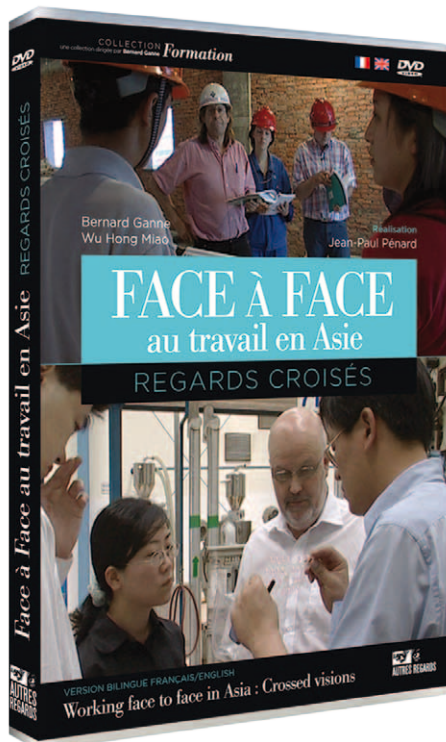


Working FACE TO FACE in Asia

Professor WU Hong Miao
(University of Wuhan, RPC)

CROSSED VISIONS

Bernard GANNE
(Cnrs, ISH Lyon,
CMW, University of Lyon 2)



Film director: **JEAN-PAUL PÉNARD**

DVD PAL – Movies : 1h35 - French and English Version
A “AUTRES REGARDS” production
in association with the CNRS- ISH Lyon

**An original instrument of work and reflection
revealing the different dynamics of the cultures
involved**

An active tool for analysis and training

**A practical introduction to intercultural
management**

In the current context of globalization and the emergence of Asia :

- An original tool for understanding the Asian world
- An on the spot approach to cultures at work
- Keys to interculturality

- Basic material made up of **filmed observations** in companies in **China** and **Japan**
- **Contradictory comments** of a **French sociologist** of work and company management, and a **Chinese linguist** specialised in interculturality.

A DVD organized in graduated steps, helping to :

1. **analyze the incomprehensions and blockages** at the workplace and how to deal with them (part 1)
2. **overcome daily oppositions and misunderstandings** (relations at work, with the hierarchy, in group realtions, the organization of time), (part 2)
3. To **learn how to use synergies** (in the logics of knowledge, in systems of action), (part 3).

Bernard GANNE is a sociologist and emeritus research director at the CNRS (CMW, Lyon 2 University). For more than 15 years he has observed and filmed the setting up of European firms in Asia, in China and Japan.

WU Hongmiao is a linguist and professor of French at the University of Wuhan in China. He has translated many books and developed transversal reflections on approaches to interculturality.

Jean Paul PENARD is a documentary film maker. He has worked with Bernard GANNE for 30 years, producing twenty films analyzing work and the organization of companies in Europe and Asia.

A REFLEXIVE DETOUR THROUGH ASIA

A concrete tool of training for interculturality

With the double asset

1. To be based on a corpus of observations filmed directly in companies in Asia (big industrial groups - Merial, l'Oréal - as well as SME (small and medium-sized enterprises)...
2. ...and then to analyze these situations through the different viewpoints of French and Chinese specialists.

The DVD « Working face to face in Asia: crossed visions» constitutes an incomparable tool of analysis of Asian/ European work relations and an efficient training for interculturality.

A flexible and adaptable support according to the objectives of training

The DVD is conceived as a flexible tool according to the aimed objectives.

Structured in 3 main chapters and 10 basic units (see summary below), it is organized to allow:

- either to watch all the filmed situations at once...
- ...or to work in an analytical way each of 10 situations, for developing a wider and deeper investigation of analyses;

These various options of reading leave the possibility at every stage of training to mobilize or not the crossed comment according to the chosen educational options.

A tool of French/English multilingual work



Movies as well as comments are all accessible either in **French version** or in **version subtitled in English**.

SUMMARY OF CHAPTERS AND SUB CHAPTERS

Working face to face in Asia: Crossed Visions



- The 10 filmed situations
- The filmed situations with commentaries

CHAPTER 1: MISINTERPRETATIONS AND BLOCKAGES

- 1.1 Within technical organizations
- 1.2 In the administrative sphere

CHAPTER 2: CULTURES WORKING DAY BY DAY: Mistakes and misunderstandings

- 2.1 In hierarchical relations
- 2.2 In relations with the group
- 2.3 In work relations
- 2.4 In relation to time
- 2.5 In ways of working

CHAPTER 3: GOING BACK TO THE CULTURAL ROOTS AND PLAY SYNERGIES (in relations with the group)

- 3.1 Inverted logics of knowledge
- 3.2 Learning how to combine the two approaches

CONCLUSION

An AUTRES REGARDS Production, realized with the support of the CNRS and of the ISH-Lyon

A tool of analysis and training about interculturality aimed at firms and companies *, universities *, team of management *, institutes of training*, etc.

(*sold with license for training)

INFORMATION AND ORDERS

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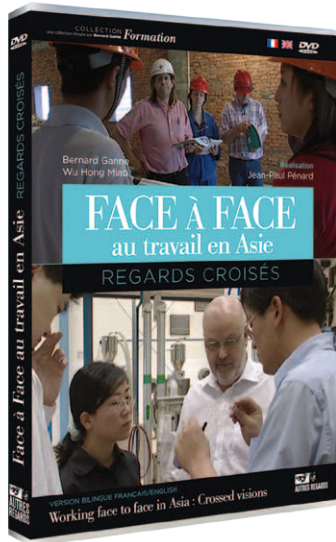
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by Bernard GANNE and WU Hong miao**



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“Working face to face in Asia : Crossed visions”

- Education for teaching : **240€** inclusive of tax + **9€** post and package = **249€**
- Multimedia libraries : **330€** inclusive of tax + **9€** post and package = **339€**
- Companies (multi-post and multi-use inside the company) : **330€** inclusive of tax + **9€** post and package = **339€**

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OR with a 'multimedia' licence for use in public libraries, allowing for borrowing and use of the DVD outside of class teaching.