# PITCH, TWEET, OR ENGAGE ON THE STREET



#### HOW TO PRACTICE GLOBAL PUBLIC RELATIONS AND STRATEGIC COMMUNICATION KARA ALAIMO

Photo credit: Nasa

# My Crash Course in Cross-Cultural Communication



Copyright: Vertes Edmond Mihai



Recall



Copyright: ra3rn

- Interviews with 87 practitioners in 31 countries
- In person at the World Communication Forum in Davos, Switzerland and Social Media Strategies Summit in New York
- Focus groups in São Paulo, Rio de Janeiro, and Cape Town
- Skype

## The World's Ten Cultural Clusters:

- Confucian Asia
- South Asia
- Anglo Cluster
- Latin Europe
- Germanic Europe
- Nordic Countries
- Eastern Europe
- Middle East
- Latin America
- Sub-Saharan Africa

Adapting Communication Messages, Strategies, and Tactics – Some Examples

- Emotion in the Arab world
- Brown envelopes in Sub-Saharan Africa
- "Risky communication" in Confucian Asia

## The Generic-Specific Approach

Adapt PR strategy based upon 5 local factors:

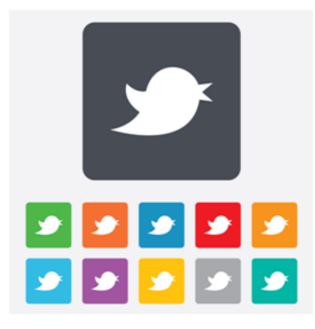
- Political-economic system
- Culture
- Extent of activism
- Level of development
- Media system

## Social Expectations



Copyright: Grand Canyon National Park

Local Influencers



Copyright: Blan-k

## Kara Alaimo, Ph.D.

Kara.S.Alaimo@hofstra.edu <u>www.karaalaimo.wordpress.com</u> Twitter: @karaalaimo