

## Assess the Situation

- When you observe people's interactions, do they seem formal or casual? You might want to watch people in several settings.
- Do people smile to one another?
- Do strangers greet one another?
- Do people who are familiar with one another use close personal space? Is there much close personal contact? Do people sit or walk alone or in groups?
- Are people animated with their gestures?
- Do voices intonate a lot when they speak? Can you hear emotion in their voice even if you don't know the language?
- If you observe a workplace, what is the dress code norm? Does it look more formal, fashion polished, or pretty casual?
- Are people well groomed? Are they wearing accessories (watches, jewelry, sunglasses, or perfume)?
- If you get to access written word (email or memos), does the tone seem formal or casual? Are recipients addressed by first name?
- Looking more specifically at the external environment, what is the political situation?
- How important is the role of government in people's lives?
- Is there a current political, social, athletic, and religious event that involves this culture directly?