



## DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 16

### INTERCULTURAL LITERACY 2: LEARNING ABOUT THE DAE MODEL IN INTERCULTURAL COMMUNICATION

Phase 1) Think about different perceptions of what you and others see.

- Look at the following images of [office space](#), [red high-heel shoes](#), and [ocean divers](#), and answer the questions below.
  1. What do you think of when you look at these images? What do you see? What do you feel?
  2. Why do different people sometimes see/feel about the same things differently?
  3. How does this apply to how we see the world generally?
  4. How does this influence the way we communicate with other people?
  5. Which words do you associate with the images?
- Discuss your answers with others and compare your notes.
- Collect your ideas jointly on a digital collaboration platform such as [Padlet](#), so that you can return to them easily when you proceed with your work.

Phase 2) Research the DAE/DIE model

- Read and learn about the [DAE \(DIE\) model](#) (Nam, 2012), search for more texts about the model and study them.
- Summarise your key findings with others on Padlet.
- Show an image of your choice (e.g., from your Smartphone gallery) to others and ask them to use the DAE model to speak about the image. Discuss it together. Then swap the roles.
- Apply the DAE model discussing the following advertisements promoting [a Mr. Clean product](#) and [FIFA World Cup](#). Compare your ideas with others.
- Think about an intercultural situation you have experienced to which you can apply the DAE model. Share your ideas with others.
- Summarise the key takeaways from this assignment.

