

INT 113 Module Two Discussion Sample: Cultural Analysis

Follow the format of this post to complete your own analysis. You will use some of the same resources cited in the bibliography, so please follow the same format.

Hofstede’s Dimensions of Culture: Turkey (Hofstede, 2015)

Power Distance: Score of 66	<ul style="list-style-type: none"> • Dependent • Hierarchical • Unapproachable managers • Patriarchal • Formal communication with management
Individualism: Score of 37	<ul style="list-style-type: none"> • Strong collectivistic society • Influential group mindset • Indirect communication, need for harmony • Moral foundation to relationships • Strong influence of nepotism
Masculinity: Score of 45	<ul style="list-style-type: none"> • More feminine cultural style • Consensus in the group • Sympathetic • Avoidance of conflict • Desire for leisure time
Uncertainty Avoidance: Score of 85	<ul style="list-style-type: none"> • Strong desire for laws and rules • Ritualistic • Religious
Long-Term Orientation: Score of 46	<ul style="list-style-type: none"> • Middle of the scale, nothing inferred

Communication (*Turkey - Turkish Language, Culture, Customs and Etiquette*, 2016)

Language: Turkish (90%), Kurdish (6%), Arabic (1.2%)

Nonverbal: Shaking hands and kissing on both cheeks, standing to greet those senior to you, crossing arms while talking is impolite, staring is typical

Business Etiquette (“*Turkey - Turkish Language, Culture, Customs and Etiquette*,” 2016)

- Appointments are necessary
- Punctuality is expected—likely to be left waiting
- Small talk is important for relationship building
- Personal space is not recognized—standing very close is typical
- Eye contact while speaking stands for sincerity

Business Observations:

- Communication risks might exist between Turkey and countries that are more direct in communication, especially early in a business relationship.
- Due to the hierarchical structure in business, management should expect a high level of respect to be shown. Communication will be more indirect between management and subordinates.
- Considerations for religious beliefs and rituals will be important in the workplace.
- Training on conflict management in the Turkish culture might be useful. A manager should outline the best approach to conflict management with the use of indirect communication.

Bibliography

Hofstede, G. (2015). Turkey - Geert Hofstede. *Geert-hofstede.com*. Retrieved from <http://geert-hofstede.com/turkey.html>

Turkey - Turkish language, culture, customs and etiquette. (2016). *Commisceo-Global*. Retrieved from <http://www.commisceo-global.com/country-guides/turkey-guide>