

Cultural Sensitivity In A Global Setup

C1-C2

Module 5

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SUMMARY

Here's What We Will Be Learning in this Presentation:



- ❑ Introduction.
- ❑ Can Sensitivity Be Taught?
- ❑ Case Study #1: McDonald's.
- ❑ Case Study #2: An Incident.
- ❑ Exercises.

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Vocabulary

Gauge: estimate or determine the amount, level, or volume of.
Empathy: the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation
Kosher: (of food, or premises in which food is sold, cooked, or eaten) satisfying the requirements of Jewish law.
Porridge: a thick, soft food made from oats boiled in milk or water, eaten hot for breakfast.
Bulgogi: a Korean dish of thinly sliced, marinated beef that is grilled or pan fried.
Customary: traditional.