

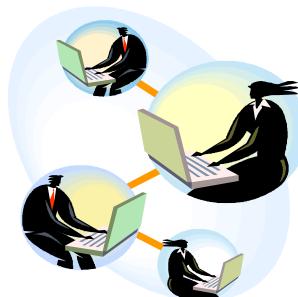
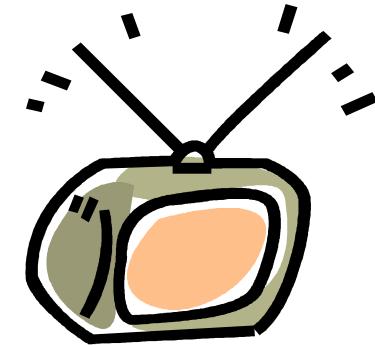
united in diversity

multiple heterogeneities of a EWC

**etui.**

# united in diversity

- it's a small world



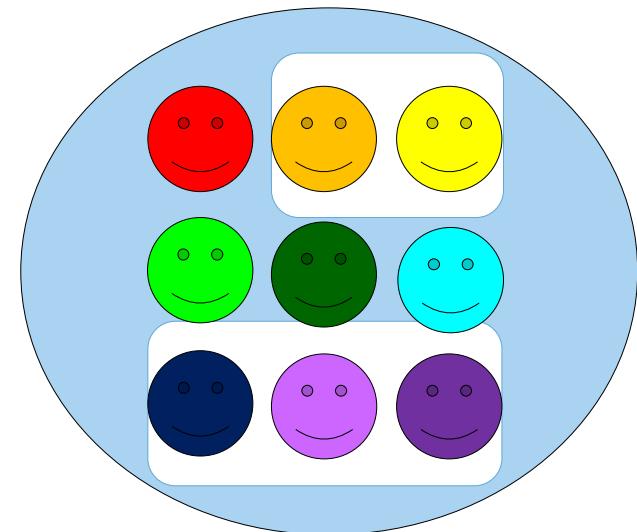
EWC

etui.

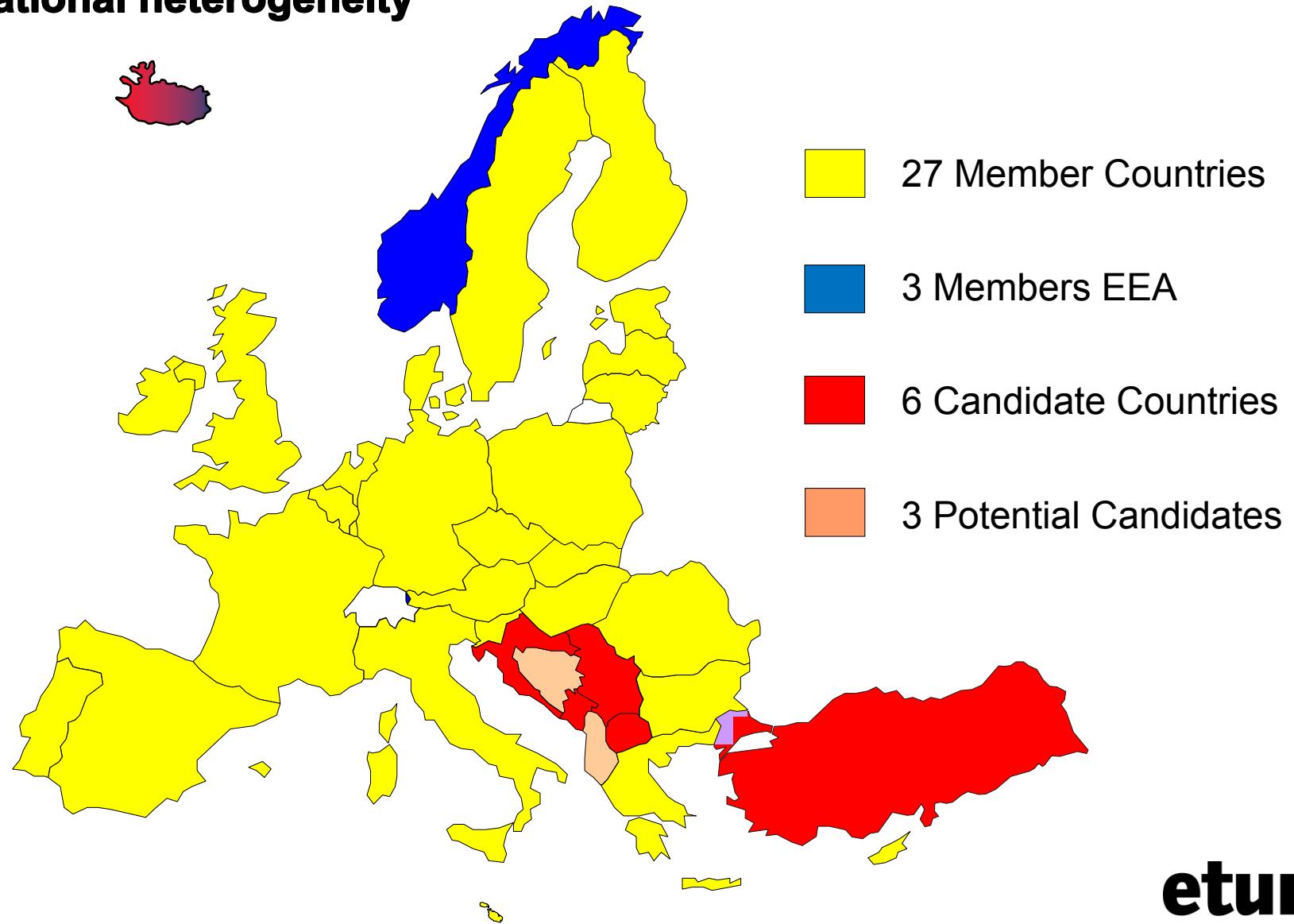
# united in diversity

- **one EWC ?**

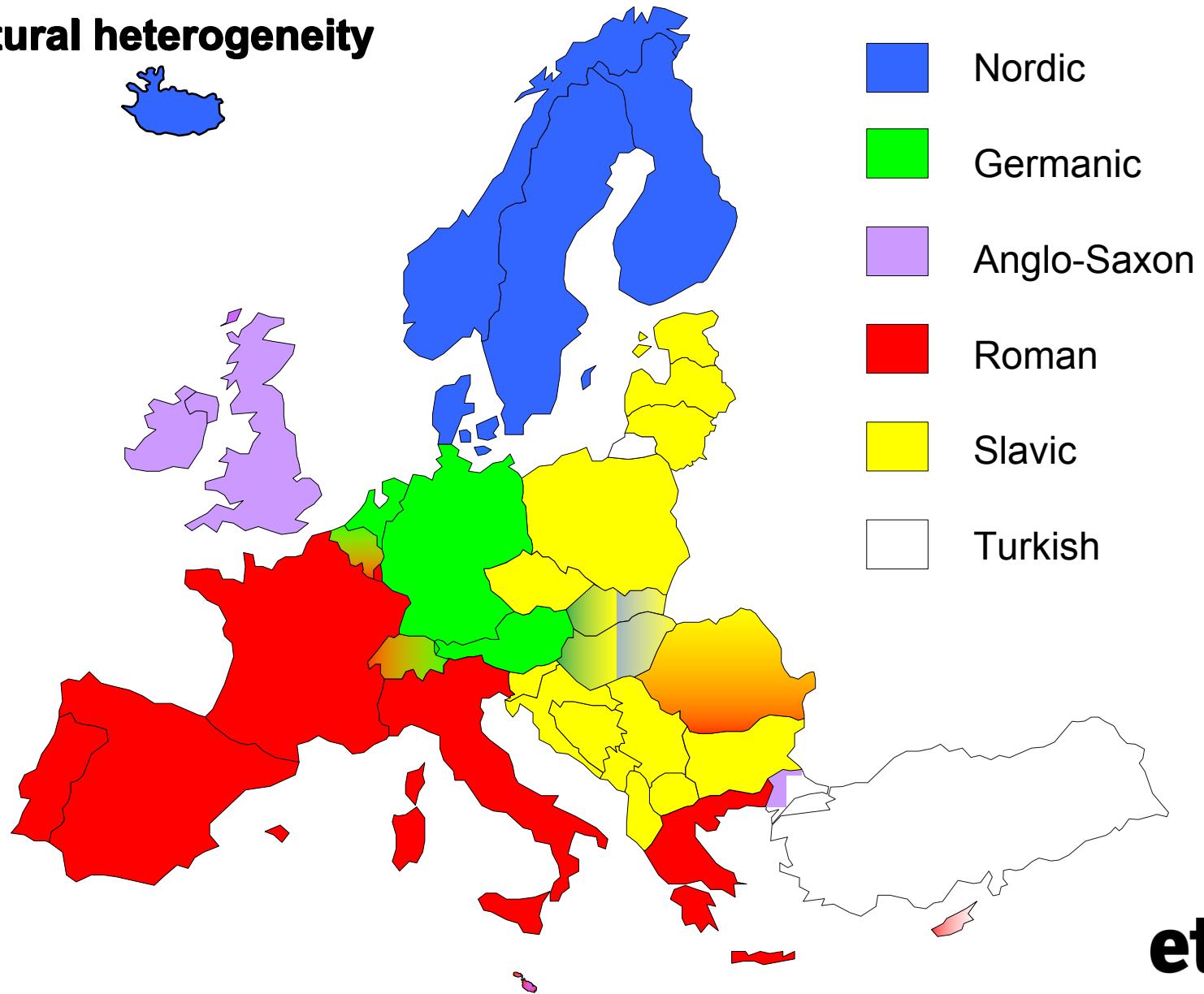
- national heterogeneity
- cultural heterogeneity
- individual heterogeneity
- trade union heterogeneity
- heterogeneity of expectations
- language heterogeneity
- concept heterogeneity
- heterogeneity of communication structure
- time heterogeneity
- behavioral heterogeneity
- hidden heterogeneity



- **national heterogeneity**

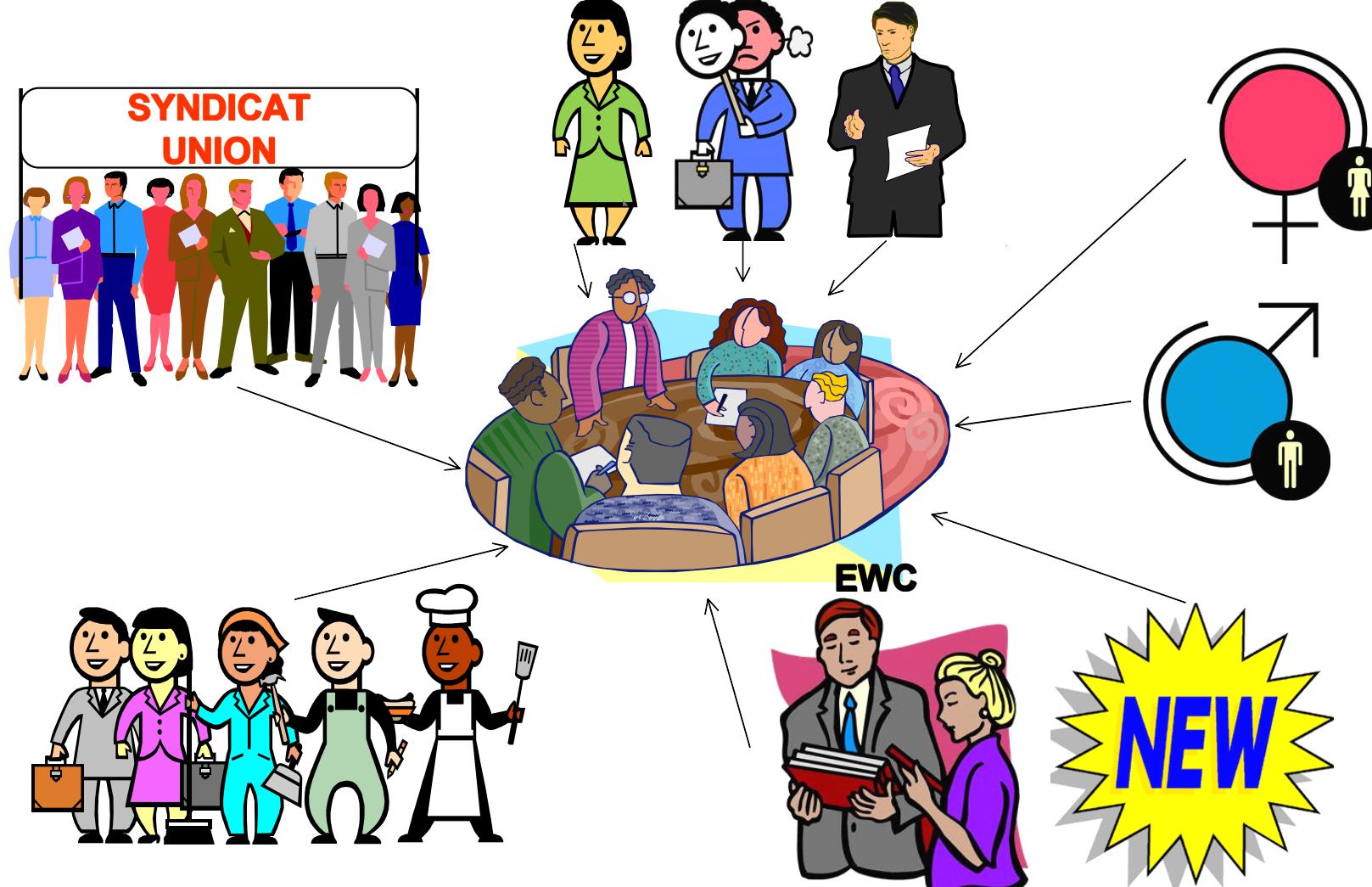


- **cultural heterogeneity**



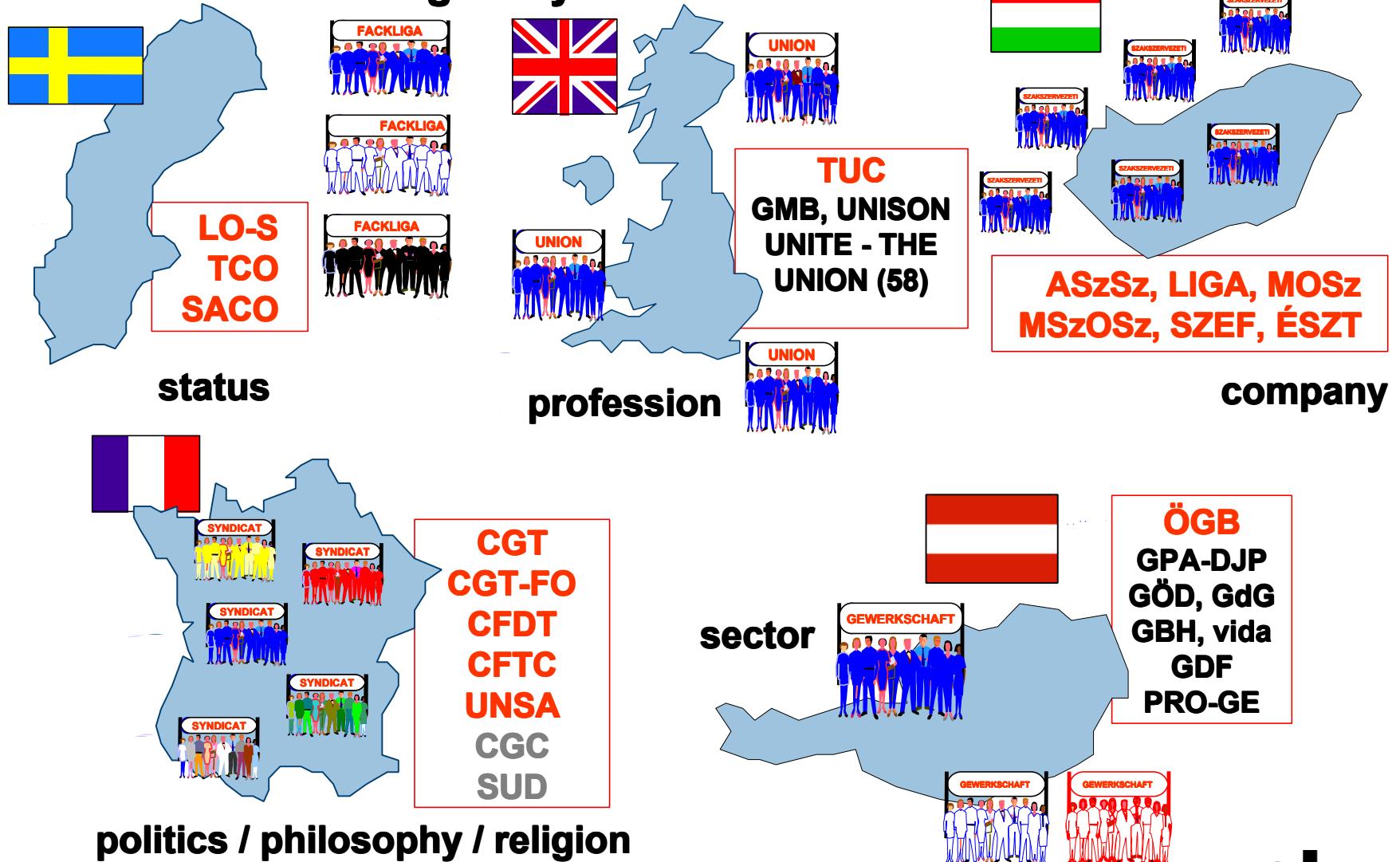
# united in diversity

- individual heterogeneity



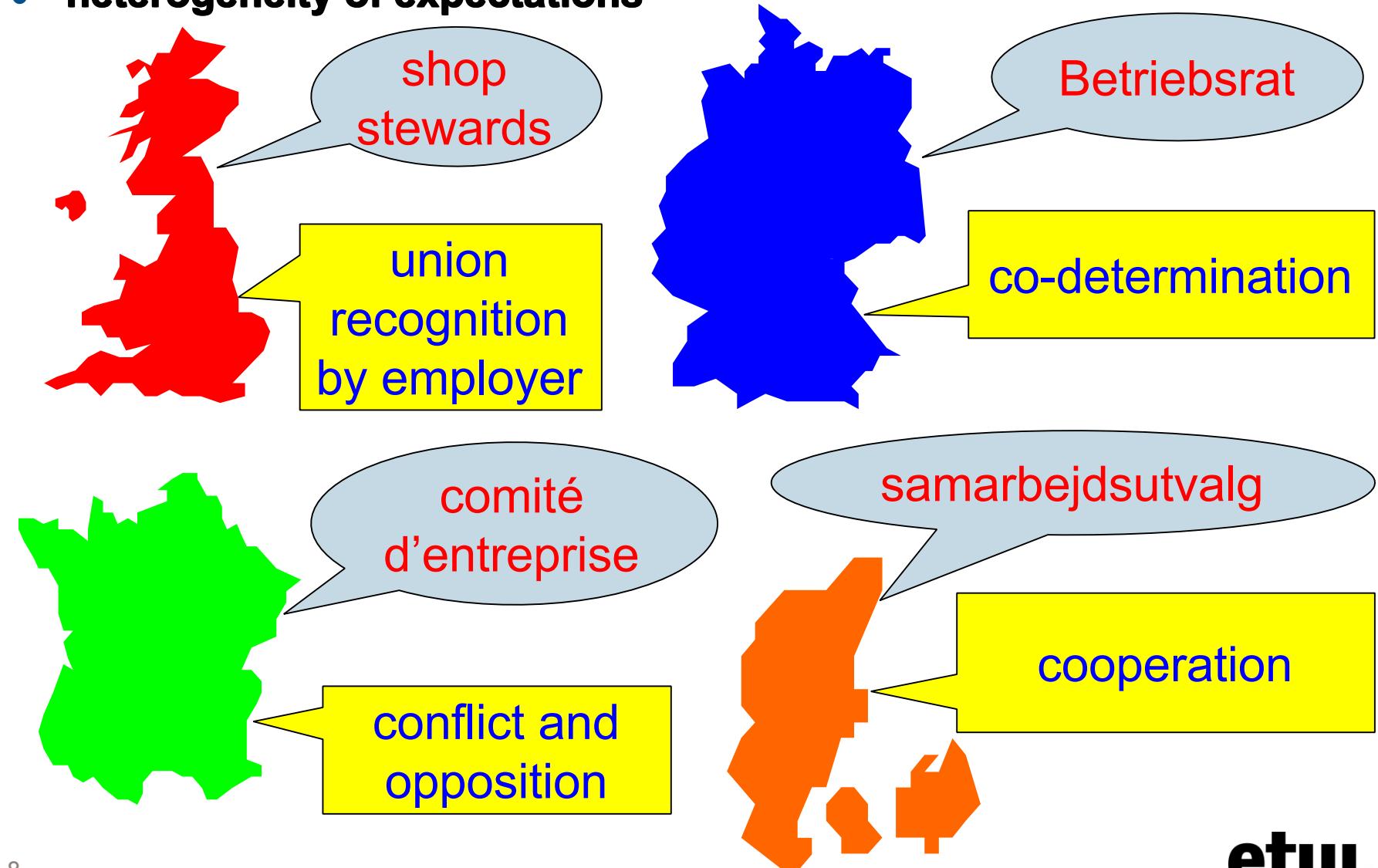
# united in diversity

- trade union heterogeneity



# united in diversity

- heterogeneity of expectations



# united in diversity

- **language heterogeneity**

German	guten tag	labrīt	Latvian
English	good morning	labas rytas	Lithuanian
Bulgarian	добро утро	I-ġħodwa t-tajba	Maltese
Danish	godmorgen	goede morgen	Dutch
Spanish	buenos días	dzien dobry	Polish
Estonian	tere hommikust	bom dia	Portuguese
Finnish	hyvää huomenta	bună dimineața	Romanian
French	bonjour	dobré ráno	Slovak
Greek	καλημέρα	dobro jutro	Slovenian
Hungarian	jó reggelt	god morgen	Swedish
Irish	mora duit ar maidin	dobré ráno	Czech
Italian	buon giorno		

- **concept heterogeneity**

syndicat	union	vakbond	Gewerkschaft	sindicato
secrétaire	secretary	secretaris	Sekretär	secretario
président	chairman	voorzitter	Vorsitzender	presidente
négociations collectives	collective bargaining	collectieve onderhandelingen	Kollektive Verhandlungen	negociación colectiva
accord	agreement	overeenkomst	Tarifvertrag Vereinbarung	contrato

- heterogeneity of communication structure



- time heterogeneity



14:45

15:00

15:15

17:30

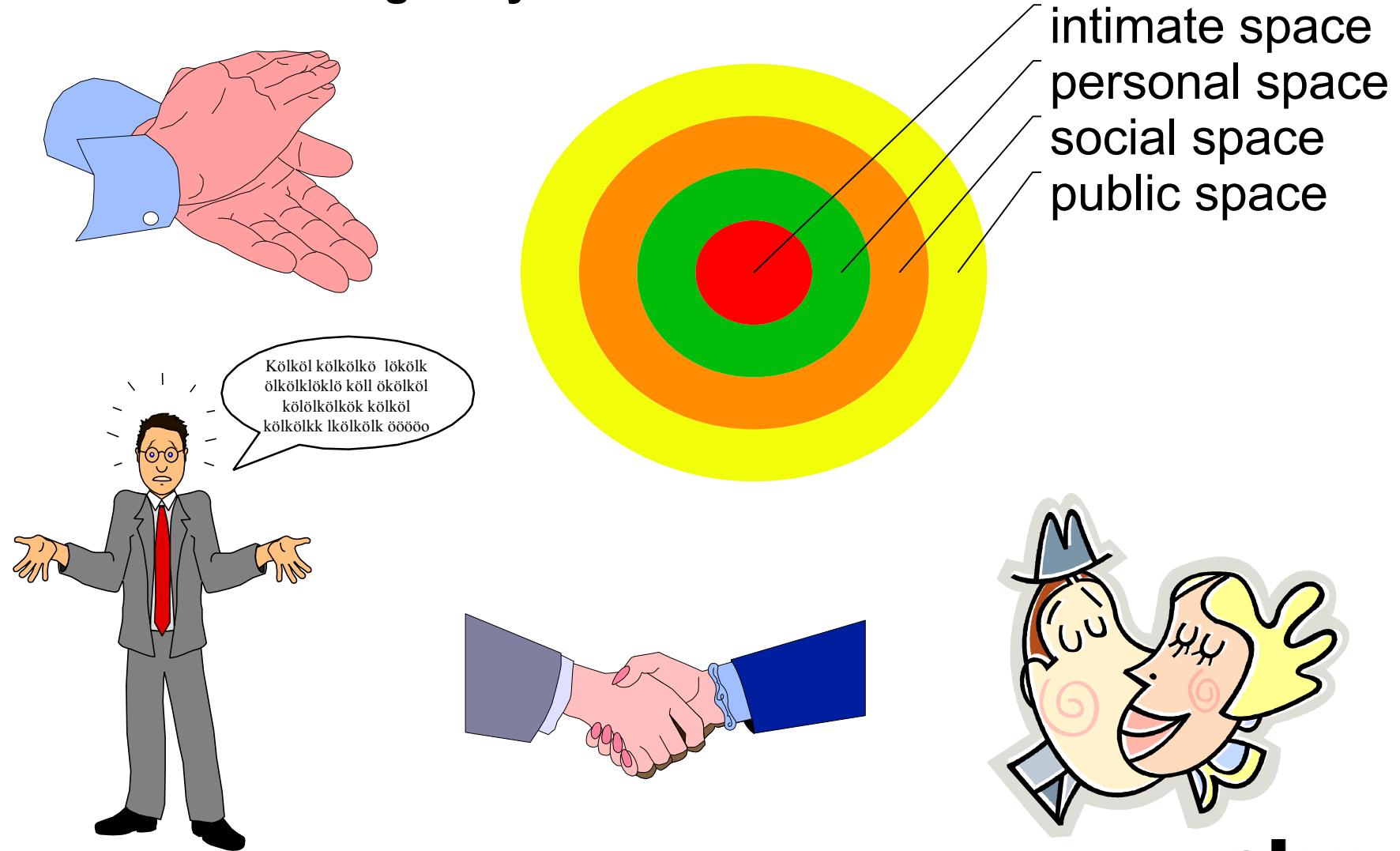
19:30

21:30



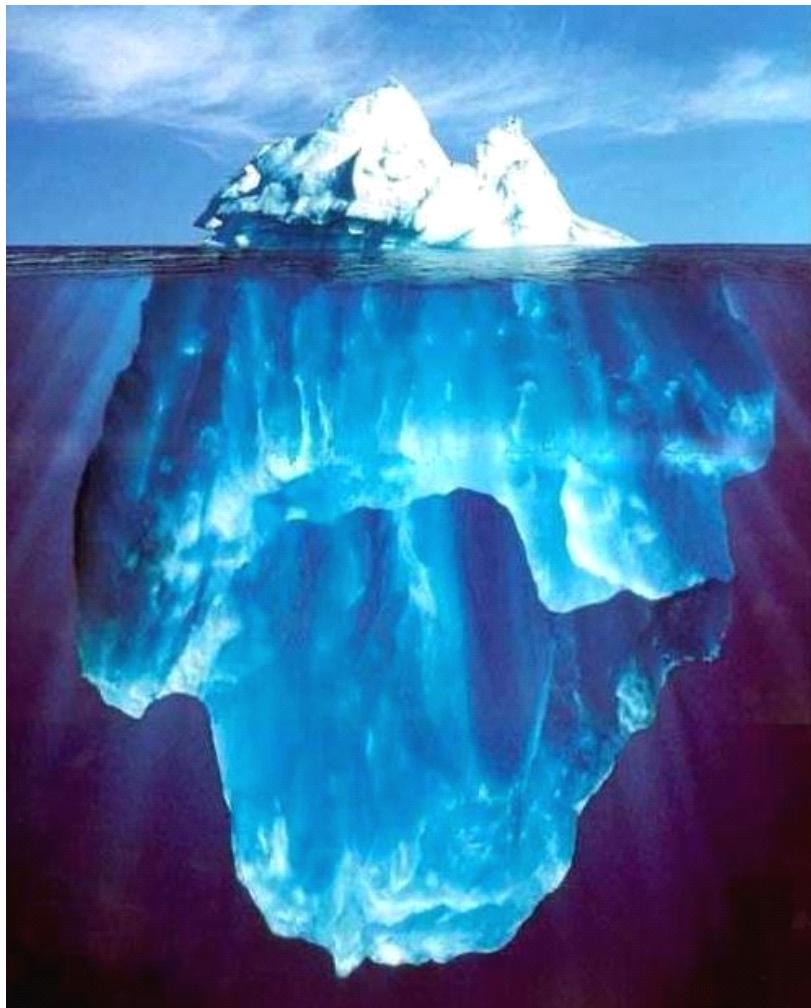
etui.

- behavioral heterogeneity



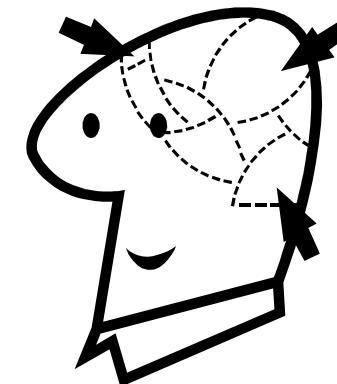
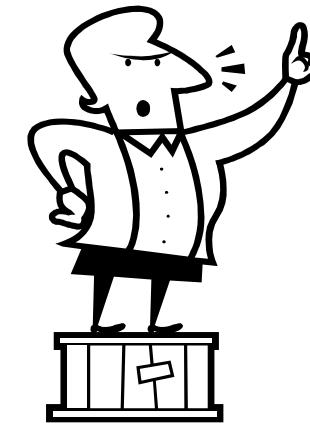
# united in diversity

- **hidden heterogeneity**



language  
signs  
expression  
attitude

values  
moral  
religion  
emotions  
norms  
education  
motivation  
conviction



**etui.**



# AND YOU ?

source :  
Culturele waarden en communicatie in internationaal perspectief.  
Marie-Thérèse Claes & Marinel Gerritsen  
Uitgeverij Coutinho, 2002