

## West Meets East: Study Modules

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Topical Scheme

### The Cultural Compass: Fundamental Cultural Concepts

- 1.1 *Wa*: Harmony
- 1.2 *Kao*: Face
- 1.3 *Chii*: Status
- 1.4 *Ninjo*: The “Human Factor”

### Communication Strategies

- 2.1 Communication styles
- 2.2 *Tatemae*: “surface meaning”
- 2.3 Listening skills
- 2.4 The “grammar” of silence
- 2.5 Non-verbal communication
- 2.6 Tuning your English for Japanese Ears
- 2.7 The art of conversation
- 2.8 Criticisms and compliments
- 2.9 Using your interpreter
- 2.10 Written communication
- 2.11 Coping with Japanese English

### Social Settings

- 4.1 Social side of business
- 4.2 Dining etiquette
- 4.3 The business of drinking
- 4.4 Bathing etiquette
- 4.5 Traditional inns and baths
- 4.6 Hosting Japanese guests

### Business Situations

- 3.1 Business cards
- 3.2 Bowing and greetings
- 3.3 Decision making
- 3.4 Meeting etiquette
- 3.5 Negotiations
- 3.6 Making presentations
- 3.7 Gift-giving protocol
- 3.8 Trade shows
- 3.9 Making contacts
- 3.10 Persuasion and sales
- 3.11 Client service
- 3.12 Working in Japan
- 3.14 Preparing for business trips
- 3.15 Gender Issues in Japan