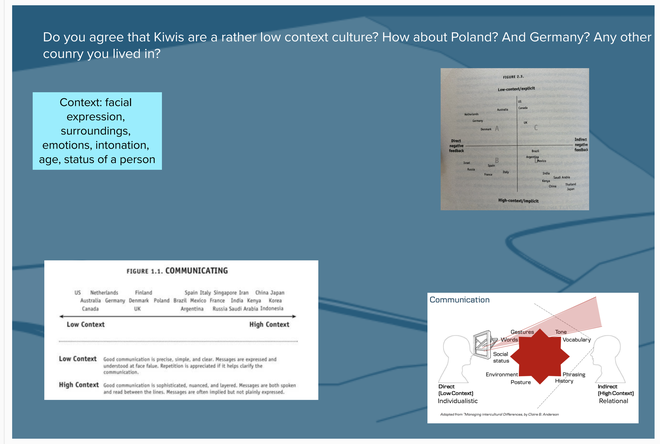
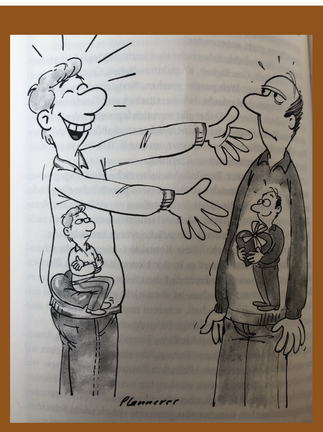


B/S/H/



Discuss the situation in this image.

Image from page 144 of

Which cultures do you know are peaches and which ones coconuts? What about New Zealand?

Coconut
- Reserved, needs time to warm up with strangers
- Private and public life are strictly separated
- Social distance determined by profession, social role and status (Sie)
- Close, very intimate sharing of experiences with friends
Peach
- Extroverted with strangers
- Open and curious
- Makes —friends||quickly
- Talks openly in public
- Private and public topics and behaviour are interwoven

Source: Heather Robinson of http://www.culturaldetective.com/

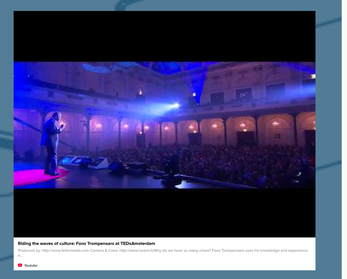
Coconut thinks peach is	
Negative stereotype	Positive stereotype
Superficial	Informal
Childish	Open
Not to be taken seriously	Friendly
Slippery	Enthusiastic
Uncommited	Flexible
Blah, blah, blah	Humorous

Peach thinks coconut is	
Negative stereotype	Positive stereotype
Overly reserved	Reliable
Stiff	Clear
Pompous	Trustworthy
Harsh	Orderly
Unfriendly	Honest
Aggressive	Punctual

1 minute - write a twitter tweet with hashtags about your takeaways from today's class.

Are you rather a peach or a coconut?

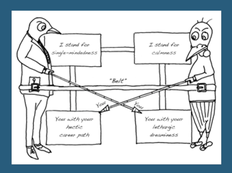
From minute 12:58

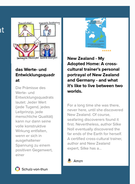


Quelle: https://www.schulz-von-thun.de/die-modelle/das-werte-und-entwicklungsquadrat

Drawing see page 186 in the book to the right.

Friedemann Schulz von Thun's Value and Development Square is a communication model. The premise is that every value (every virtue, every leading principle, every human attribute) has a constructive effect only in connection with a positive contrasting value, a "sister-virtue". Without this balance, a value is easily devalued to an exaggeration of itself.
Thriftiness is a positive attribute, stinginess is not. You need a bit of generosity to balance stinginess, and a bit of thriftiness to avoid extravagance, always depending on your point of view.





Finde corresponding values

Value	Sister value
punctual	rigid

Negative counter value

chaotic	flexible