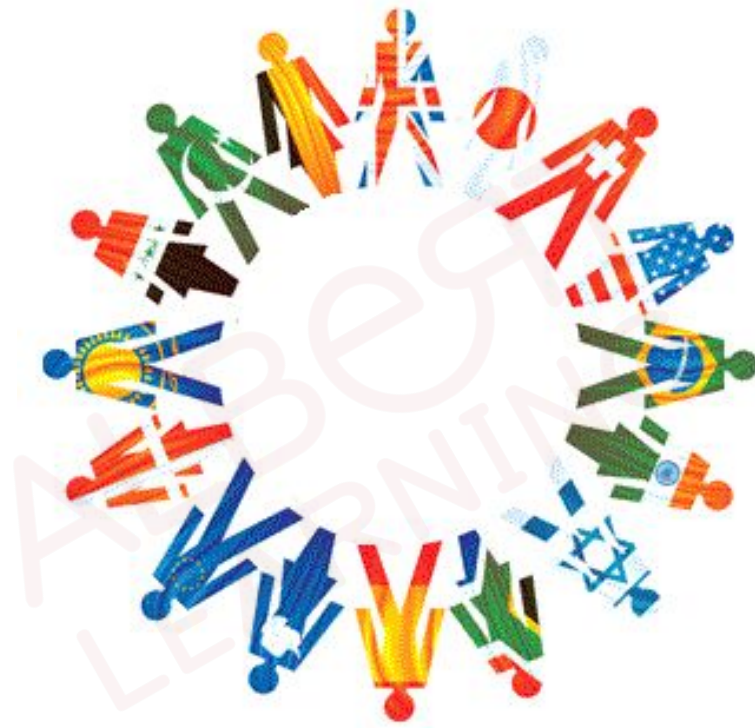




Cultural Sensitivity In A Global Setup

C1-C2

Module 5

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



SUMMARY

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

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.