

Commendation To Serikat Perusahaan Pers (SPS) Pusat

HOSTING:

1. ASSOEM

2. APRS

3. ACIE

600 Million Citizens in AEC

1.Strengths

2.Weaknesses

3.Opportunities

4.Threats

S.W.O.T



SINGLE MOST CHALLENGE

Communicating Across Cultures

1. Ten Countries
2. Ten Governments
3. 600 Million People

THE PR CHALLENGE FOR US

- **Cross Cultural Communication**
 - **Cross Cultural Management**
 - **Cross Cultural Understanding**

CROSS CULTURAL COMMUNICATION

1. When to Talk
2. What to Say
3. Pacing & Pausing
4. The art of Listening
5. Intonation
6. What is Conventional and What is not in a Language
7. Degree of Directness
8. Cohesion & Coherence

FOCUS

CULTURAL EMOTIONS

The ability to monitor one's own and other people's EMOTIONS, to discriminate between different emotions and label them appropriately and to use EQ to guide thinking and behavior

THE SIX HUMAN EMOTIONS

1.Happiness

2.Sadness

3.Anger

4.Fear

5.Disgust

6.Surprise

A VIABLE OPTION

THE SIX “FEELINGS”
APPROACH TO BETTER CROSS-
CULTURAL -
communication
management
understanding



THE SIX FEELINGS

1.Important

2.Recognized

3.Respected

4.Needed

5.You Belong

6.We Care



Thank
You