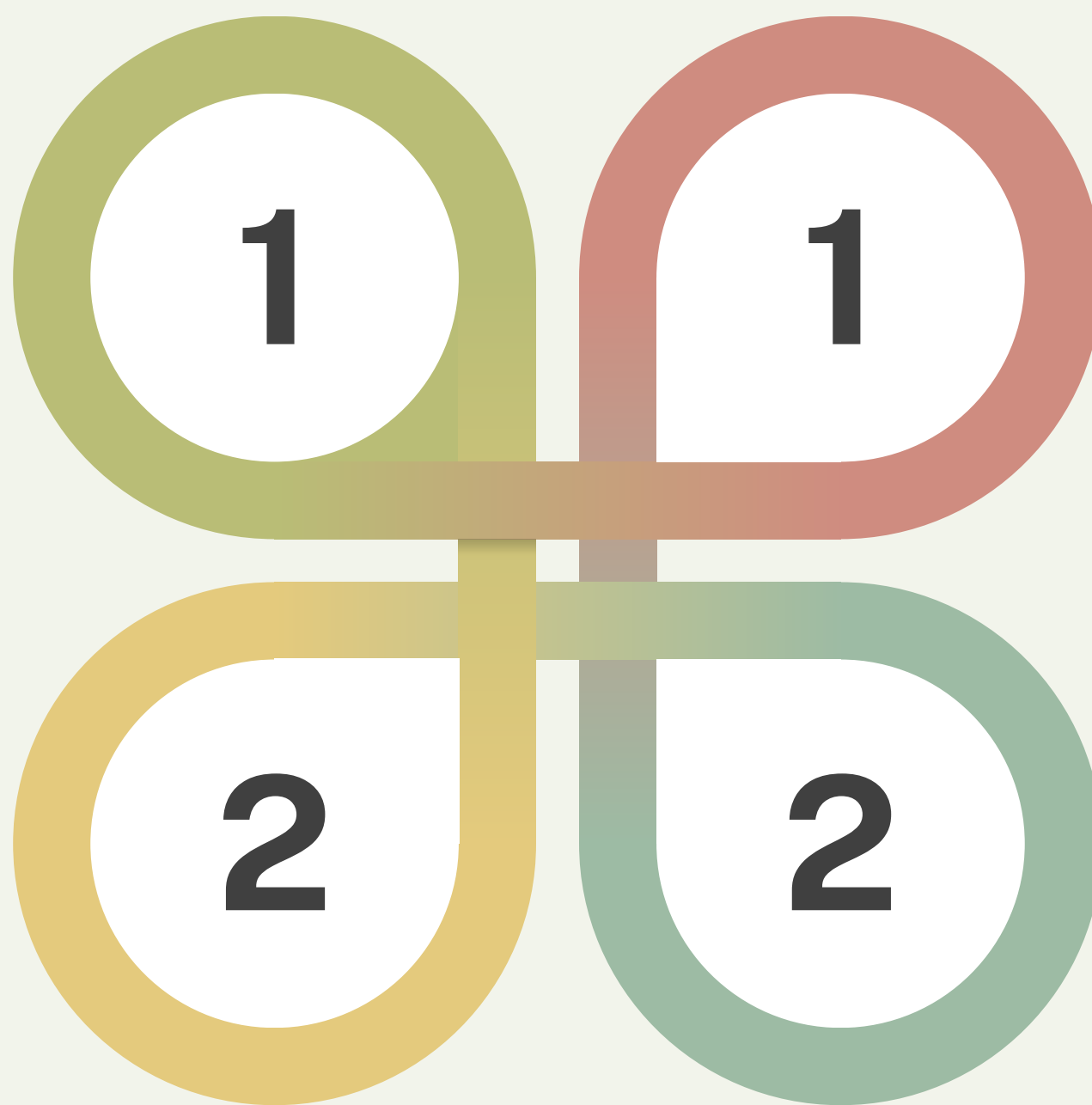


Visual Communication

1. Visual Communication in Multicultural Settings

- Key concern: **Color symbolism**
- Colors mean different things in different cultures (e.g., white = purity or mourning)
- Be culturally sensitive in color choices



2. Color Theory Basics

- Red: Urgency, passion
- Blue: Trust, professionalism
- Green: Growth, health

Team Case Study

1. Team Communication Case Study

Scenario Issue:
Vague email, unclear goals, miscommunication → delayed progress

How to Improve:

- **Set clear objectives**
- **Use structured emails**
- **Conduct regular meetings**
- **Encourage feedback**
- **Provide guidelines/templates**

2. Tone in Persuasive Business Letters

- Best tone: Courteous and assertive
- Avoid: passive, indifferent, or aggressive tones