



## DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENT 20

### INTERCULTURAL LITERACY 6: CULTURAL PERCEPTION THROUGH BUSINESS SCENARIOS

#### Phase 1) Analyse business scenarios

- Based on your learning gained in Step 1 analyse the following business scenarios 1-2.
- Business scenario 1: Watch the following [UK](#) and [USA](#) advertisements for Hyundai IONIQ 5 and discuss the following questions with others:
  1. What visual metaphors are used in the adverts?
  2. From a cultural perspective, what cultural traits and values seem to be highlighted?
  3. Compare and contrast both adverts.
  4. Can you identify any cultural clusters, where the same advertisement might be shown?
  5. How might these adverts need adapting for different markets? Provide specific examples.
- Summarise your key takeaways on Padlet.
- Business scenario 2: Compare the communication strategy used by McDonald's in the [USA](#), [Brazil](#), [India](#) and [Norway](#) on their homepages. Answer the following questions and discuss them with others:
  1. Which are examples of high context communication with their clients and which are more low context and why? Explain the differences.
  2. What other cultural traits and values are reflected there?
  3. Suggest changes for the McDonald's homepage in your country. Then check on the Internet the actual homepage. How similar or different was your idea from the original?
- Take notes and summarise your ideas on Padlet.

