**Principles-first**

Individuals are trained to first develop the theory or complex concept before presenting a fact, statement or opinion. The preference is to begin message by building a theoretical argument before moving to a conclusion.

**Applications-first**

Individuals are trained to begin with a fact, statement, or opinion and later add concepts to back up or explain the conclusion as necessary. Discussions are approached in a practical, concrete manner.

**STRATEGIES FOR PERSUADING ACROSS CULTURES**

*Source: Erin Meyer, 'The Culture Map'*

Principles-first reasoning (also referred to as deductive reasoning) derives conclusions or facts from general principles or concepts. For example, we may start with general principle like ‘All men are mortal’. Then we move to a more specific example: ‘Justin Bieber is a man’. This leads us to the conclusion, ‘Justin Bieber will, eventually, die’.

On the other hand, with applications-first reasoning (also referred to as inductive reasoning), general conclusions are reached based on a pattern of factual observations from the real world. For example, if you travel to Vilnius, Lithuania, one hundred times during January and February, and you observe every visit that the temperature is way below zero, you will conclude that Lithuanian winters are cold.

Most people are able to practice both principles-first and applications-first reasoning. But our habitual pattern of reasoning is heavily influenced by the kind of thinking emphasized in our culture’s educational structure.

**WORD OF THE WEEK**

**Natmad**

(Danish noun) In Denmark, a late-night snack at a party is clearly important to merit its own word, natmad.

Natmad stands for traditional food typically served at the end of a party. By the sounds of it, when you receive your natmad, you know it’s time to head for the exit.
There’s no doubt that some cultures are more emotionally expressive than others. Western cultures are often related to high arousal emotions (e.g., anger, excitement, joy, and annoyance), whereas Eastern cultures are consireded to prefer low arousal emotions (e.g., relaxation, peacefulness, boredom, and sadness).

These cultural differences can be explained by the distinct characteristics of individualist and collectivist cultures. In Western culture, people are encouraged to express their inner states or feelings, and to influence other people.

By contrast, in a collectivistic cultural atmosphere, individuals try to modify themselves and not influence others to fit in the groups they are in. To meet this goal, low arousal emotions work better than high arousal emotions.

How emotionally expressive are you? Where across the emotional expressiveness scale would indentify yourself?