

coins Congresso
Internacional
de Secretariado
2017.



Línguas Estrangeiras e Multiculturalismo

Regina Rezende

Um pouco de história

- ✓ 1987 – Professora de inglês
- ✓ 1994 – Assistente Executiva
- ✓ 2007 – English for Secretaries
- ✓ 2016 – Supervisora de voluntários Jogos Olímpicos e Paralímpicos





Seminário Diversidade Linguística, Museu da Língua Portuguesa, 2009)

**LÍNGUAS
SECRETARIADO
GLOBALIZAÇÃO**



The learning of a language should provide the **transformational engagement** of the learner as **intercultural user ...**

... by **exploring, problematizing, and redrawing** the borders between the self and the other (Liddicoat & Scarino, 2013)

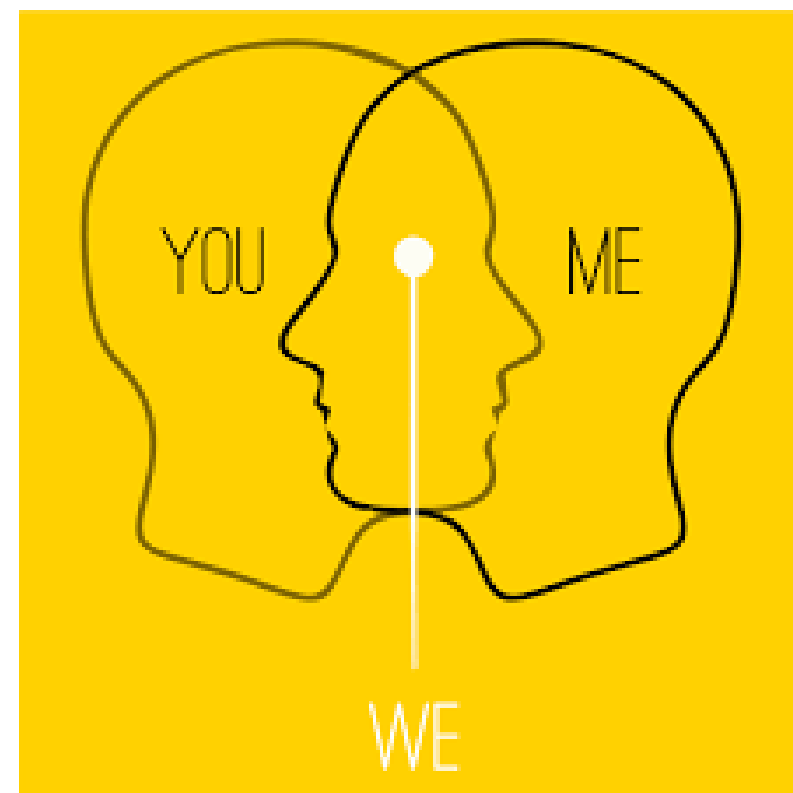


‘Compartilhe nossas semelhanças, celebre nossas diferenças.’

M Scott Peck, Autor Americano



“Culture should not be seen as an object to be apprehended but as an interpersonal process to understand the other.”



The Power Of Empathy

Brené Brown





LINK PARA O VIDEO: <https://www.youtube.com/watch?v=FVstAFkTq-Q>



Estereótipos

- O que VOCÊ acha “estranho”?
- E por que?
- Cultura tem que ser vista dentro de um CONTEXTO (interpessoal, histórico, sociológico, antropológico, econômico, político, etc.). Há uma razão para as coisas serem como elas são..
- Você acha que deve perguntar algo sobre a cultura de alguém?
- Sim! Desde que você tenha respeito, espírito de curiosidade e boa vontade para aprender.





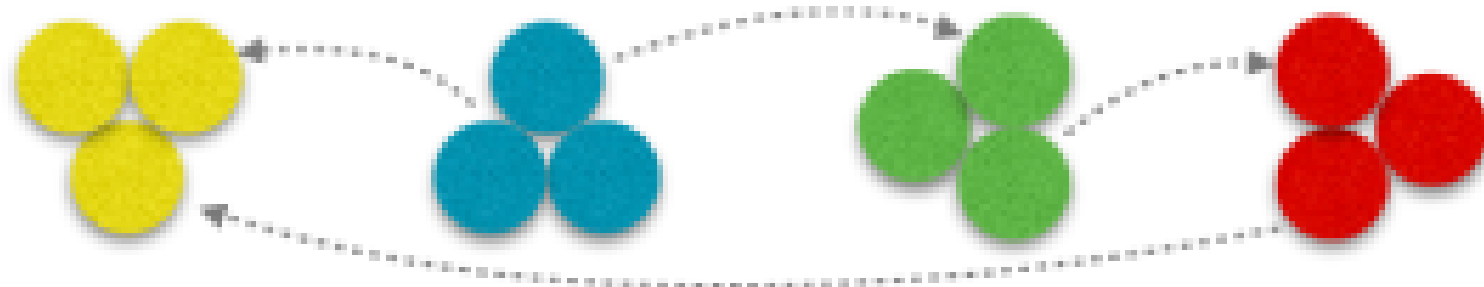
Cultural Awareness

O que é comunicação intercultural?

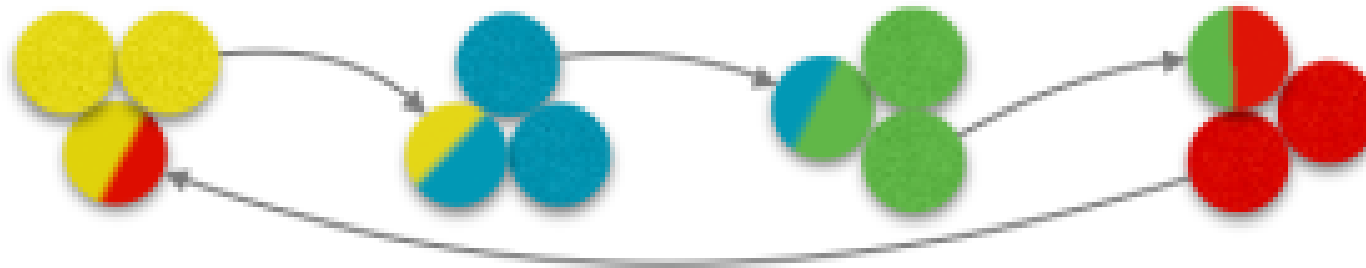
Qual o papel do profissional de Secretariado?



Multicultural refers to a society that **contains several cultural or ethnic groups**. People live alongside one another, but each cultural group does not necessarily have engaging interactions with each other.



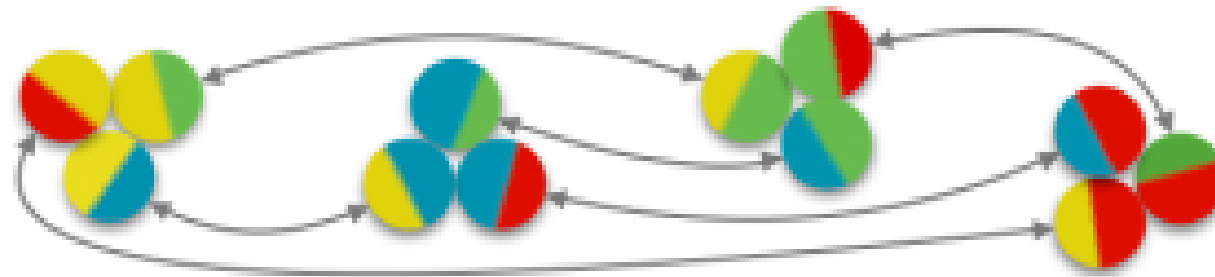
Cross-cultural deals with the **comparison of different cultures**. In cross-cultural communication, **differences are understood and acknowledged**, and can bring about individual change, but not collective transformations.

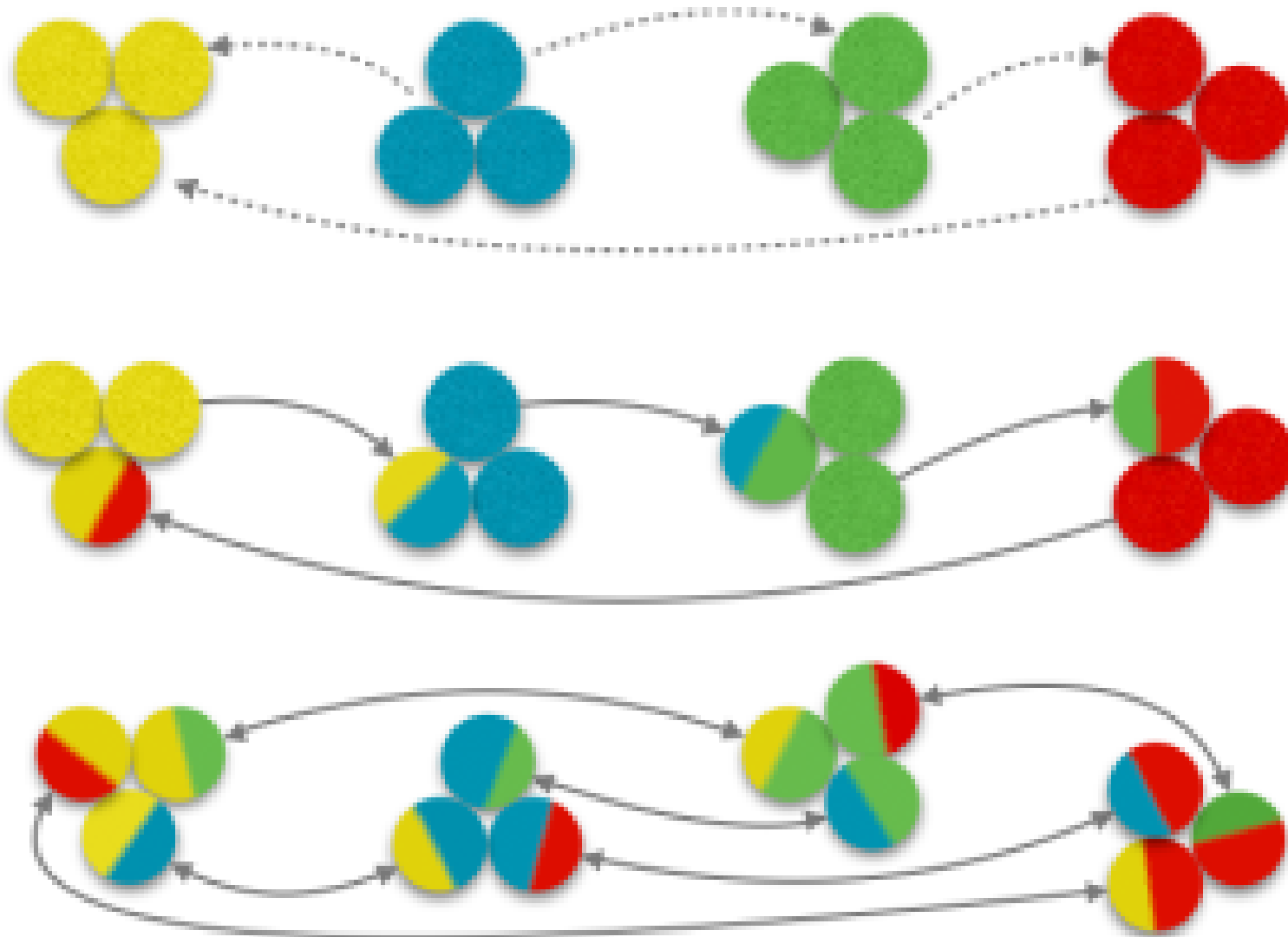


Intercultural describes communities in which there is a **deep understanding and respect for all cultures.**

Intercultural communication focuses on the mutual exchange of ideas and cultural norms and the development of deep relationships.

In an **intercultural** society, no one is left unchanged because everyone learns from one another and grows together.





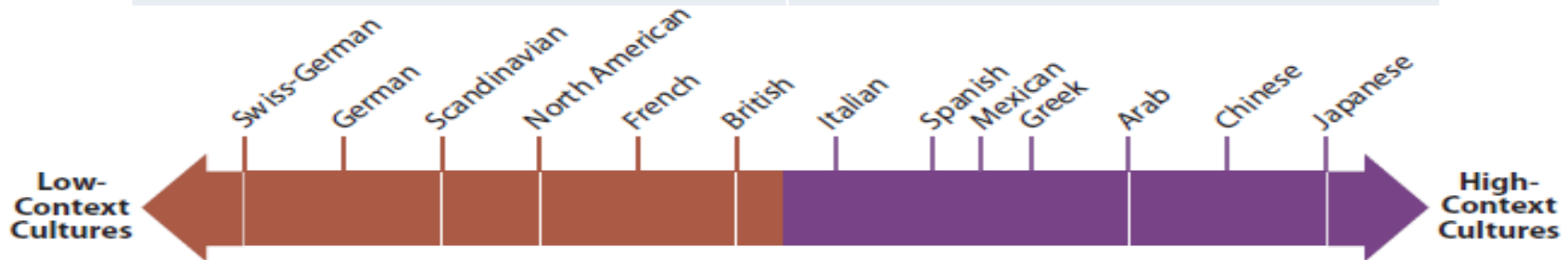
Componentes da Comunicação

- Elementos Linguísticos
 - Linguagem verbal
 - Linguagem não-verbal
- Elementos Externos
 - Normas culturais, relacionamentos, contexto
- Elementos Internos
 - Propósito, atitude



CONTEXTO: Refere-se ao estímulo, ambiente ou ambientação onde o evento ocorre

Low-context cultures	High-context cultures
Depende pouco do contexto da situação para expressar o significado	Intuitivo
Lógico	Contemplativo
Analítico	Pode não entender a informação de forma literal
Orientado para ações	



USA
Football

BRAZIL
Football

AUSTRALIA
Football

Never underestimate the importance of local knowledge.

To truly understand a country and its culture, you have to be part of it.


That's why, at HSBC, all our offices around the world are staffed by local people. In fact you'll find we've got local people in more countries than any other bank.

It's their insight that allows us to recognise financial opportunities invisible to outsiders.


But those opportunities don't just benefit our local customers.

Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.

Think of it as local knowledge that just happens to span the globe.

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USA
Mousetrap

MALAYSIA
Mousetrap

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SRI LANKA
Welcome

CANADA
Welcome

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Um Sírio em Copacabana

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