



# Business-Knigge Japan (German Edition)

*Katharina Grimm*

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Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Interkulturelle Kommunikation,

Note: 1,0, Friedrich-Schiller-Universität Jena, Sprache: Deutsch, Abstract:

Besonders bei internationalen Geschäftskontakten zwischen Ländern, deren Kulturkreise große psychische Distanz zueinander aufweisen, spielen intensive Vorbereitung und adäquate Begleitung eine wichtige Rolle.

Dem oft präskriptiven und sehr statischen Business-Knigge wird hier vor allem durch Experten der interkulturellen Kommunikation Oberflächlichkeit unterstellt. Er breche komplexe kulturelle Unterschiede auf einen eindimensionalen Verhaltenskodex herunter, der der Realität schlicht nicht gerecht wird.

Geschäftliche Kommunikation zwischen Parteien aus westlichen Ländern und Japan stellen aufgrund grundlegender kulturspezifischer Unterschiede besonders hohe Anforderungen an alle Beteiligten. Während für Länder mit vergleichbarem historischen und ideologischen Wurzeln der Business-Knigge gern als beiläufiges Hilfsmittel dazu benutzt wird, auf kleine Unterschiede aufmerksam zu machen, scheiden sich bei Nationen mit großer psychischer Distanz zunehmend die Geister im Hinblick auf seine Verwendbarkeit.

Ich möchte daher in dieser Arbeit herausfinden, welchen Wert ein Business-Knigge speziell für den Kontakt mit Japan, als Kulturkreis mit großer psychischer Distanz zu westlichen Ländern wie Deutschland, hat. Es gilt zu beleuchten, ob er für geschäftliche Kontakte zwischen westlichen Nationen und der japanischen, tatsächlich so wertvoll ist wie Laien ihn einschätzen oder so nutzlos so wie einige Experten behaupten.

Deutsche Expertenstimmen, die jahrelang Erfahrungen mit der japanischen Kultur sammeln konnten, sollen hier neben literarischen Quellen Licht ins Dunkel bringen und die Position des Business-Knigge in der Praxis der gegenüberstellen, die Wissenschaftler in theoretischem Kontext darstellen.

Beweggrund für diese Arbeit war für mich genau eben diesen Kontrast zwischen Theorie und Realität zu skizzieren und vor diesem Hintergrund die Frage zu beantworten, ob der Business-Knigge lediglich den Wunsch befriedigt, fremde Kulturen auf irgendeine Weise fassbar zu machen, oder ob er für westliche Geschäftsaktivitäten mit in einem Kulturkreis wie Japan tatsächlich nützlich ist, lässt sich doch ein derart komplexes und für die westliche Welt fremdes Wertesystem auch durch andere Vorbereitungsformen nie völlig begreifen.

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