione





LABORATORIO

Utilizzare uno dei template (modelli visivi) disponibili per descrivere in modo visivo un incidente culturale e le sue cause, facendo riferimento alle teorie esposte durante la presentazione

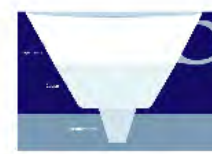
In gruppi di 4 persone

Ogni persona descrive a turno **1 incidente culturale su 1 modello visivo** e tutti i componenti del gruppo collaborano alla mappatura delle cause culturali dell'incidente

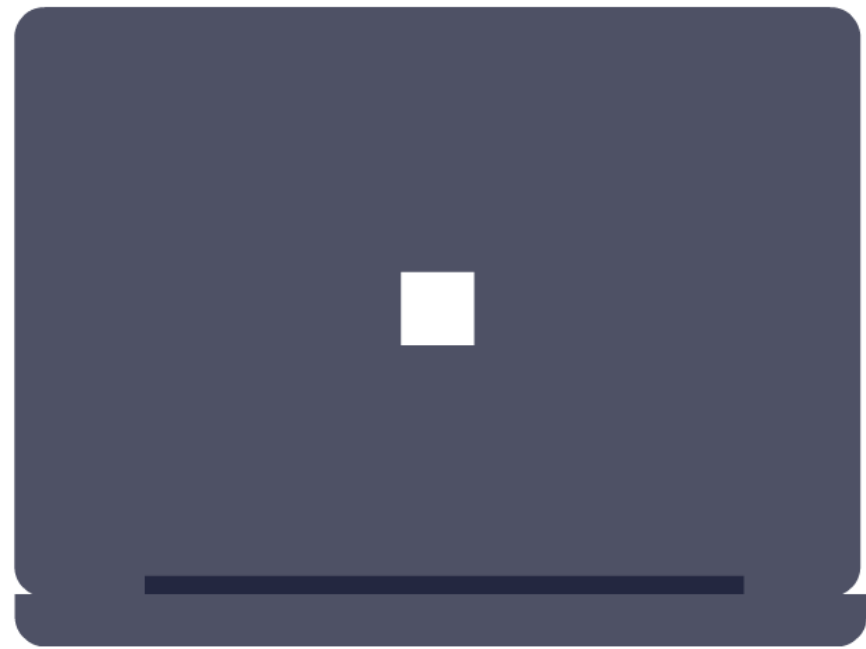
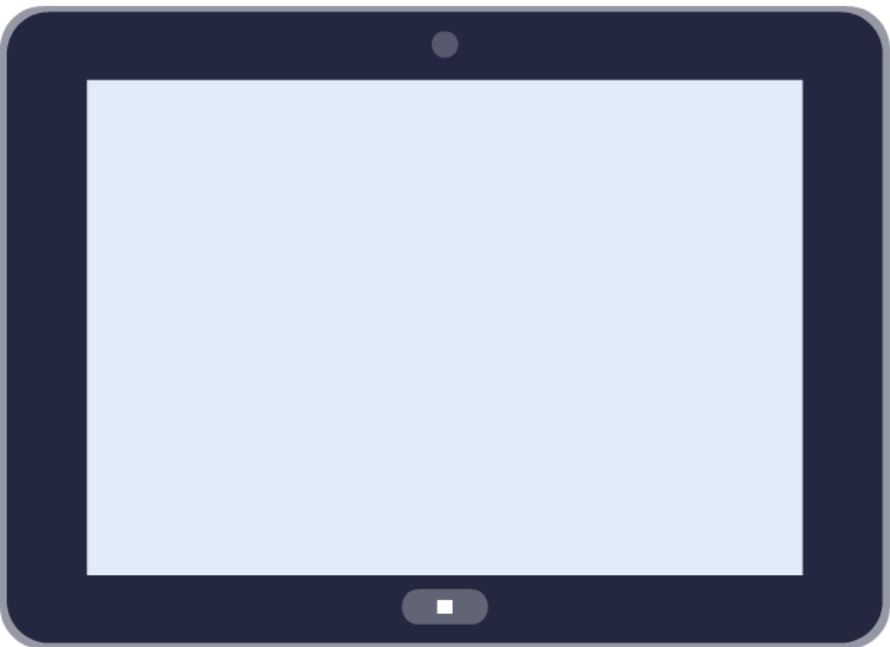
Il modello visivo serve per **SUPPORTARE LA DISCUSSIONE**, non per presentare.



Esempio



Domani



LABORATORIO

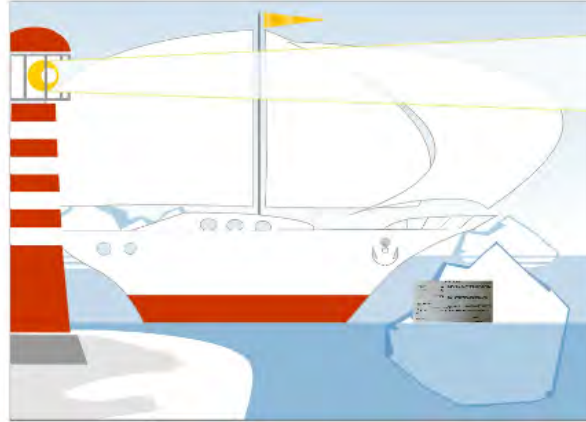
Utilizzare uno dei template (modelli visivi) disponibili per descrivere in modo visivo un incidente culturale e le sue cause, facendo riferimento alle teorie esposte durante la presentazione

In gruppi di 4 persone

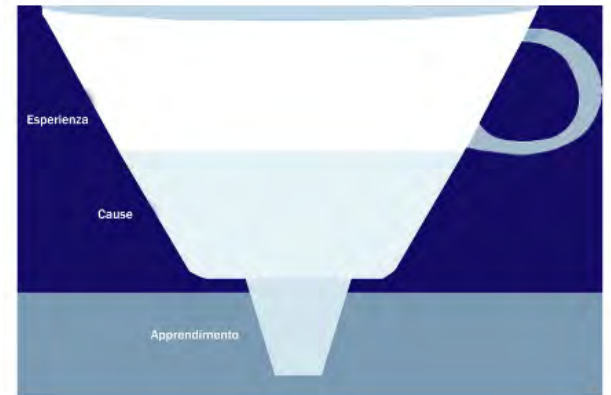
Ogni persona descrive a turno **1 incidente culturale su 1 modello visivo** e tutti i componenti del gruppo collaborano alla mappatura delle cause culturali dell'incidente

Il modello visivo serve per **SUPPORTARE LA DISCUSSIONE**, non per presentare.

DISCUSSIONE, non per presentare.

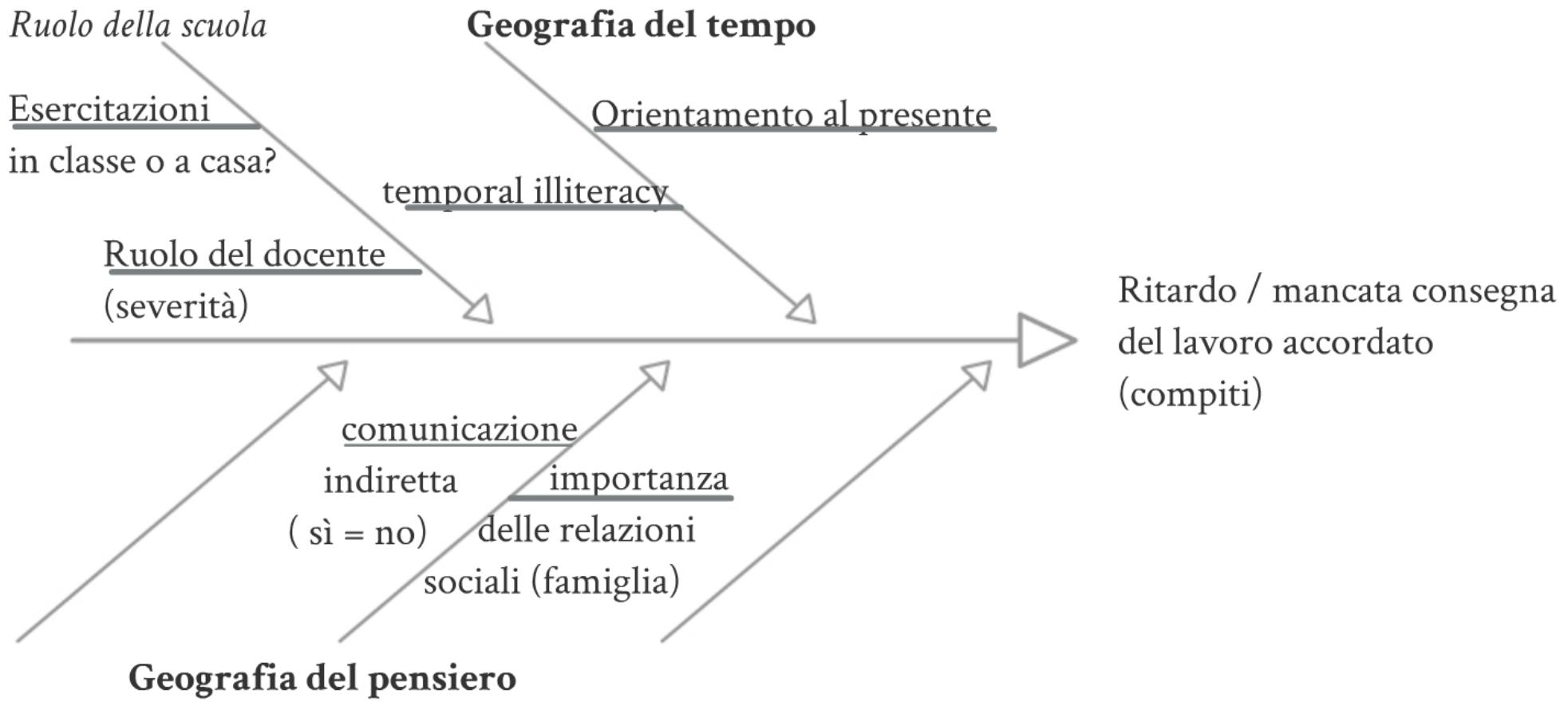


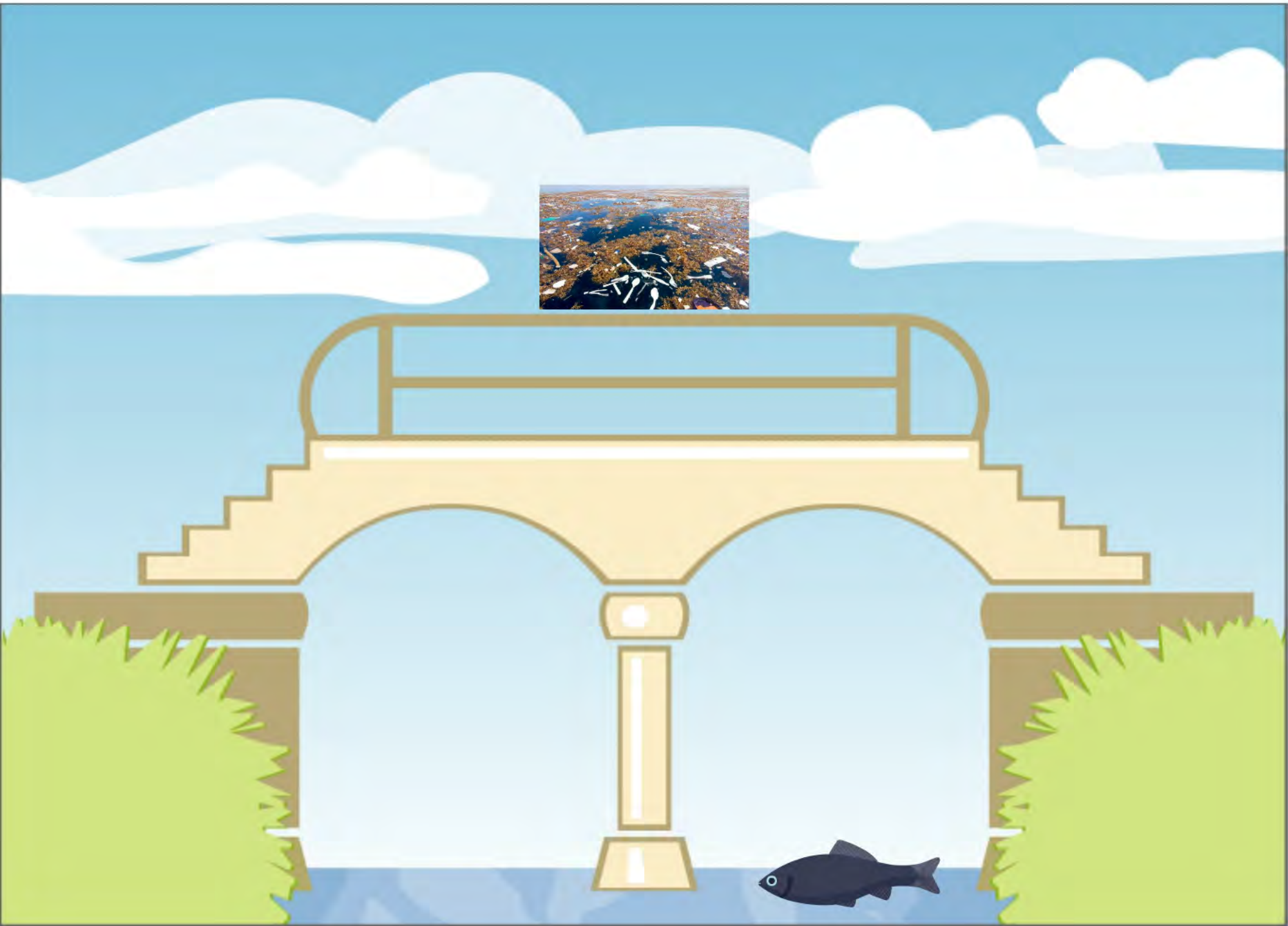
Esempio





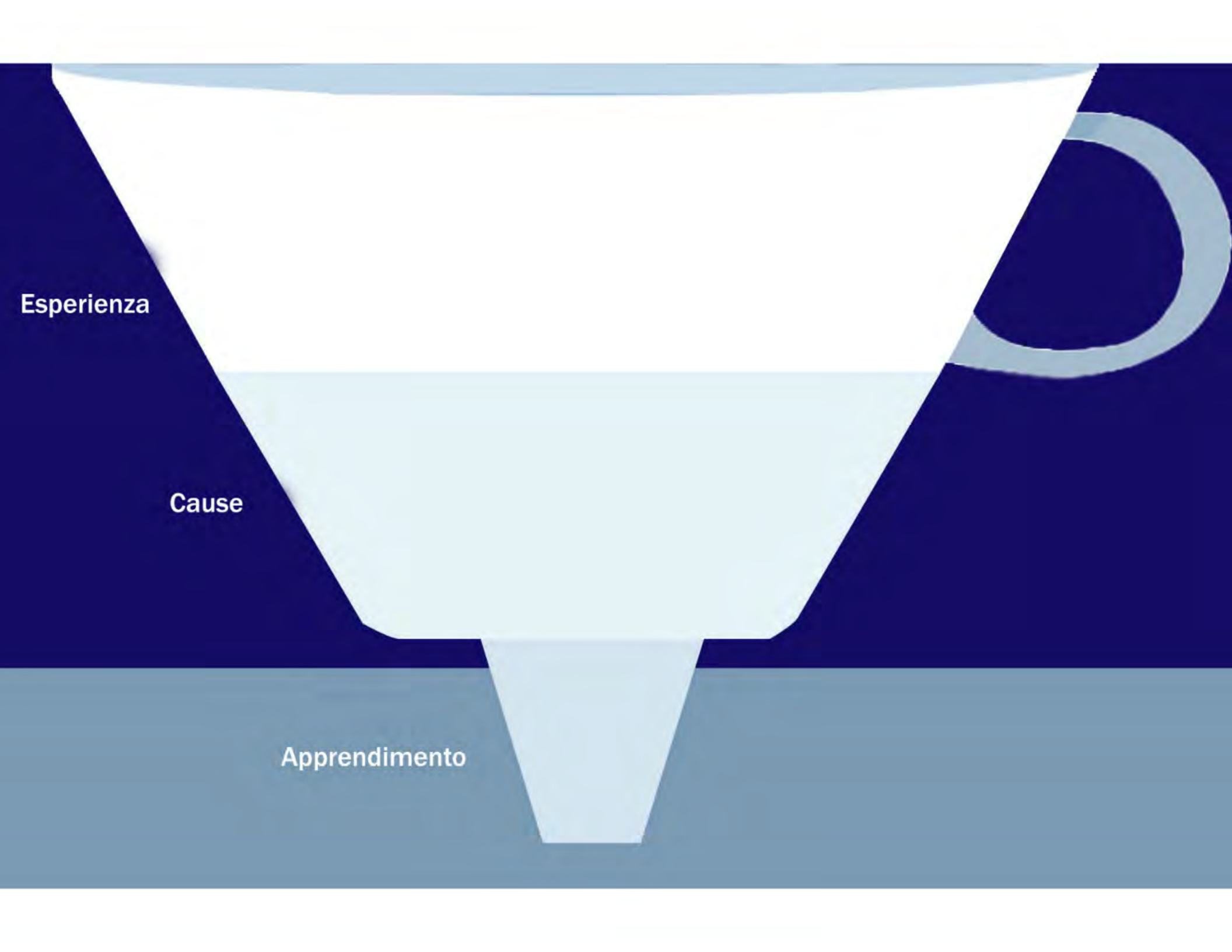
Esempio







- · - left road
- · · middle road
- - - right road



Esperienza

Cause

Apprendimento



1. Individuare i vantaggi dei mercati esteri

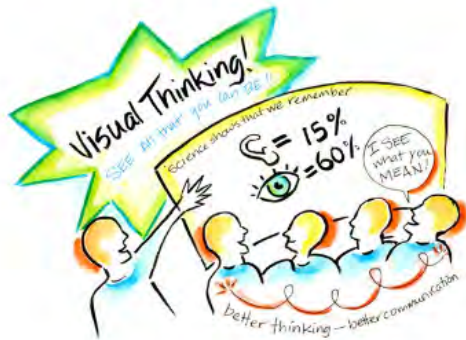
2. Conoscere, valutare e integrare con le immagini

3. Utilizzare le immagini in ambito interculturale: vantaggi, potenziali differenze e strumenti

4. Conoscere i vantaggi dei mercati esteri

DIFFERENZE CULTURALI
L'uso di immagini e strumenti per comunicare meglio

2.1 Vantaggi



The visual always dominates the verbal.

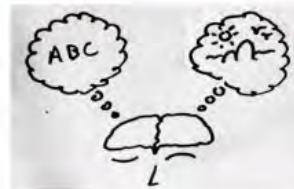
T1: Superiorità dell'immagine

(Sondaggio Stewart & Sutton, 1981)

The picture says six other things. The text of message contains words back to content with label—will this drawing say of words, think? (In addition to asking what the picture actually shows)



T2: Teoria del Doppio Codice



https://www.ted.com/talks/steve-jobs-speech-at_ted_2005

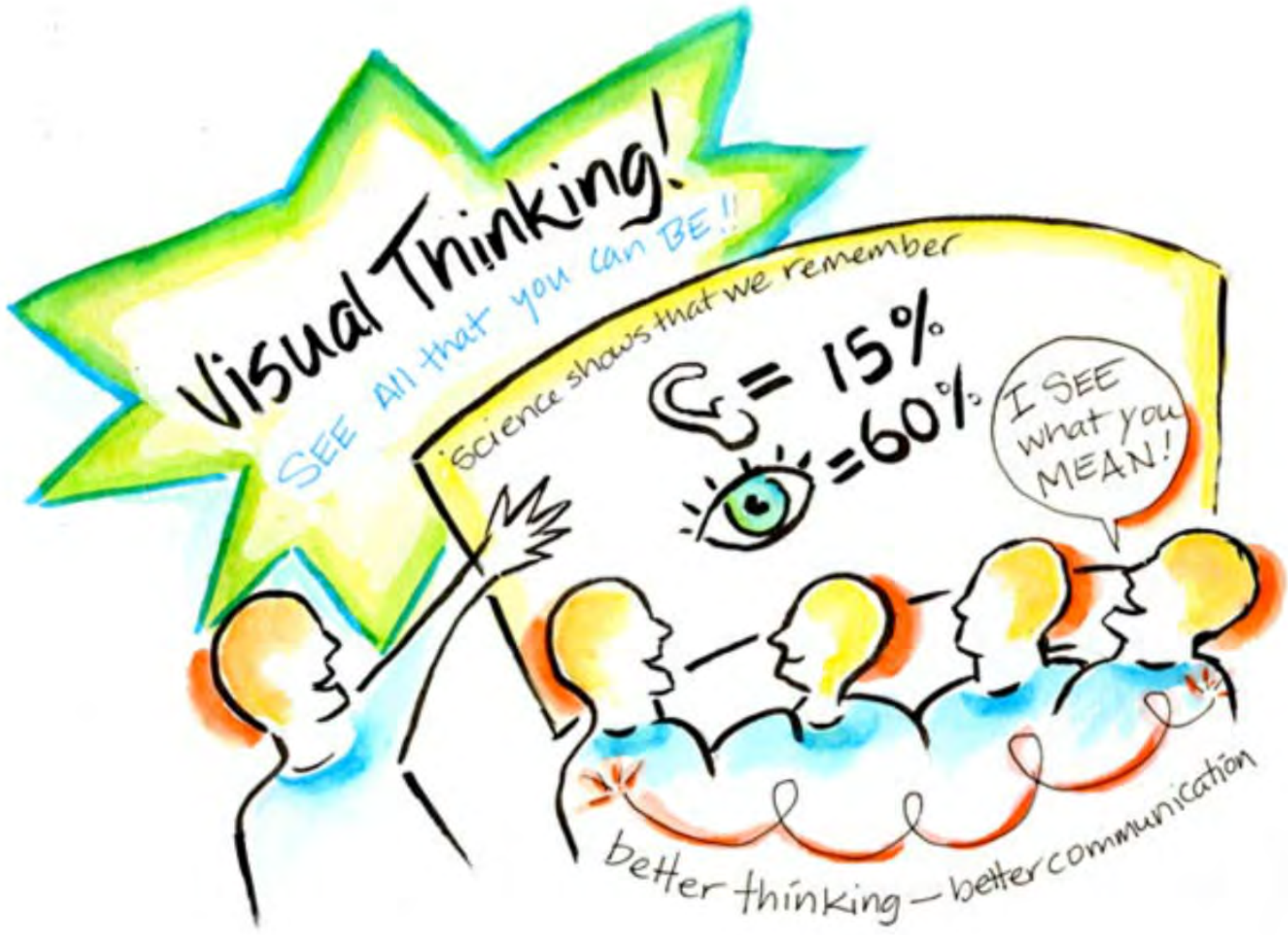
Le informazioni vengono processate attraverso due canali:

- verbale / testuale
- non-verbale (visuale e spaziale)

⇒ Utilizzando entrambi i canali insieme si aumenta l'attenzione, l'interesse e il ricordo (Paivio 1969)

T3: Ragionamento visuo-spaziale





Visual Thinking!

SEE All that you can BE!!

science shows that we remember

Ear = 15%
Eye = 60%

I SEE what you MEAN!

better thinking - better communication

Ugly woman.



T1: Superiorità dell'immagine

(Snodgrass Stewart & Stewart, 2001)

The Picture Superiority effect: “the use of images in cognitive tasks leads to systematically higher recall than the mere use of words, thanks to the additional encoding enabled by pictures and their distinctiveness”



T2: Teoria del Doppio Codice



https://www.ted.com/talks/richard_st_john_s_8_secrets_of_success

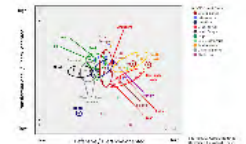
Le informazioni vengono processate attraverso due canali:

- verbale / testuale
- non-verbale (visuale e spaziale)

=> Utilizzando entrambi i canali insieme si aumenta l'attenzione, l'interesse e il ricordo (Paivio 1969)

oltre 10.000 citazioni scientifiche

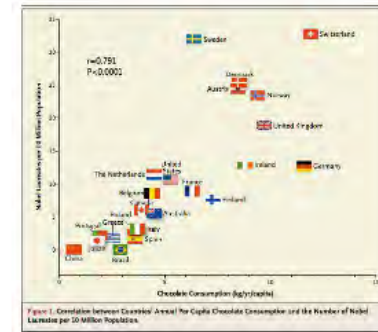
T3: Ragionamento visuo-spaziale



2.2 Rischi



Figure 2 Examples of relations (cropped) within the domain of traffic law for *patente a punti* (penalty points driver's license) showing the types of links 1, 2, 3, and 4



Manipolazione



Indeterminismo

Disegnare una casa





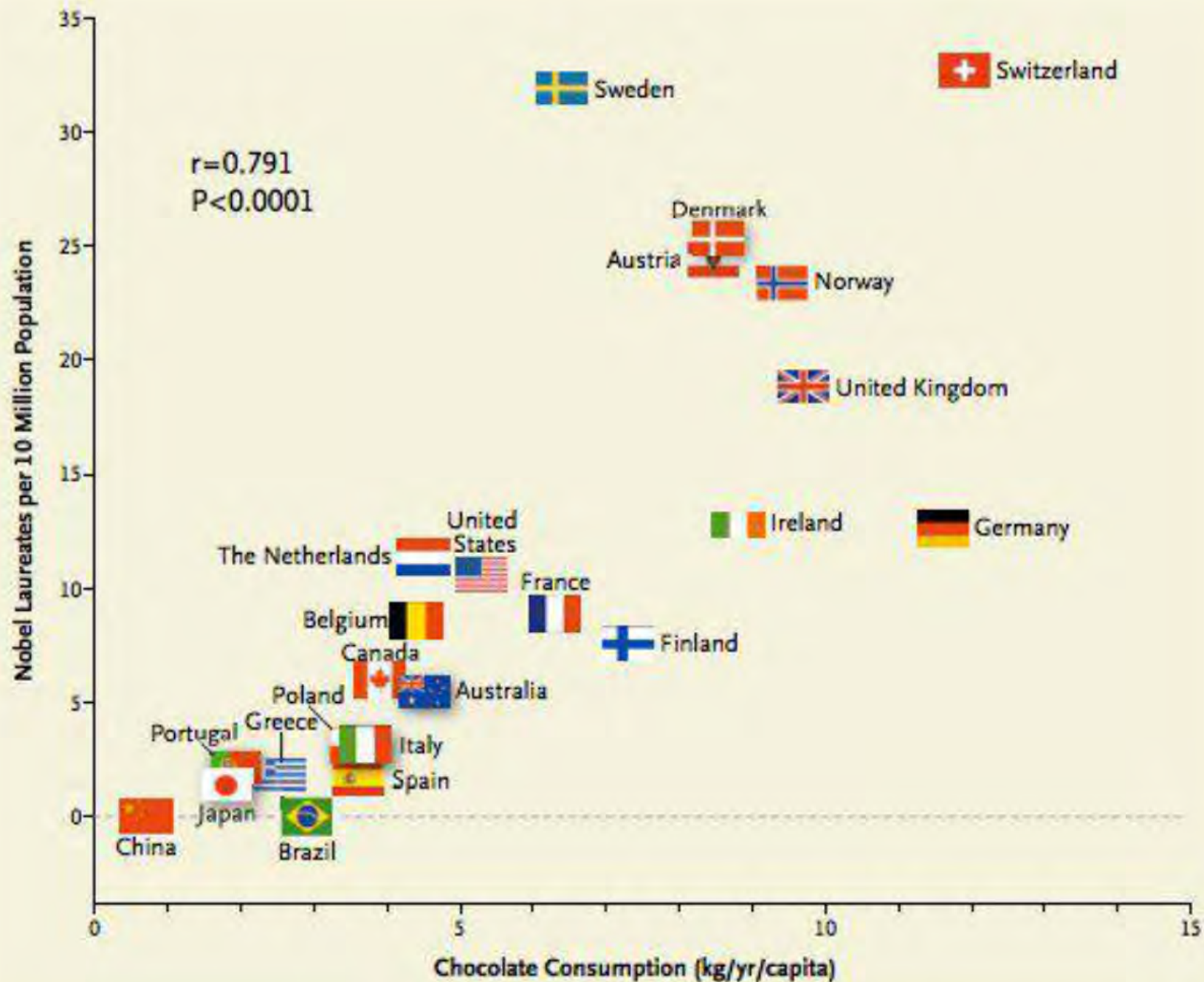
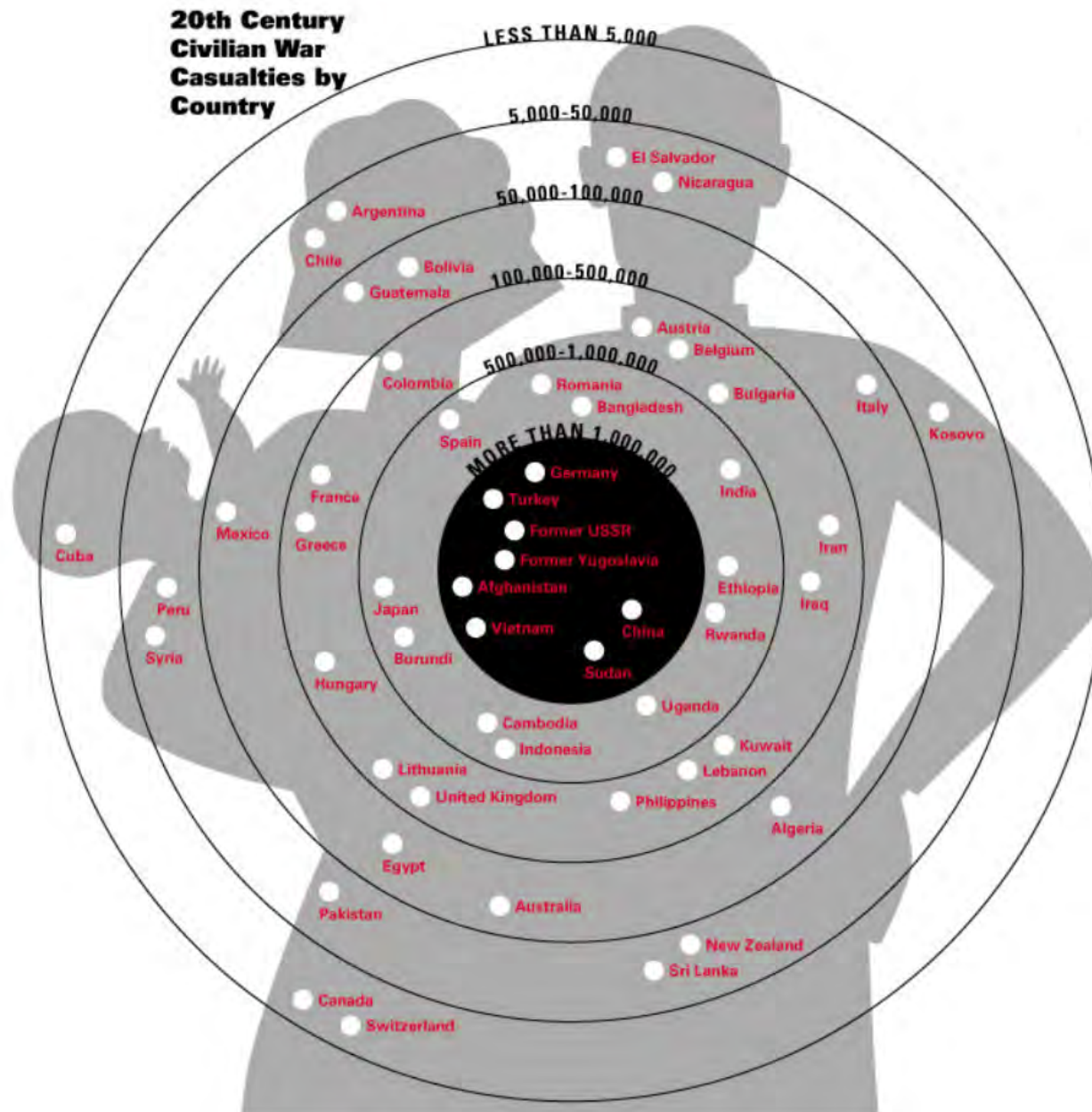


Figure 1. Correlation between Countries' Annual Per Capita Chocolate Consumption and the Number of Nobel Laureates per 10 Million Population.

Manipolazione



Iperdeterminismo

Disegnare una casa

2.3 Classificazione delle immagini

1. Realistiche

Fotografie



Film



Illustrazioni



2. Schizzi

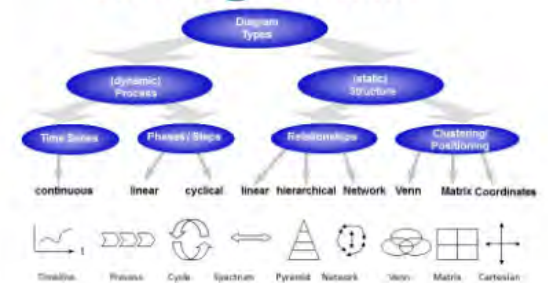


UBS Hand drawing library



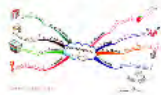
Rouni, Dan. 2008. The Back of the Napkin: Solving Problems and Selling Ideas with Pictures. Portfolio / Penguin Group (USA) Inc.

3. Diagrammi

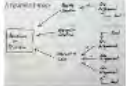


4. Mappe

Mappa mentale (Buzan)



Mappa degli argomenti



Mappa concettuale



5. Metafore visive



youtube.com/watch?v=ml10H0U3al4

6. Tangibili



Lego Serious Play for strategy development and corporate identity workshops



Horse Facilitated Learning - Horses herd as a metaphor for group work
https://www.youtube.com/watch?v=10H0U3al4

Adapted from: Eppler, M.J. & Burkhard, R., Visual Representations in Knowledge Management: framework and cases, Journal of Knowledge Management, 4(11), 112-122, 2007.

1. Realistiche

Fotografie



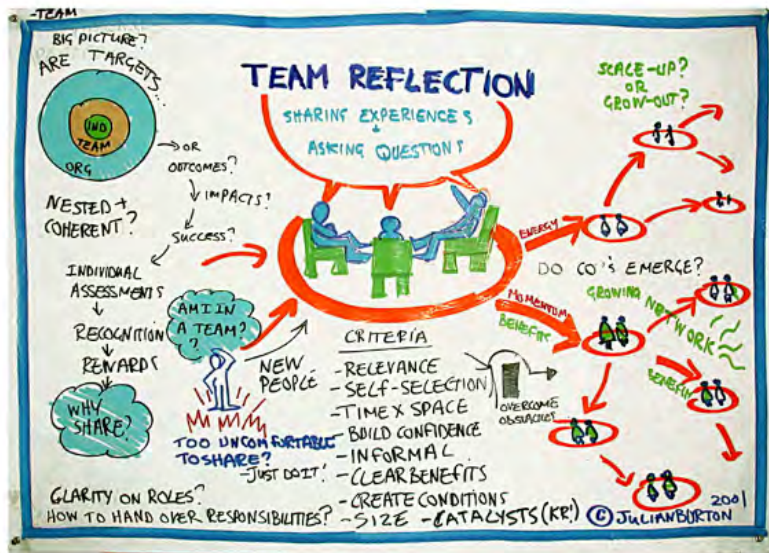
Film



Illustrazioni



2. Schizzi

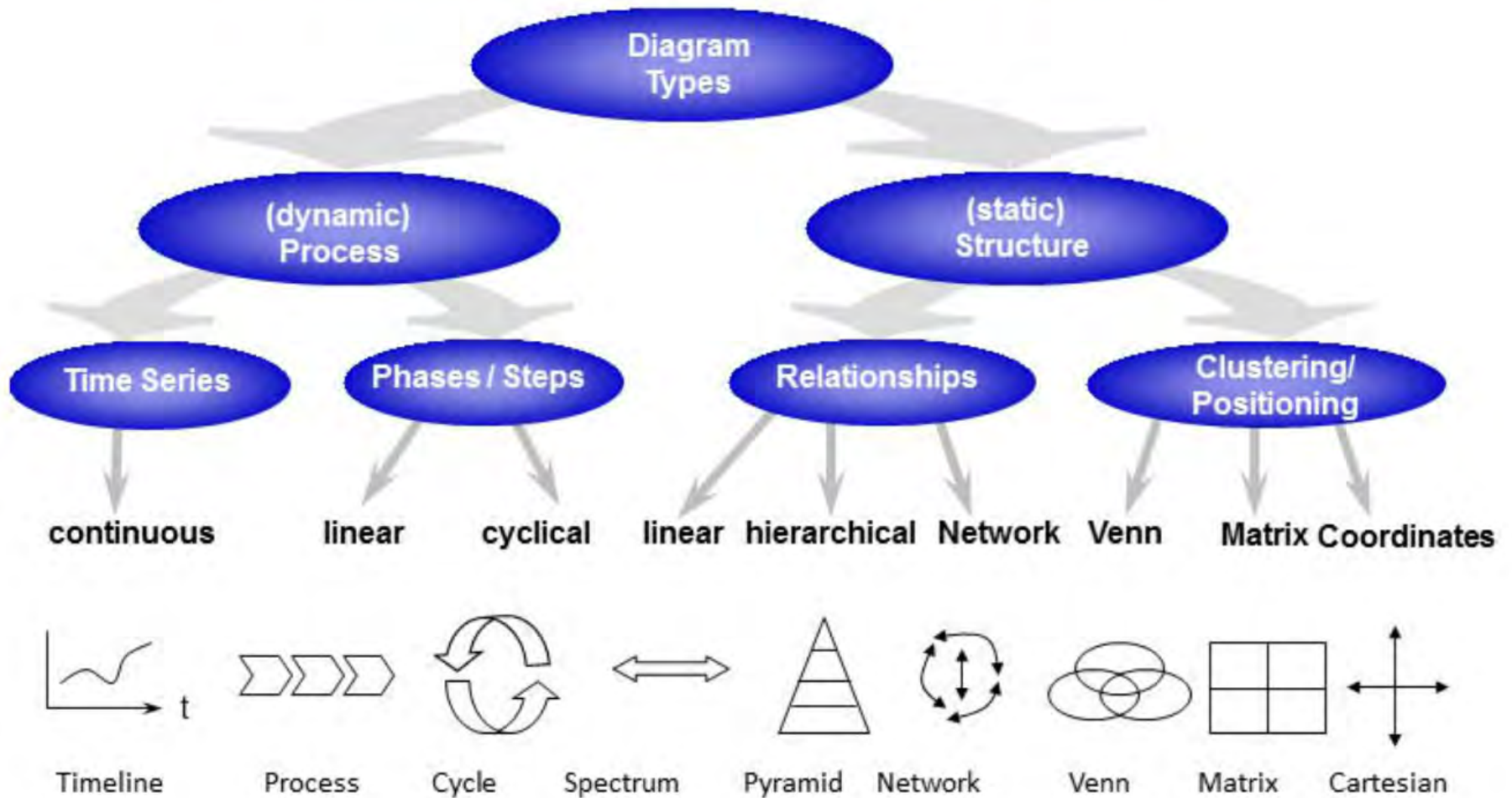


UBS Hand drawing library



Roam, Dan. 2008. The Back of the Napkin: Solving Problems and Selling Ideas with Pictures. Portfolio / Penguin Group (USA) Inc.

3. Diagrammi



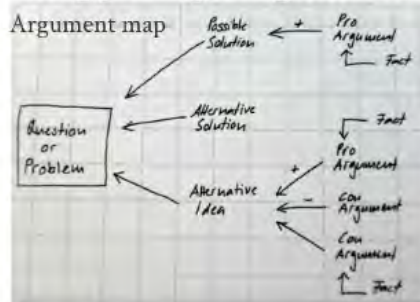
4. Mappe

Mappa mentale (Buzan)

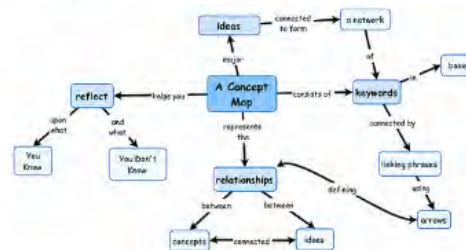


[youtube.com/watch?v=u5Y4pIsXTV0](https://www.youtube.com/watch?v=u5Y4pIsXTV0)

Mappa degli argomenti



Mappa concettuale



5. Metafore visive



Descrivere le differenze tra USA e Regno Unito



[youtube.com/watch?v=wsHIO8UXaLw](https://www.youtube.com/watch?v=wsHIO8UXaLw)

6. Tangibili



Lego Serious Play for strategy development and corporate identity workshops



Horse Facilitated Learning - Horses herd as a metaphor for group work
<https://sabinabresciani.com/2017/09/16/horse-facilitated-learning-for-enhancing-communication-and-leadership-skills/>

2.4 Strumenti



IconArchive communication Search

Browse ▾ Newest Popular SVG icons Random Categories ▾ Artists My F

Iconset Rating
★★★★★ 4.50 (40 votes)

Stats
Views: 202326
Posted: Dec 6, 2012

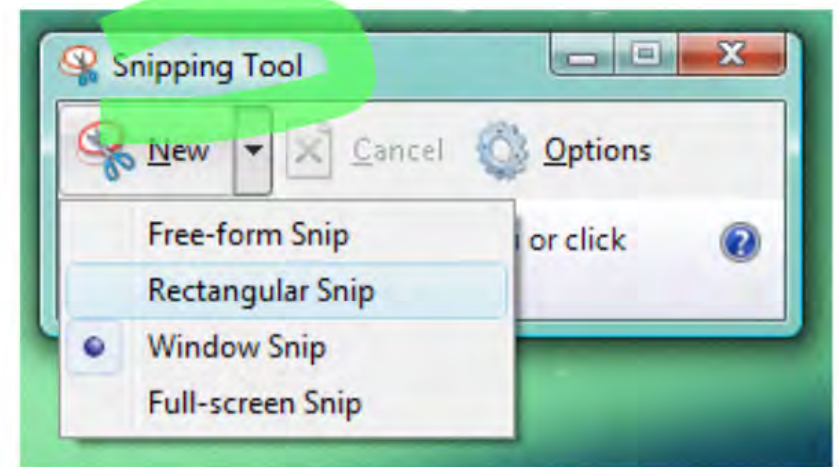
Categories
Application Icons

Download this Iconset
Size: 28.9 MB
Formats inside:
• (.ico)
• (.icns / icon files)
• (.png)

Iconset: Blue Bits Icons by Icojam (124 icons)

Artist: Icojam
Iconset Homepage: <http://www.icojam.com/blog/?p=253>
License: Public Domain
Commercial usage: Allowed
Readme file: readme.txt

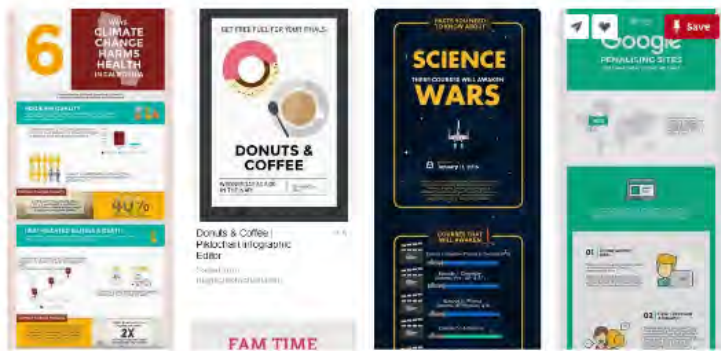
Catturare lo schermo



Software gratuito in Windows!

LABORATORIO

Piktochart



<https://piktochart.com/video-tutorials/>

Prezzo

Versione gratuita limitata

Versione EDU: 39.99 \$ all'anno

Pro 600 templates 4000 icone e immagini
Grafici integrati con questionari online
video-tutorial

Con Versione gratuita permette download in
bassa risoluzione

Canva

anche APP
(10m users)



Prezzo

Version gratuita potente!

Attezione: selezionare immagini gratuite!

Pros Strumento multi-funzione: poster,
inviti, infografici, menu, ecc)
8,000 templates
Immagini di diverse dimensioni
Filtri fotografici
*non specifico per infografici

Piktochart

6 WAYS CLIMATE CHANGE HARMS HEALTH IN CALIFORNIA

Climate change is wreaking havoc on our health. Here are 6 ways for a healthier planet tomorrow.

POOR AIR QUALITY

California suffers 10,000 early deaths each year due to air pollution - 7 times the number of deaths from motor vehicle crashes.

Climate Change Inequality

4 of the top 10 most polluted days in the U.S. are found in California's Central Valley - often with high levels of ozone and particulate matter.

40%

Heat-Related Illness & Death

California will average up to 50 million heat days per year by 2050 and up to 38 days per year by 2020.

The national average is 8 days.

Climate Change Inequality

More Americans in Los Angeles are having

2X

as many as 24 from a heat wave as other city residents.

GET FREE FUEL FOR YOUR FINALS

DONUTS & COFFEE

WEDNESDAY AT 8:30 IN THE NAR

Provided by RHC

Donuts & Coffee |
Piktochart Infographic
Editor

Saved from
magic.piktochart.com

FAM TIME

FACTS YOU NEED TO KNOW ABOUT

SCIENCE WARS

THESE COURSES WILL AWAKEN

Will open Jan. 11, 2016

COURSES THAT WILL AWAKEN

- Episode I: Integrated Physics & Chemistry (IPC)
- Episode II: Chemistry (General, Pre - AP & AP)
- Episode III: Physics (General, AP Physics I & II)
- Episode IV: Astronomy

Google PENALISING SITES FOR UNNATURAL OUTBOUND LINKS

90%

01 | Untrustworthy Sites

02 | Have I Received A Penalty?

<https://piktochart.com/video-tutorials/>

Prezzo

Versione gratuita limitata

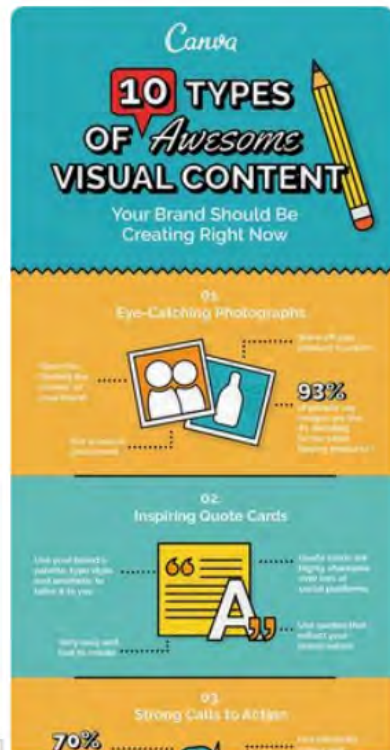
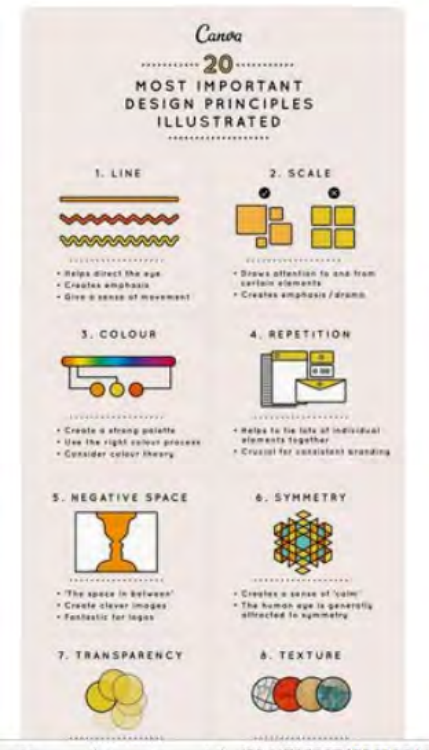
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8,000 templates

Immagini di diverse dimensioni

Filtri fotografici

*non specifico per infografici

Esempi

Promozione donazione latte umano

Attuale



Citizen Science

attività a supporto della ricerca scientifica a cui partecipano semplici cittadini



Principi di visualizzazione





MAKE HER SMILE!

ONE OUT OF TEN



That's almost 30'000 premature babies in Italy every year



25% OF BABIES WITH NEC DIE

Severely premature babies are at risk for Necrotizing Enterocolitis (NEC).

Necrotizing Enterocolitis (NEC):

- Damages intestinal tissue
- Causes distended abdomen, infection, low blood pressure and shock
- Threatens infants lifes



YOUR MILK, THEIR MEDICINE.



- Breast milk reduces:
- mortality by 75%
 - NEC cases by 77%

When Babies are born too early



One In Ten
babies is born premature

Preterm birth is the **most common cause of death** among infants. Many organs of the baby are still developing in the final weeks of pregnancy.



Mother Milk can help...

... premature babies



to grow



to become strong



to survive

However, **most mothers of premature babies do not have nutritious milk** yet. Still, Mother Milk helps the babies, even if it is not from their Mother.



The Marvel of another Mother helps

You can donate if...



You are a breastfeeding mother



Your Baby is not older than 12 months



You do not smoke



You have enough Milk for your own Baby

How it works...



The Mother has to visit the hospital for a screening



The hospital will pick up the milk at Home & bring the mother new bottles



The Mother can fill up the Milk at home and call the hospital



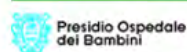
The Mother Milk will help the premature baby to grow

BANCA DEL LATTA UMANO DONATO
TERAPIA INTENSIVA NEONATALE

Ospedale dei Bambini - ASST
Spedali Civili di Brescia

+3393002370
030-3892894

bancaiatte@asstspedalicivili.it



Sistema Socio Sanitario
Regione Lombardia
ASST Spedali Civili



in collaborazione con
ESM AMBROSIO
BTL
Indomestic
Dinamica

CITIZEN SCIENCE

IN THE CONTEXT OF HEALTH CARE

What is it?

SCIENCE BEFORE



Knowledge was created in labs

SCIENCE NOW



Knowledge can be generated cooperatively

SCIENTISTS BEFORE



Science was developed by elites

SCIENTISTS NOW



Anyone can contribute to improving Science

INCREASED RESEARCH CAPACITY



Shared workload



Mass data collection

BETTER KNOWLEDGE



Local, social knowledge



Insights and increased knowledge



Acceptance and trust building



Access to broader network and influence

Why Citizen Science?

IMPORTANCE FOR HEALTHCARE



Personalized medicine



Preventive medicine replaces diseases treatment



Share meaningful health data

Why should I get Involved?

GET INVOLVED!



Your data can drive innovation and save lives!

<http://www.patientslikeme.com>

Principi di visualizz

The Theories of Visualization

9 WAYS TO IMPROVE YOUR VISUALIZATION

01 | REMEMBER THE BENEFITS

C Coordination
A Attention
R Recall
M Motivation
E Elaboration
N New Insights



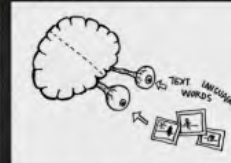
02 | PICTURE SUPERIORITY

"VISUAL always dominates VERBAL."



TIP: Use pictures for intercultural communication and to awake emotions!

03 | DUAL CODING THEORY



TIP: Use both channels to increase recall!

04 | APPLY GESTALT LAWS



05 | MATCH COLOR SCHEMES



06 | 50 SHADES OF ONE COLOR



TIP: Never use RED and GREEN to differentiate information (color blindness).

07 | USE YOUR GRID

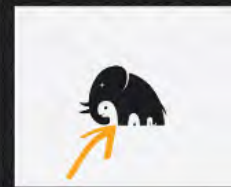


08 | CHOOSE FITTING FONTS

Serif
SANS-SERIF

TIP: Use serif for text and sans-serif for advertising, headlines, presentations and on-screen!

09 | NEG. SPACE IS POSITIVE



3. Utilizzare le immagini in ambito interculturale: vantaggi, potenziali differenze e strumenti

Le immagini sono una lingua universale?

Sì

1. Le immagini a supporto della comunicazione interculturale



NO

2.2 Differenze tra le culture



Reference: Bresciani, S. (2013), Organizational Communication with Visual Mapping: Comparing East and West. In D. Ingenhoff (Ed.), Internationale PR-Forschung. Konstanz: UVK Verlag.



LABORATORIO

Creare uno o più modelli visivi ("templates"), oppure infografiche o video per il proprio ambito d'insegnamento, adatti ad un pubblico multiculturale



Le immagini sono una lingua universale?

1. Le immagini a supporto della comunicazione interculturale

1. Superare le barriere linguistiche



2. Controllo incrociato



3. Far emergere incomprensioni



4. Vedere la Big Picture e le relazioni tra concetti



Esempio: modelli mentali, concezione del tempo



5. Prevenire il conflitto!



Spostare l'attenzione dalla persona all'idea!

* Particolarmente utile in culture con grande "distanza di potere" (Hofstede, 1984)

1. Superare le barriere linguistiche



2. Controllo incrociato

10 TIPS PARA USAR MENOS PLÁSTICO

Cada año se producen 100 millones de toneladas de este material proveniente del petróleo.



TIP 1
Pide en restaurantes vasos de vidrio



TIP 2
Usa termos, no compres botellas de agua



TIP 3
Carga siempre cubiertos de metal, para evitar consumir desechables



TIP 4
Evita comprar juguetes plásticos de poca durabilidad



TIP 5
Si usas desechables en reuniones, que sean biodegradables



TIP 6
Guarda los envases de vidrio después de usarlos y utilízalos para almacenar comida



TIP 7
Guarda siempre bolsas de tela en tu carro/mochila para evitar consumir bolsas de plástico



TIP 8
Recicla tus aparatos electrónicos y evita caer en el vicio de comprar "lo nuevo" si no lo necesitas



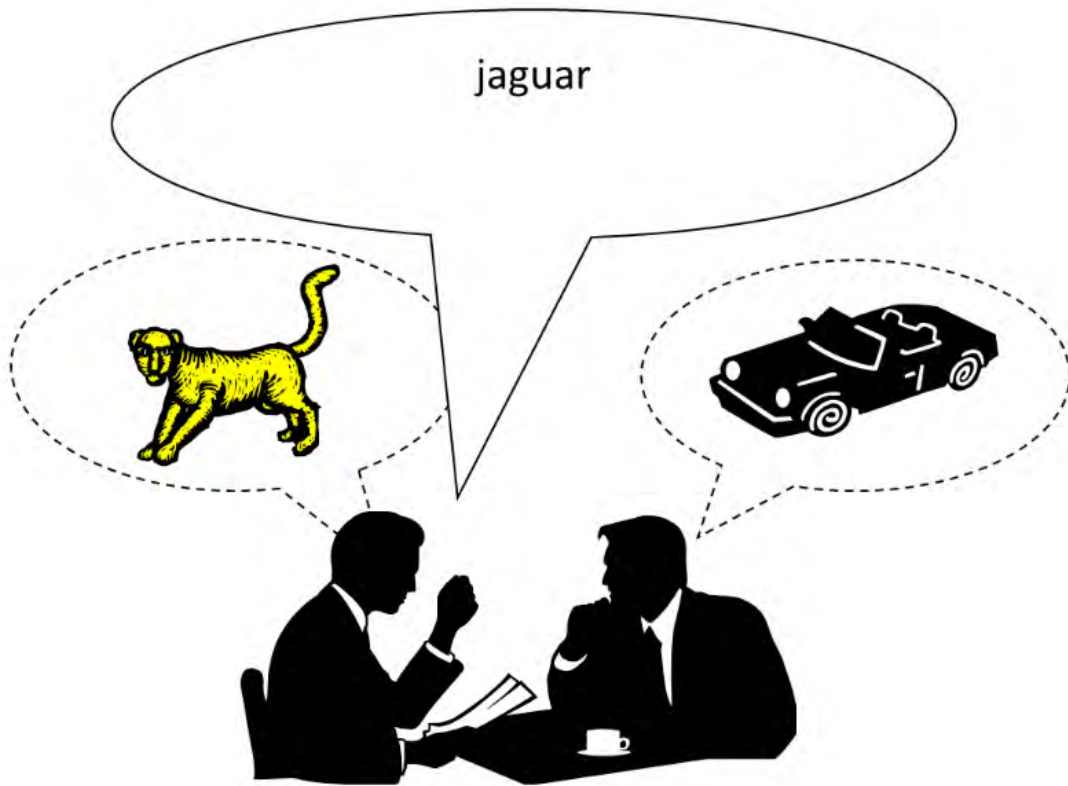
TIP 9
Realiza composta en casa, para disminuir el uso de bolsas de basura



TIP 10
Procura comprar productos en vidrio, no en plástico

Fuente: Thepurebar.com

3. Far emergere incomprensioni



Ilama

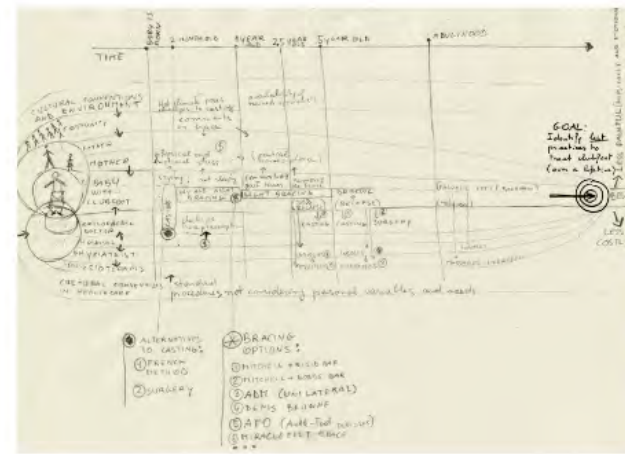


4. Vedere la Big Picture

e le relazioni tra concetti



Esempio: modelli mentali,
concezione del tempo



5. Prevenire il conflitto!



**Spostare
l'attenzione
dalla
persona
all'idea!**

* Particolarmente utile in culture con grande "distanza di potere" (Hofstede, 1984)

2.2 Differenze tra le culture

1. Colore   

2. Direzione  

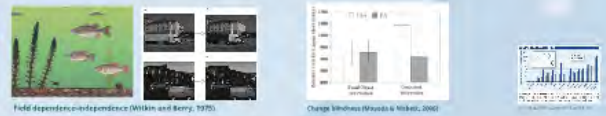
3. Icone and simboli   

4. Humor  

5. Metafore visive  

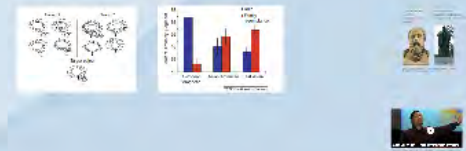
6. Focus dell'attenzione

(Richard Nisbett "The Geography of Thought")



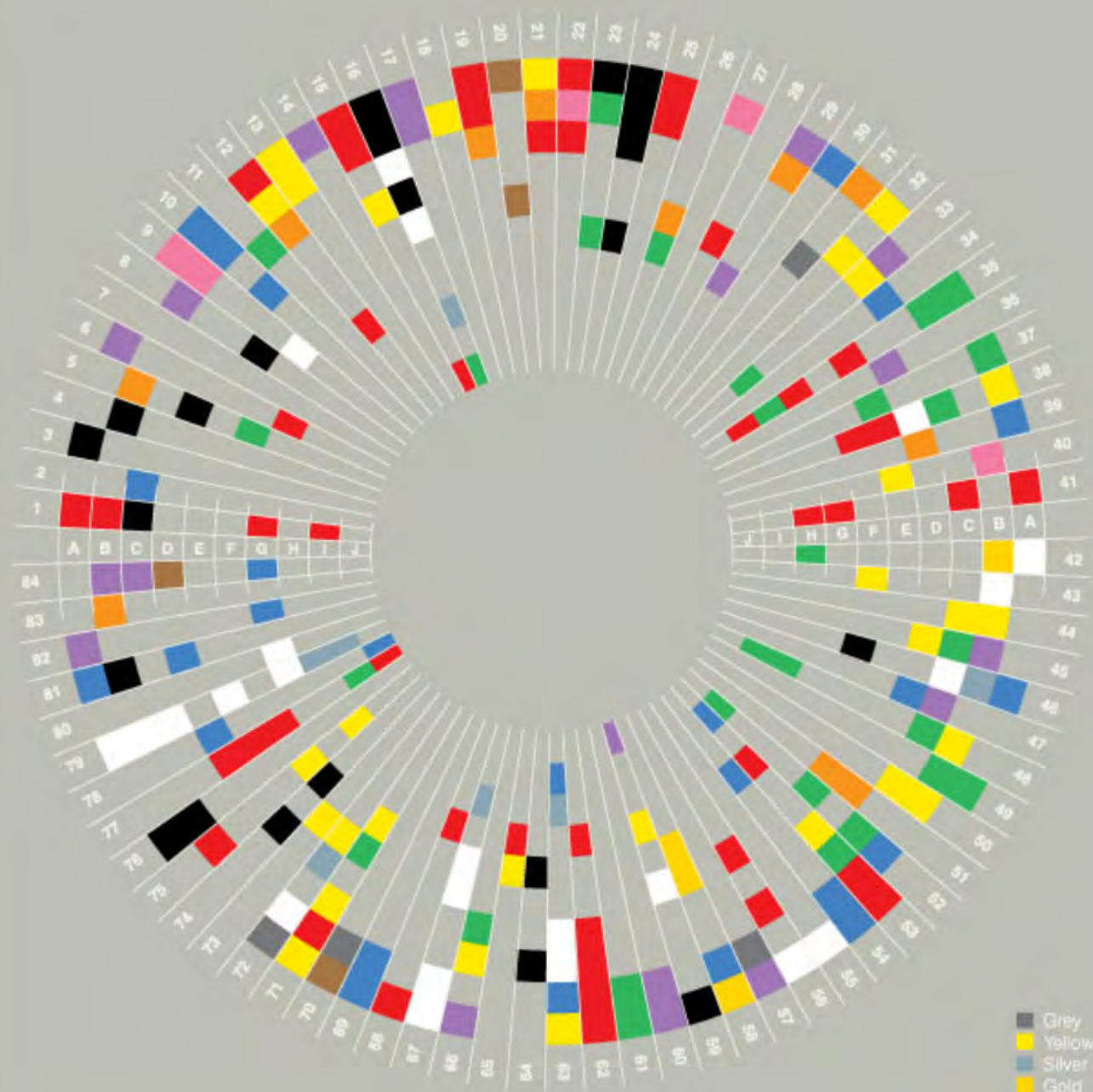
7. Natura del pensiero

(Richard Nisbett "The Geography of Thought")



1. Colore

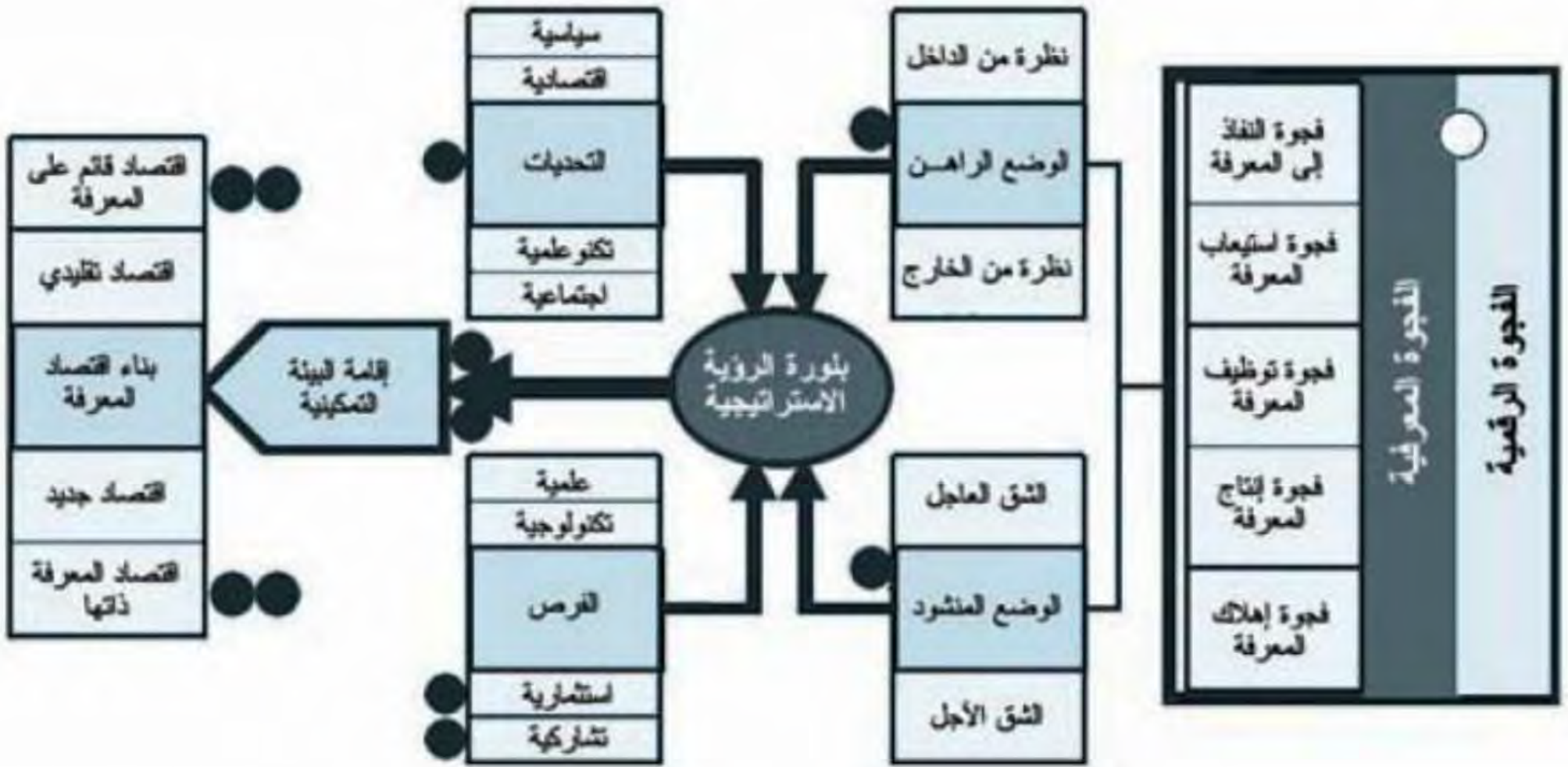
Colours In Culture



- A Western / American
- B Japanese
- C Hindu
- D Native American
- E Chinese
- F Asian
- G Eastern European
- H Muslim
- I African
- J South American

- 1 Anger
- 2 Art / Creativity
- 3 Authority
- 4 Bad Luck
- 5 Balance
- 6 Beauty
- 7 Calm
- 8 Celebration
- 9 Children
- 10 Cold
- 11 Compassion
- 12 Courage
- 13 Cowardice
- 14 Cruelty
- 15 Danger
- 16 Death
- 17 Decadence
- 18 Deceit
- 19 Desire
- 20 Earthy
- 21 Energy
- 22 Erotic
- 23 Eternity
- 24 Evil
- 25 Excitement
- 26 Family
- 27 Femininity
- 28 Fertility
- 29 Flamboyance
- 30 Freedom
- 31 Friendly
- 32 Fun
- 33 God
- 34 Gods
- 35 Good Luck
- 36 Gratitude
- 37 Growth
- 38 Happiness
- 39 Healing
- 40 Healthy
- 41 Heat
- 42 Heaven
- 43 Holiness
- 44 Illness
- 45 Insight
- 46 Intelligence
- 47 Intuition
- 48 Religion
- 49 Jealousy
- 50 Joy
- 51 Learning
- 52 Life
- 53 Love
- 54 Loyalty
- 55 Luxury
- 56 Marriage
- 57 Modesty
- 58 Money
- 59 Mourning
- 60 Mystery
- 61 Nature
- 62 Passion
- 63 Peace
- 64 Penance
- 65 Power
- 66 Personal power
- 67 Purity
- 68 Radicalism
- 69 Rational
- 70 Reliable
- 71 Repels Evil
- 72 Respect
- 73 Royalty
- 74 Self-cultivation
- 75 Strength
- 76 Style
- 77 Success
- 78 Trouble
- 79 Truce
- 80 Trust
- 81 Unhappiness
- 82 Virtue
- 83 Warmth
- 84 Wisdom

2. Direzione



ويتضمن الإطار العام لبلورة الرؤية الاستراتيجية الخطوات المنهجية التالية:



1

أَسَلَّمَ فَرَضَ الْعَطْفُ أَرْبَعَ رَكَعَاتٍ أَدَاءَ الْفَرِيضَةِ



2

Allah Maha Besar
اللَّهُ أَكْبَرُ

Sallallahu alai wa aalihi wasalam wa barakatu wa salamun



3

LACA DUA BAYAN KEBERHAJIAN DIRIACA
AL FARDHUN DIRIACA SUKU DIRIACA
DIRIACA SURAH SURAH FARDHUN

اللَّهُ أَكْبَرُ كَثِيرًا وَأَلْحَمْدُ لِلَّهِ كَثِيرًا وَسُبْحَانَ اللَّهِ
تُخْرَةً وَأَمْسِيًا. وَحَمْدُ وَحُسْنُ تَسْبِيحِ مَطَرِ
السَّمَاوَاتِ وَالْأَرْضِ حَيْثَمَا شِئْنَا وَمَا أَسْمَانِ
الْمَشْرِقِينَ. إِنَّ صَلَاتِي وَنُسُكِي وَمَحْيَايَ
وَمَمَاتِي لِلَّهِ رَبِّ الْعَالَمِينَ. لَا شَرِيكَ لَهُ وَبِذَلِكَ
كُتِبَ الْكِتَابُ وَإِنِّي مِنَ الْمُسْلِمِينَ.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ الرَّحْمَنِ الرَّحِيمِ
مَالِكِ يَوْمِ الدِّينِ. إِيَّاكَ نَعْبُدُ وَإِيَّاكَ نَسْتَعِينُ
اغْدَا الْعَرَضُ الْمُسْتَجِيبُ حِرَاطُ قَدِيمِ الْعَمَلِ
عَلَيْهِمْ. لَمْ يَنْفَعْنِي قَوْلُهُمْ وَلَا الْعَالَمِينَ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
إِنَّا أَعْتَدْنَاكَ الْكُتُبَ. فَعَسَى أَنْ يَكُونَ مِنَ
شَايِعِكَ هُوَ الْآخِرُ.



4

اللَّهُ أَكْبَرُ
سُبْحَانَ رَبِّيَ الْعَظِيمِ وَبِحَمْدِهِ

Mulau wal kalamaku yang maha agung
dan maha indah keagunganNya.



5

سَمِعَ اللَّهُ لِمَنْ حَمِدَهُ
رَبَّنَا لَكَ الْحَمْدُ

Allah mendengar siapa yang
yang memujanya



7

رَبِّ أَفْقَرٍ لِي وَأَرْحَمِي وَأَجْرِي وَرَقِي وَرَقِي
وَأَعْيُنِي وَأَعْيُنِي وَأَعْيُنِي



Sabaraku yangmu aku, sabaraku aku,
sabaraku aku, sabaraku aku, sabaraku aku,
sabaraku aku, sabaraku aku, sabaraku aku,
sabaraku aku dan sabaraku aku.



8

سُبْحَانَ رَبِّيَ الْأَعْلَى وَبِحَمْدِهِ

Mulau wal kalamaku yang maha agung
dengan sifat keagunganNya



6

سُبْحَانَ رَبِّيَ الْأَعْلَى وَبِحَمْدِهِ

Mulau wal kalamaku yang maha agung
dengan sifat keagunganNya



10

الْسَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ



9

الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ الرَّحْمَنِ الرَّحِيمِ
مَالِكِ يَوْمِ الدِّينِ. إِيَّاكَ نَعْبُدُ وَإِيَّاكَ نَسْتَعِينُ
اغْدَا الْعَرَضُ الْمُسْتَجِيبُ حِرَاطُ قَدِيمِ الْعَمَلِ
عَلَيْهِمْ. لَمْ يَنْفَعْنِي قَوْلُهُمْ وَلَا الْعَالَمِينَ

الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ الرَّحْمَنِ الرَّحِيمِ
مَالِكِ يَوْمِ الدِّينِ. إِيَّاكَ نَعْبُدُ وَإِيَّاكَ نَسْتَعِينُ
اغْدَا الْعَرَضُ الْمُسْتَجِيبُ حِرَاطُ قَدِيمِ الْعَمَلِ
عَلَيْهِمْ. لَمْ يَنْفَعْنِي قَوْلُهُمْ وَلَا الْعَالَمِينَ



Toyota advertising in China

Prado, you cannot but respect it
霸道, 你不得不尊敬

LAND CRUISER PRADO 霸道 GX
全新上市

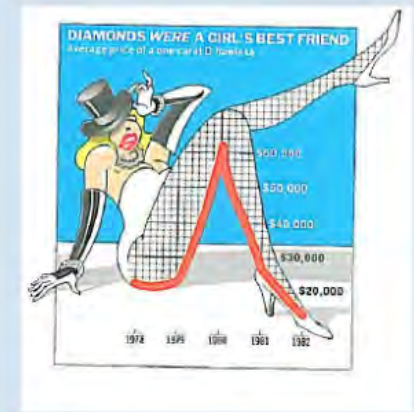
4.0L GX 48.8万

4.0L GX	48.8万
4.0L GX	48.8万
4.0L GX	48.8万

TOYOTA

The advertisement features a white Toyota Prado SUV parked in front of a large stone lion statue. The lion statue is circled in green. The background shows a modern city skyline. The text is in both English and Chinese. The bottom section contains technical specifications and the Toyota logo.

4. Humor



UNHATE

FABRIZIA



https://i-d.vice.com/en_us/article/mbek5n/how-photographer-oliviero-toscani-and-benetton-changed-advertising

© Original Artist

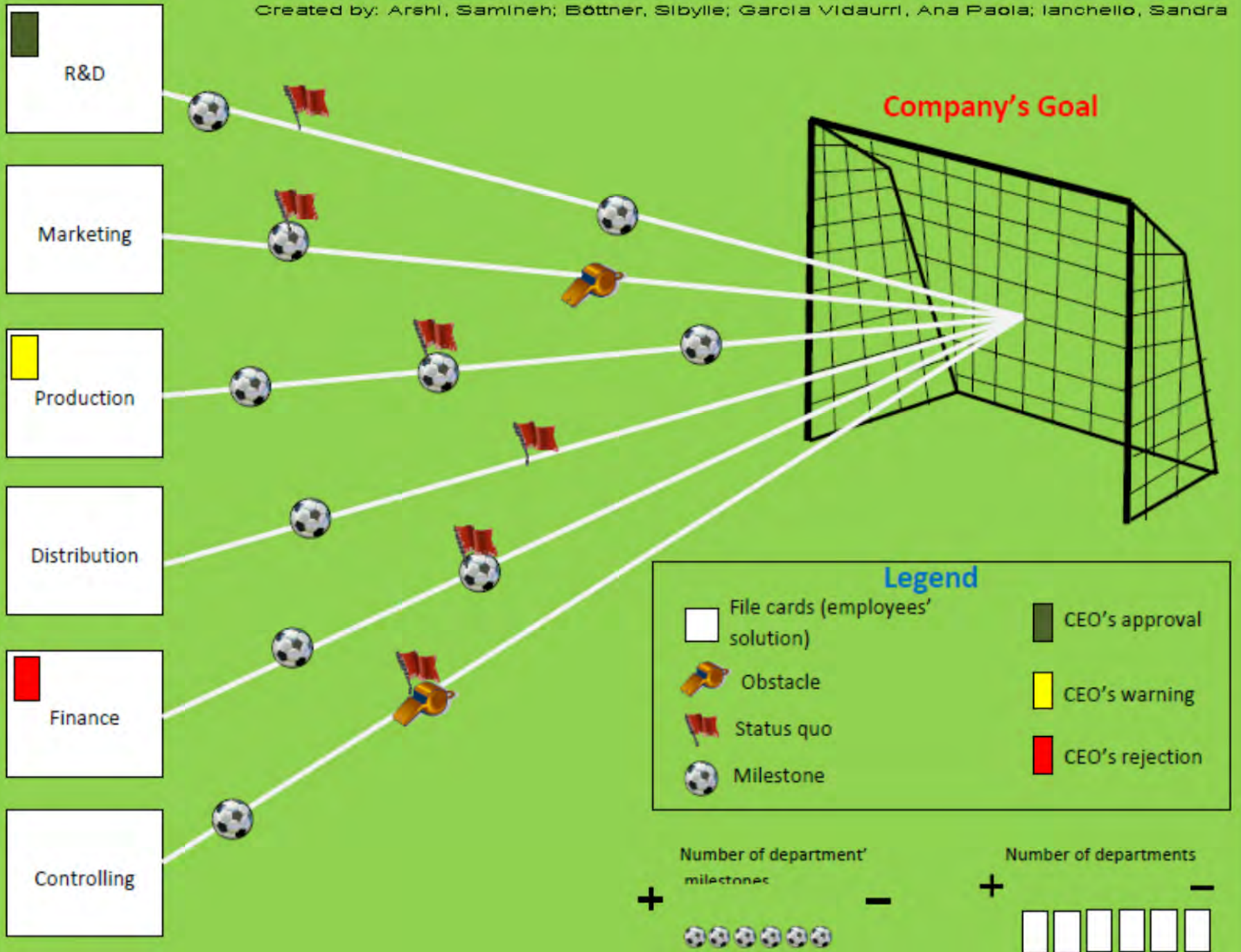
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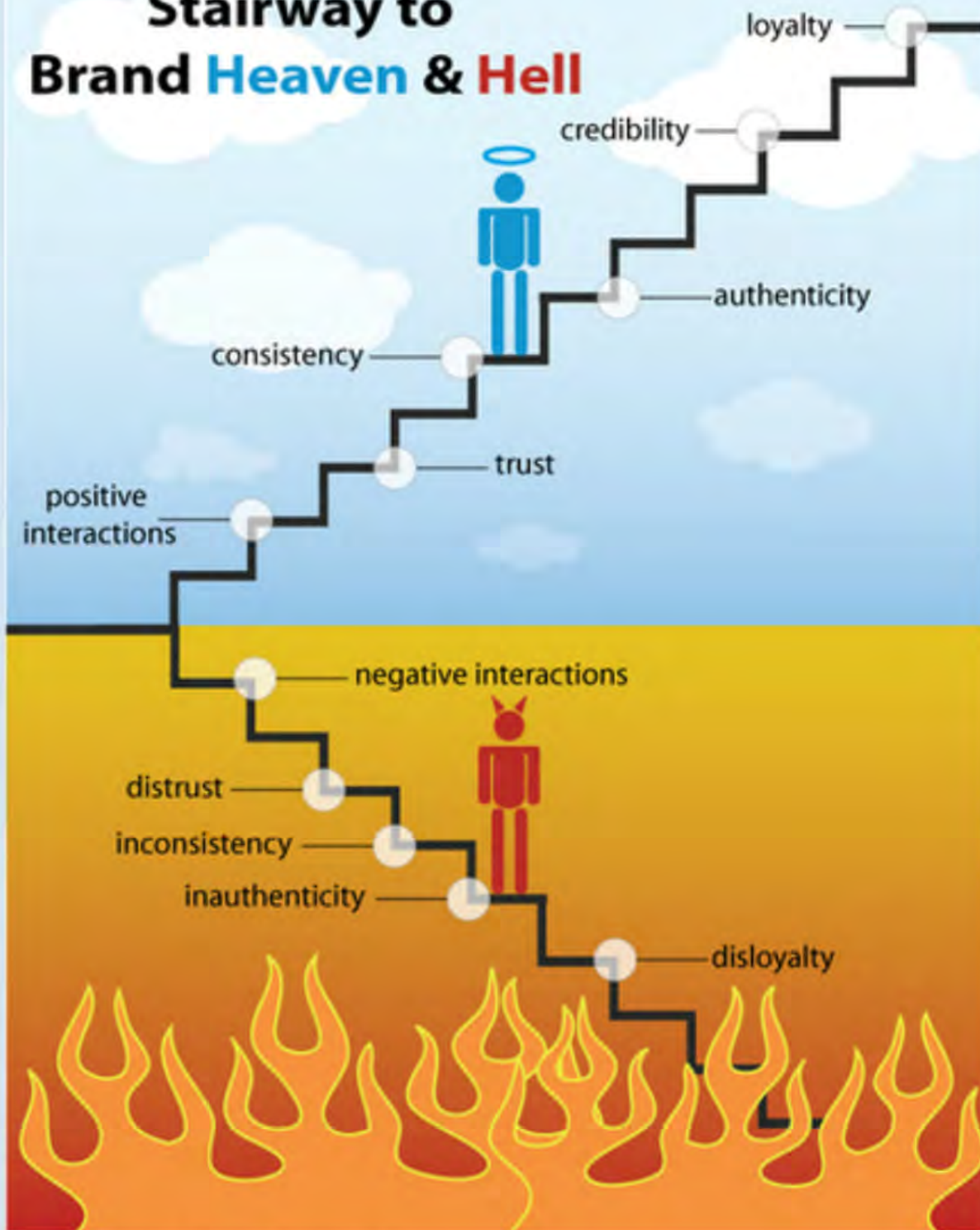


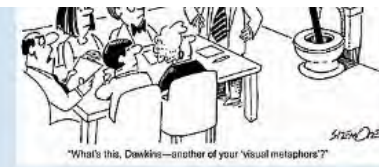
SIZEMORE

"What's this, Dawkins—another of your 'visual metaphors'?"



Stairway to Brand **Heaven** & **Hell**





5. Metafore visive

6. Focus dell'attenzione

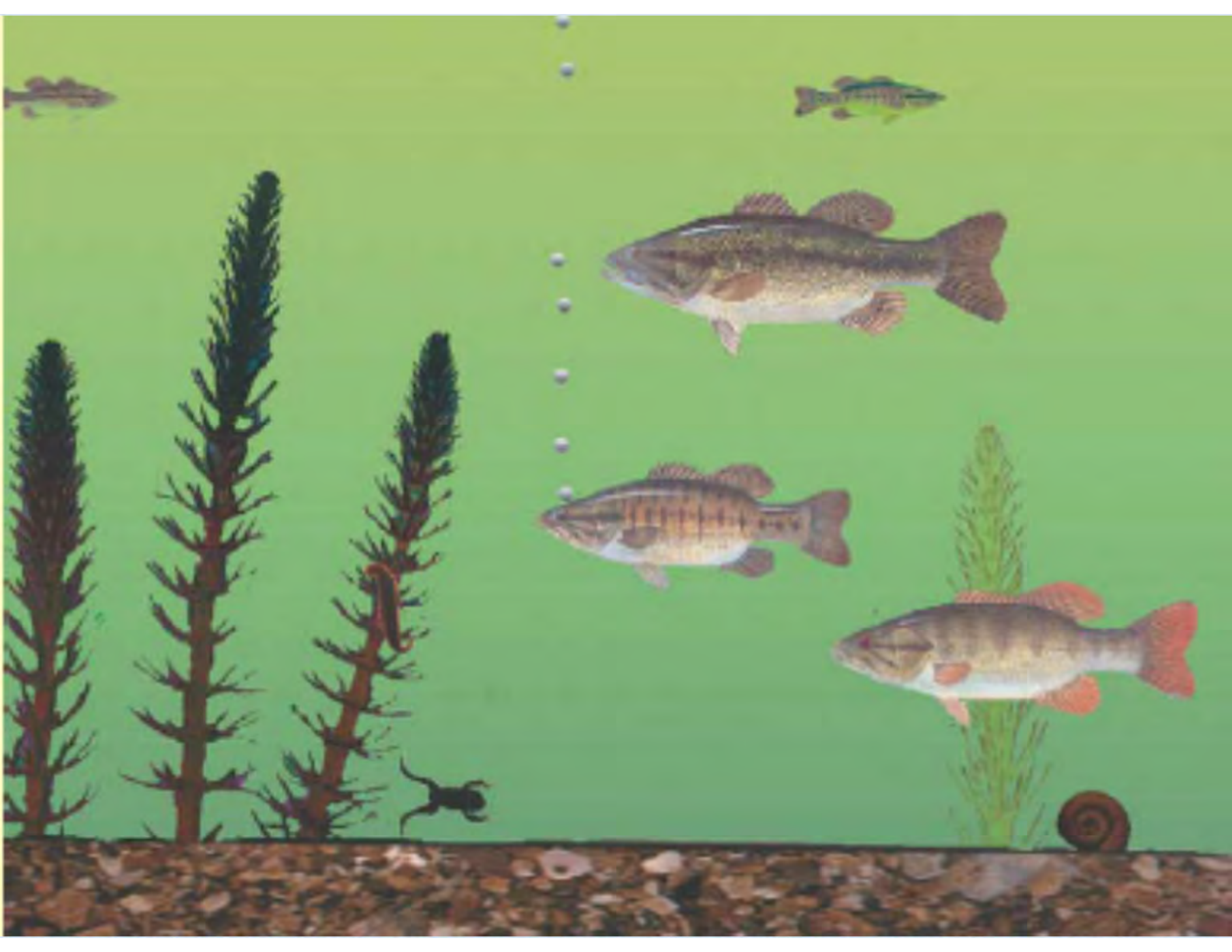
(Richard Nisbett "The Geography of Thought")



Field depe

7. Natura del pensiero

(Richard Nisbett "The Geography of Thought")



A



A'

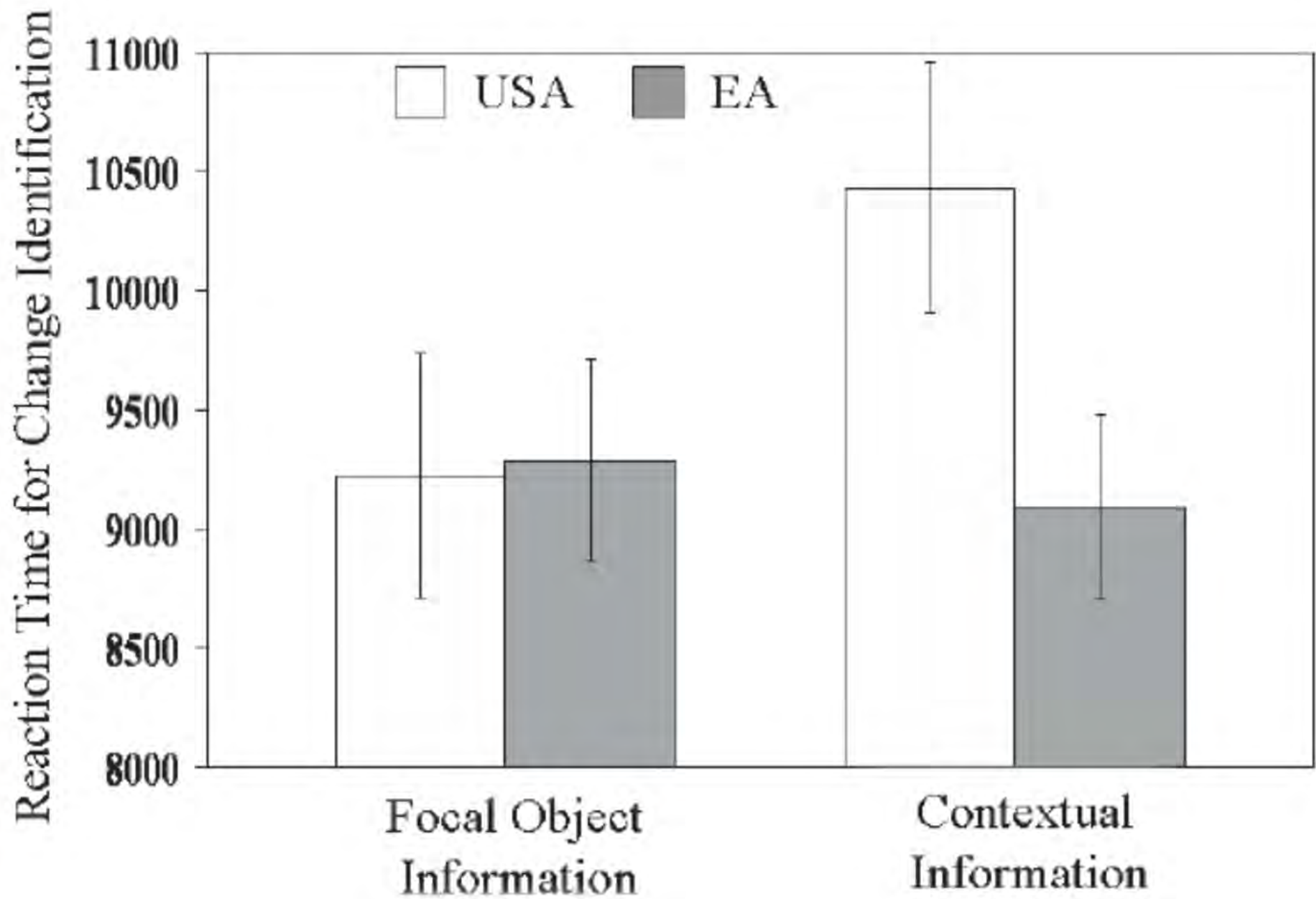


B



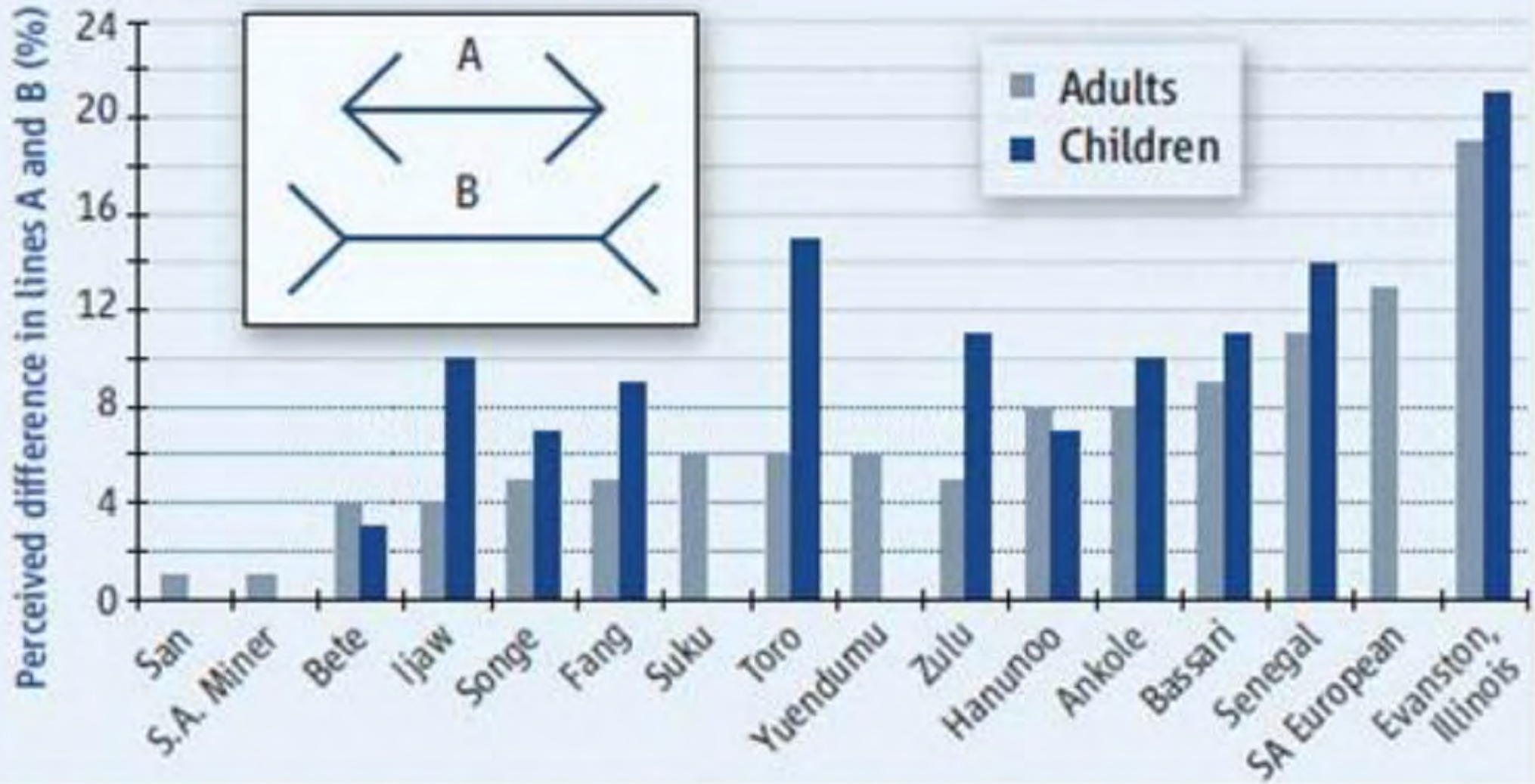
B'



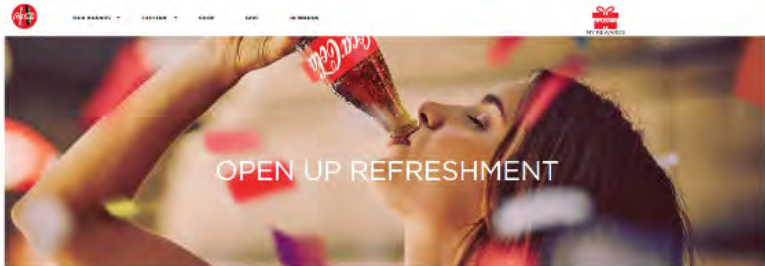


Change blindness (Masuda & Nisbett, 2006)

THE MULLER-LYER ILLUSION



In the eye of the beholder. People in industrialized societies often think line A is shorter than line B, but that illusion is weaker or absent in some small-scale societies, whose members perceive the lines as equally long.



THE REFRESHING TASTE OF COCA-COLA BEVERAGES PAIRED WITH NEW AND REWARDING EXPERIENCES.

USA



Germany

regole
vs.
relazioni

China



Korea



3. Utilizzare le immagini in ambito interculturale: vantaggi, potenziali differenze e strumenti

Le immagini sono una lingua universale?

SI

1. Le immagini a supporto della comunicazione interculturale



NO

2.2 Differenze tra le culture



Reference: Bresciani, S. (2013), Organizational Communication with Visual Mapping: Comparing East and West. In D. Ingenhoff (Ed.), Internationale PR-Forschung. Konstanz: UVK Verlag.



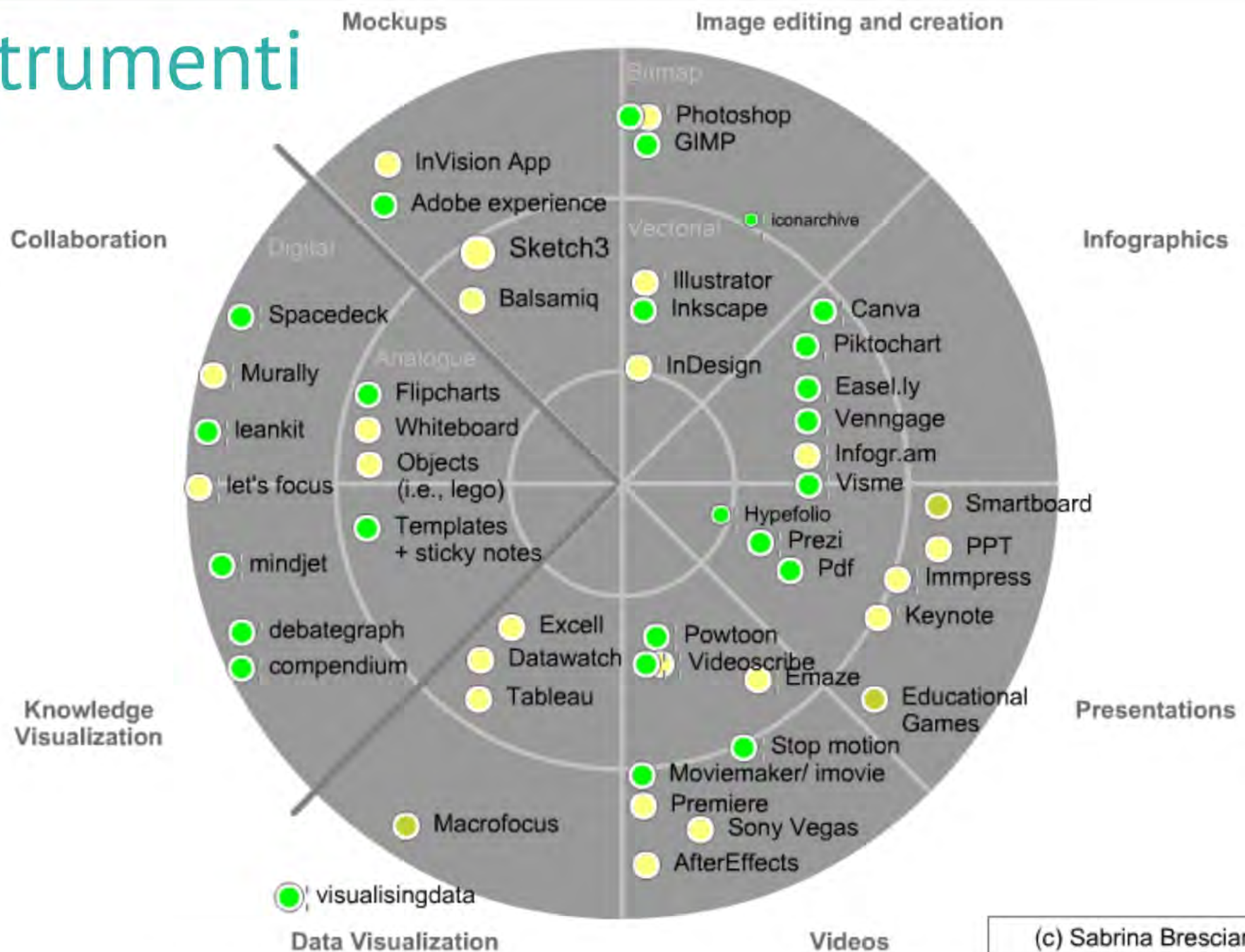
LABORATORIO

Creare uno o più modelli visivi ("templates"), oppure infografiche o video per il proprio ambito d'insegnamento, adatti ad un pubblico multiculturale



<http://www.karlsruhe-communication.org/struohk.html>

Strumenti



LABORATORIO

Creare uno o più modelli visivi ("templates"), oppure infografiche o video per il proprio ambito d'insegnamento, adatti ad un pubblico multiculturale



Persuasion and the Power of Story: Prof. Jennifer Aaker

Managing PCOS

the holistic approach

PCOS is the most common cause of infertility

Polycystic ovary syndrome is a common problem affecting as many as 1 out of 15 women



It is important to control PCOS for increasing the chances of becoming pregnant and to lead a healthy life



1. Avoid Stress



Avoid mental stress and physical stress



Practice relaxing activities



Sleep regularly at least 8 hours a day

2. Eat healthy

Keep your weight under control



NO

DO NOT EAT:
refined oil/ghee
sugar
soft drinks
caffeine
sweets
junk food



REDUCE:
white rice
chapati
gluten (wheat)
salt
dairy products(milk)

YES

fruits
vegetables
sprouts
brown rice



3. Exercise

Be active every day
Take a long walk
Exercise at home



4. Medication

If PCOS management with natural methods is not enough, you might need medications, in addition to conducting a healthy and stress free life.

Medicines might be less effective if you don't improve your life style and are overweight.



Weight and pregnancy



If you have PCOS and are overweight, it will be difficult for you to become pregnant, you might develop diabetes and high cholesterol levels



If you have PCOS and are in good fit, it will be easier for you to become pregnant





Persuasion and the Power of Story: Prof. Jennifer Aaker



1. Individuare i vantaggi dei mercati esteri

2. Conoscere, calibrare e integrare con le immagini

3. Utilizzare le immagini in ambito interculturale: vantaggi, potenziali differenze e strumenti

4. Differenzia gli flussi: utilizzo di immagini e strumenti per comunicare meglio

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