

Study Abroad Students, Analysis of Culture: Building a Photo Database

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David Victor's LESCANT Model of Intercultural Communication

Victor, David A. 1992.
International Business
Communication. NY:
HarperCollins Publishers Inc.



The Challenge!

- How do we help students to observe cultural differences that otherwise would go unnoticed?
- How do we help students to understand cultural differences as more than just simply, “Hey, look at how weird that is!”
- How can we help students to find a context within which they can interpret cultural differences?





LESCANT PHOTO DATABASE
<http://www.laits.utexas.edu/lescant/>



Center for Open Educational Resources and Language Learning (COERLL)

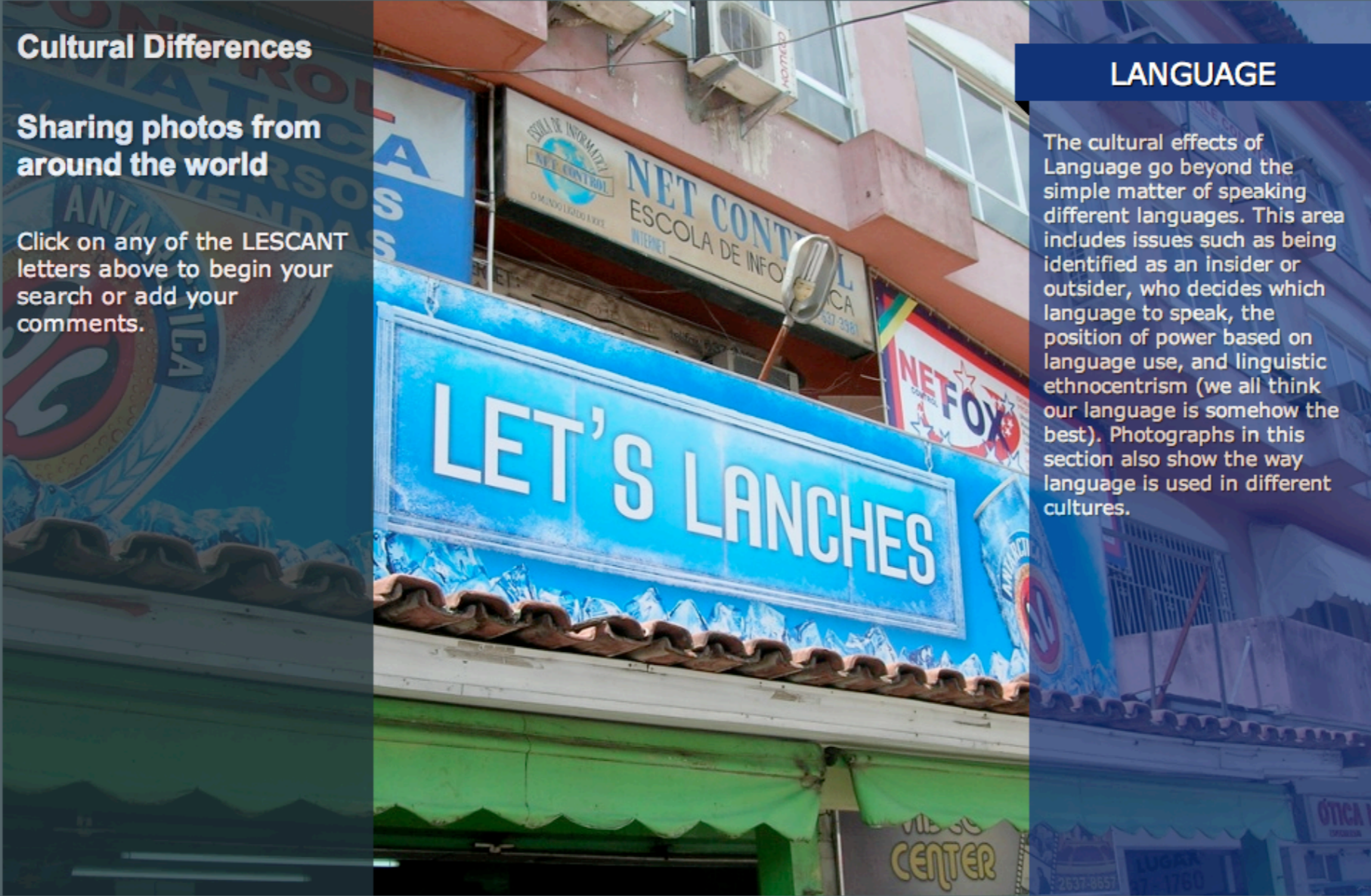
<http://www.coerll.utexas.edu/coerll/projects/lescant>

Center for International Business Education and Research - UT Austin (CIBER)

<http://www.mcombs.utexas.edu/centers/ciber/>

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Cultural Differences

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Click on any of the LESCANT letters above to begin your search or add your comments.

LANGUAGE

The cultural effects of Language go beyond the simple matter of speaking different languages. This area includes issues such as being identified as an insider or outsider, who decides which language to speak, the position of power based on language use, and linguistic ethnocentrism (we all think our language is somehow the best). Photographs in this section also show the way language is used in different cultures.

Language

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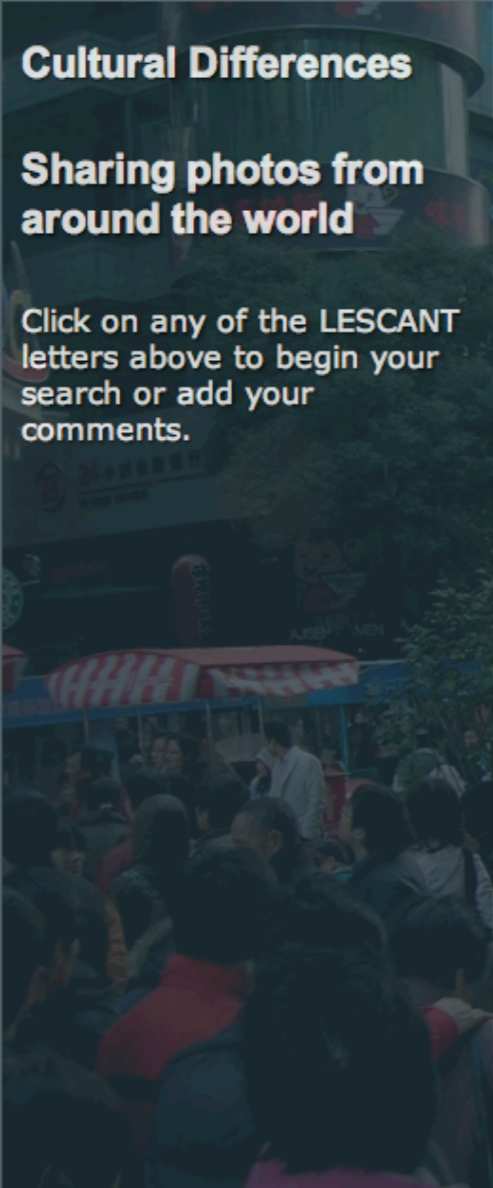
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Cultural Differences

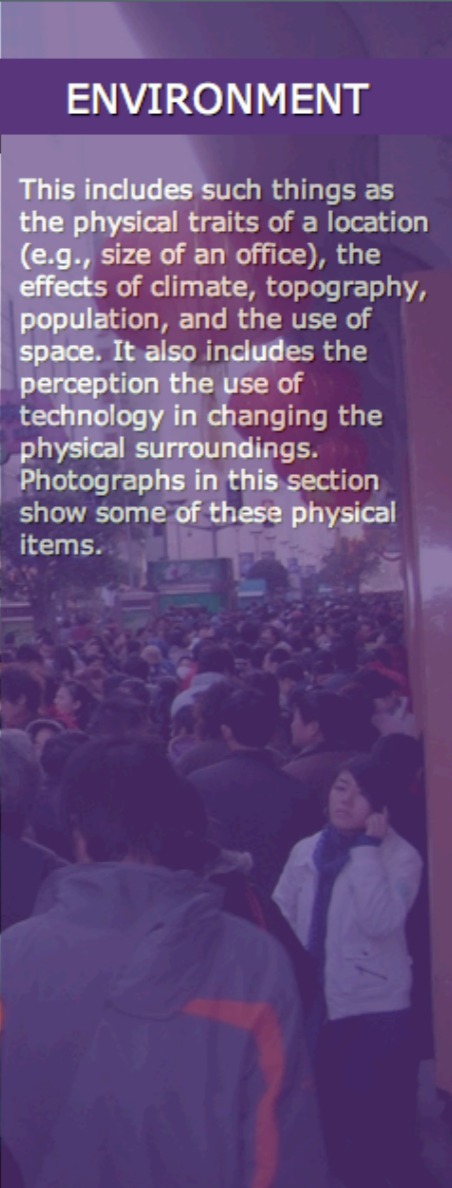
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ENVIRONMENT

This includes such things as the physical traits of a location (e.g., size of an office), the effects of climate, topography, population, and the use of space. It also includes the perception the use of technology in changing the physical surroundings. Photographs in this section show some of these physical items.



Environment


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SOCIAL ORGANIZATION

There are many ways that society can be subdivided into groups: kinship and family, education, class, religion, occupation, and gender. Tendencies towards individualism versus collectivism also fall under this category, as does how we use our free time.



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Social Organization

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CONTEXT

Context refers to how much people depend on overt communication (e.g., the actual words spoken, the items written, or rules followed) versus a communication that relies on stored information gained from personal relationship and interactions. Thus "low context" cultures depend less on the context while "high context" cultures rely on stored information for their communication. Issues related to face-saving and politeness are often tied to our understanding of Context.

Context

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AUTHORITY

Definitions and expectations of authority and power are based on culture. Issues related to decision making, use of titles, leadership style all fit in the category of Authority. This category also included Power Distance, related to how much subordinates may influence and interact with their superiors.

Authority

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NON-VERBAL

The category includes a wide range of cultural issues: emblems, gestures, dress, eye contact, touch, proxemics, smell, colors, and numbers. Photographs from this category can include a wide range of sights from all over the world.

Non-Verbal

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TIME

Not only does this focus on how we organize our calendar and schedule, but it focuses on cultures that follow monochronic time (those that handle one task at a time) and those that follow polychronic time (those that engage in many tasks at the same time).

Time

Multiple Uses for Photo Database

- Pre-Departure Preparation
- In-Country Analysis
- Peer Collaboration
- Post-Trip Review
- Non-traveling Learning



Database searches can be sorted

- By LESCANT topic
- By Country
- By City
- By Author (contributor)



LESCANT

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LESCANT Topic	Country	City	Author
: all » Language	China (35) France (16) Brazil (3) Canada (1) Germany (1) Macau (1) Scotland (1)	Beijing (21) Shanghai (9) Lyon (7) Paris (5) Chamonix (2) Salvador (2) Xi'an (2) Arles (1) Beiing (1) Dusseldorf (1)	Amanda Jo Dalola (4) Orlando R Kelm (3) Darcey C Kennedy (2) David R Isquick (2) Jonathan R Faloon (2) Kelsey Pearl Jones (2) Kyle Alexander Beste (2) Alice H Humphrey (1) Allison A Munse (1) Amanda Hughes

Results 1 - 12 of 58



Language

Contributor: Orlando R Kelm
Country: Brazil
City: Maricá



Language

Contributor: Orlando R Kelm
Country: Brazil
City: Salvador



Language

Contributor: Orlando R Kelm
Country: Brazil
City: Salvador



Language

Contributor: Judith Ainsworth
Country: Canada
City: Toronto



Language

Contributor: Travis John Skelly
Country: China
City: Hong Kong



Language

Contributor: Megan N Bohac
Country: China
City: Shanghai

Thumbnail Page

Entering the Contents

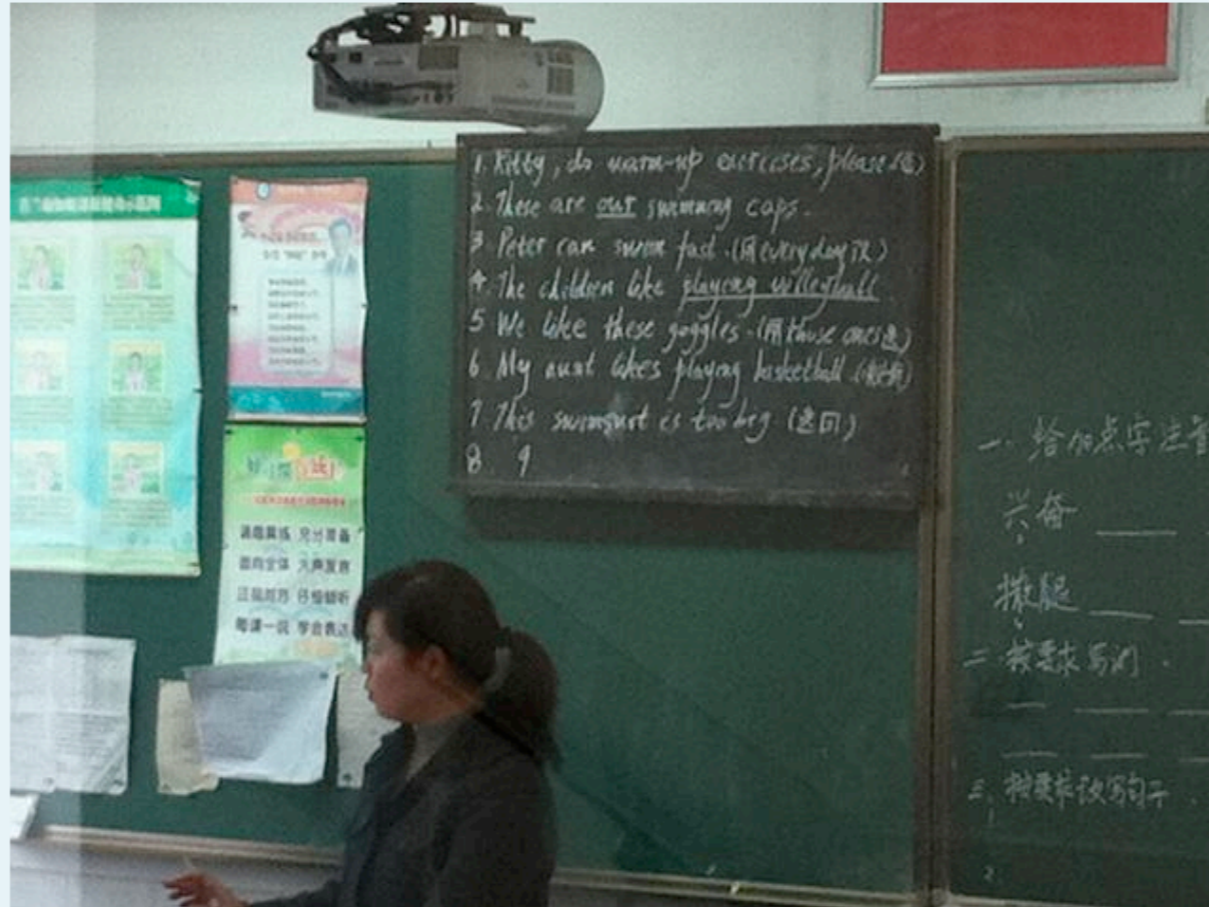
- Find a photo that represents a cultural difference between your culture and that of another.
- Identify which LESCANT category is represented in the photo.
- Using the LESCANT model, describe the cultural difference.
- Enter blog comments on photos of others.



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L Language

Contributor: Jonathan R Faloon

Country: China

City: Shanghai

Description

On our visit to the Jiading Elementary School, I noticed that there were English sentences written on the blackboard, showing that the 4th grade students were learning English as a second language. This highlights the pervasiveness of the English

Add new comment

Comments

Yeah, its pretty impressive how some of the students were better versed in English than many of the people who live in the states. I'm just glad the international language of business isn't Chinese...

delete edit reply

Tue, 03/29/2011 - 22:58 — Erik J Norwood

Language: Example

Shanghai, China

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Environment

Contributor: Daniel J Wilson

Country: China

City: Tianjin

Description

This is a picture of people making dumplings inside of a dumpling restaurant. It was not only interesting to see how the dumplings were made, but that the restaurant had a glass window allowing customers to see it being done as soon as they walked in.

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Site Credits Resource Links

Liberal Arts Instructional Technology Services

Environment: Example

Tianjin, China

L E S C A N T

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S Social Organization

Contributor: John C Bell

Country: China

City: Shanghai

Description

From this photo, you can see these children all looking forward, not depending on their parents for attention. The social aspect of our school visit I found most interesting was the high amount of parental involvement. After hearing about the "Tiger Mother"

[Add new comment](#)

Comments

I really liked interacting with the students in the classroom. It was interesting to see the methods in which the administration enforced discipline. In the manner in which they sit with their hands behind their back, how attention is gained by a clapping rhythm and how they are expected to raise their hand and stand when they have something to say.

Wed, 03/30/2011 - 12:59 — Cheryl Lewis

delete edit reply

The visit to the school really gave us a good feel for what Chinese students experience. The education system is so different from America and it was really interesting to see how they learn.

Sat, 03/26/2011 - 13:19 — Laura Catherine B...

delete edit reply

Social Organization: Example

Shanghai, China

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A Authority
Contributor: Emily M Aderhold
Country: Germany
City: Dusseldorf

Description
Everyone worldwide knows of the German Autobahn - the fastest highway on Earth because of the absence of a speed limit. This concept brings up 2 thoughts for many Americans: 1. How does this work without causing accidents? 2. Take me there now
[Add new comment](#)

Comments

I'll never forgot driving in my Skoda rental about 115mph, thinking I was hot stuff, and then in my rearview mirror I'd see the BMW's coming up, I'd move over to the "slower" lane and those babies would pass me like I was sittin' at a stoplight!

[delete](#) [edit](#) [reply](#)

Mon, 06/20/2011 - 11:53 — Orlando R Kelm


Authority: Example

Dusseldorf, Germany

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N Non-Verbal

Contributor: Kenneth B Entrekin

Country: France

City: Lyon

Description

Pictured here is a Lyonnaise citizen sporting a hijab, a common headdress required by Muslim law to be worn by women. However, because of the recent passage of French law prohibiting the wearing of similar articles of clothing (e.g., the burqa, the

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Non-Verbal: Example

Lyon, France

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T Time

Contributor: Amanda Jo Dalola

Country: France

City: Pérouges

Description

"I will only mark the time of your sunny days." Visible from the main square of the medieval town of Perouges, France, this spunky sundial tells it like it is.

Add new comment

Comments

Wow Amanda, what a super LESCANT post. I also find that "time" is the hardest category to find examples for. In this one, you got the location, message, and topic perfectly!

delete edit reply

Tue, 06/07/2011 - 07:25 — Orlando R Kelm

Time: Example

Pérourges, France

Discussion Blog Comments

- Provides for collaboration among students
- Allows the community to participate in the database
- Gives insights from the students' perspective



**A Authority****Contributor:** Daniel J Wilson**Country:** China**City:** Beijing**Description**

Another photo of the nice looking police officers. These were placed outside of areas that they did not want anyone trespassing on. It was interesting to the passive aggressive attitude in making the request.

[Add new comment](#)**Comments**

I liked that we saw cartoons for everything in China. In America, we see cartoon characters as something silly for children, but the Chinese government believes that these characters will be taken seriously.

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Thu, 03/24/2011 - 19:03 — Mike Worth

Agreed, it seems bizarre in a communist country to create cartoons portraying authority. I don't think I saw any of their police smiling and waving like the cartoon portrays. They were all very serious in their jobs!

[delete](#) [edit](#) [reply](#)

Sun, 03/27/2011 - 18:48 — Allison A Munse

Authority : Discussion Blog

Beijing, China

[View](#)[Edit](#)[Back to search gallery](#)**E Environment****Contributor:** Cassandra Ann Stoklosa**Country:** China**City:** Hangzhou**Description**

Bicycles permeated the street and sidewalks all over China.

[Add new comment](#)**Comments**

This was one of my favorite things about Hangzhou - the red bikes that are provided free by the government. It's essentially their version of Car2Go. We tried to rent them and they were very popular - everyone seems to use the system and it works well. There are bikers everywhere. We did end up finding bikes to rent and rode around. It was amazing how much traffic yielded to the bikers - it seemed they had ultimate power on the roads.

[delete](#) [edit](#) [reply](#)Wed, 03/23/2011 - 06:34 — [Alice H Humphrey](#)

I loved the bikes in Hangzhou as well. I'm amazed how well the system works, and I'm sure it has really helped ease some of the traffic build-up. When I lived in DC, they started a program like this, but I'm not sure it caught on quite like it has in China.

[delete](#) [edit](#) [reply](#)Sat, 03/26/2011 - 21:04 — [Darcey C Kennedy](#)

Environment: Discussion Blog

Hangzhou, China

Next Steps

- Pre-Departure Video and LESCANT Preparation
- COERLL Site: <http://www.coerll.utexas.edu/coerll/news/study-abroad-reasons-and-resources>
- YouTube Site: http://www.youtube.com/watch?feature=player_embedded&v=YMYHURpG7iY
- Video-Based Database with LESCANT Analysis
- <http://www.youtube.com/user/orlandocourses>
- Instructor Access for Sorting and Discussion

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