

Prof. Dr. Stefan Kammhuber (HSR University of Applied Sciences Rapperswil, Switzerland)

Dr. Juliana Murniati (Catholic University Atma Jaya, Jakarta, Indonesia)

Prof. Dr. Hana Panggabean (Catholic University Atma Jaya, Jakarta, Indonesia)

Dr. Hora Tjitra (Tjitra & associates, Jakarta, Indonesia)

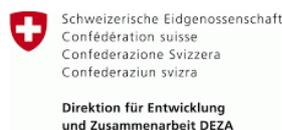
Factsheet

Intercultural Rhetoric

How to convince international audiences without losing the own cultural identity

A Learning Event for Indonesian Young Researcher
(3.-7.11.2014, Catholic University Atma Jaya, Jakarta, Indonesia)

Sponsored by:



Contact:

Prof. Dr. Stefan Kammhuber, ikik-Institute for Communication and Intercultural Competence

Oberseestrasse 10

CH- 8640 Rapperswil-Jona

Tel: +41(0)55 222 4553

Email: stefan.kammhuber@hsr.ch

Intercultural Rhetoric Workshop for Indonesian Young Researcher

Relevance of learning event



Indonesia has an enormous potential to become one of the Top10 economies in 2030. It is an attractive partner for an export-oriented economy like Switzerland. Even though Indonesians have developed a high intra-cultural competence in dealing with the extraordinary diversity of the country, research shows that Indonesian graduates are lacking certain social competencies that are highly valued in a globalized world, in particular communicative skills like presenting and arguing. Therefore, a 5-day-learning event at Catholic University Atma Jaya, Jakarta, sponsored by the KFPE (www.kfpe.ch) was conducted where Indonesian graduates had the opportunity to enhance their rhetorical competence in order to convince an international audience without losing the own cultural identity. The program entailed three intercultural workshops on rhetoric, argumentation, and negotiation as well as excursions to international companies.

Aims of program



With the learning event we tried to reach four overarching aims:

1. Sensitizing for the cultural roots of rhetorical behavior
2. Gaining knowledge on intercultural rhetoric: What are the requirements for presenting and arguing in a globalized world of science?
3. Developing adaptive expertise in presenting and arguing in a globalized setting without losing the authentic, culture-specific style of communication
4. Distributing the gained expertise

Theoretical Background



The learning event was designed from the perspective of Intercultural Social Psychology, in particular “Intercultural Rhetoric” (Kammhuber, 2008), Intercultural Sensitivity in Indonesia (Panggabean, 2002), Intercultural Teamwork in Indonesia (Tjitra, 2001). Research on intercultural rhetoric has shown that culture-specific rhetorical styles are embedded in a specific socio-historic development. When speaker and audience do not share the same cultural background, culturally critical incidents become more likely. Indonesian speakers, following their cultural norms, are supposed to evoke the impression of a humble person by using a lower voice, showing a smile, a reduced gesture, and self-diminishing utterances. A Western audience interprets those behavioral aspects often as a symptom of insecurity, and -even worse- as a symptom of being not competent regarding the topic. In Western cultures speakers are often trained to show self-assertiveness in a presentation

by keeping eye contact, speaking with a robust voice, avoiding self-diminishing utterances at any costs. Those behavioral aspects, in turn, can easily lead by an Indonesian audience to the impression of arrogance. In order to avoid culturally critical incidents, intercultural learning becomes important.

Methodology & Content



The learning event was designed on the basic principles of „situated intercultural learning“, which means (1) Learning with authentic and relevant tasks, (2) Generating multiple perspectives, (3) Discursive learning culture, (4) Teacher as ‘excellent learner’, (5) Culture specific context of learning, (6) Learning as a transformation of identity (Kammhuber, 2000).

Contents:

- Introduction into Intercultural Rhetoric
- Assessing Learning Needs of the participants
- Open a presentation: Culture specific elements of nonverbal communication (information & individual exercise, camera-feedback)
- Structuring a presentation: Being understandable and persuasive (information & individual exercise with camera feedback)
- Excursion to Indonesian international companies (Ciputra Group/ Raffles; Panorama) followed by reflection session
- Argumentation, Discussion, Debate: information & exercise (Debate)
- Intercultural Negotiation (information & case-studies)
- Self-Presentation within a job interview/ assessment situation (information & individual exercise with camera feedback)
- Closing Session with wrapping-up what was learned
- Press Conference for distributing the results of the learning event

Results



- ✓ **25 Indonesian participants** from **5 universities** (Atma Jaya Catholic University, University of Indonesia, Universitas Jenderal Ahmed Yani, Universitas Pancasila, Bina Nusantara University), **2 non-governmental agencies** (the West-Java chapter of the National Association of Indonesian Psychology, AFS), **1 International Journal Editorial Board Member**, **1 Government Agency** (Psychological Division of Indonesian Army)
- ✓ The participants mentioned that the learning event is **highly relevant** to them
- ✓ They enjoyed both, the **design and the didactic variety** of the event as well as the opportunity for getting **individual feedback** supported by camera
- ✓ **Debating was very new** for the participants but they enjoyed the debating exercise very much
- ✓ The participants suggested to have a **follow-up workshop**
- ✓ **12 Indonesian journalists** attended the press conference