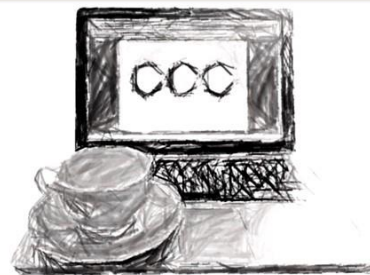




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### **CCCBreak 5: 05.12.2018. Burning Question: What does persuasive communication in different cultural and professional contexts mean?**

Persuasive Communication basically means trying to influence the way someone thinks or behaves. Being persuasive is not the same thing as being right. But because people usually behave in a rational way based on their beliefs and values, persuaders can predict how to persuade the interlocutors. Persuasive communication is commonly used in sales, marketing, funding, investment, etc. It is used to convince another party to support an idea, to agree with certain conditions or to perform certain actions. As a trainer in intercultural communication, persuasive communication exists when we perform an action; negotiate on something with the audience as simple as for them to co-operate with us during the training. Persuasive Communication is widely used in sales, funding, investment etc...(forms: project proposal, co-operation proposal, application, presentation). Communication that aims to convince another party to support an idea, to agree with certain conditions or to perform certain actions. When we, the trainers in Intercultural Communication, offer our services to an international company, we aim to convince someone, we are negotiating with, to perform an action: to co-operate with us for training.

Persuasions are performed differently across cultures. The homogenization due to globalization did not have an homogenization effect on persuasion. **Three major styles can be identified:**

1. **Quasi-logical:** based on facts, figures, very structured messages
2. **Presentational Style:** based on the charisma of the presenter
3. **Analogical Style:** focuses on the context of the person we want to persuade

Despite the globalized world, people are not more homogeneous nowadays because of the deeply held values. It was discussed that also the status of the person plays an important role when it comes to persuading in several cultures. Besides, we discussed how humor and what type of humor affects persuasion – “it’s almost like a dance – we have to see how our messages are being perceived and change accordingly!”

**The concept of persuasion itself is cultural!** It is also a cultural concept to what extent the people accept someone’s attempt to perform persuasion in their cultural room. It comes partly from a religious tradition and is more common in Christian and Muslim tradition rather than in Judaism, where people have more skeptical approach to it.

Concept of argument and debate very strongly in certain cultures! US or Dutch cultures are much more into the content rather than into the background of the persuader.

- Problem: with cultures where we do not get feedback on how our communication is being perceived – what do we do??
- Managers can predict intercultural communication process by identifying their own preferred persuasive style and recognise features of alternative styles in the behaviour of foreign partners

Passion is a very important element when it comes to persuasive communication! It is important in cultures with focus on the presentational style, such as the Middle East, India, Pakistan etc...But, in some cultures with the quasi-logical preferred persuasive style (e.g. Finnish culture) in a business context it might be a disturbing noise or a barrier to get to a core of the message. To reduce this barrier some business partners might insist on having it more impersonal (for example, made in a written form, sent by an e-mail). In India, the majority of business partners would not consider a written message to be persuasive without your own personal and, preferably passionate, involvement in communication process.

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# SIETAR Europa Cross Cultural Coffee Breaks

## Summary

Thanks for the intriguing discussions to our participants:

