



# 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.