

CCM- Contrast Culture Method



What is CCM?

CCM is an experiential intercultural training method developed in the 1960s by Dr. Edward Stewart. The method uses a role play of real-life situations, which is subsequently discussed and analysed in depth.

CCM is useful for raising participants' awareness of cultural values and behavior which "contrasts" with their own. Participants often gain more insights about their own culture.

CCM is:

- * Reflective
- * Experiential
- * Holistic
- * Thought provoking
- * Unique
- * Collaborative
- * Non-judgmental

What is the CCM SIG?

The CCM SIG (Special Interest Group) is a group interested in learning and teaching about cultural differences. The SIG conducts trainings and sessions, and also does research.

Interested in participating in a CCM session?

Contact Donna Fujimoto: fujimotodonna@gmail.com

FAQ

Where is CCM?

Members of the CCM SIG are mostly from Kansai, Chubu, and Kanto, but they come together whenever there is a presentation or a workshop.

What is the core idea of CCM?

A CCM session begins with an unscripted role play. One player is the Reference as s/he represents the main culture of the trainees, while the other is the Contrast player who has been trained as an actor to act in a way that highlights the differences from the reference player. The role players are interviewed and a trained facilitator takes the group through reflective discussions.

Can anybody participate?

Yes. Anyone interested can join the group. There are no requirements.

Are there any fees to join?

No, there are no membership fees; however, it is highly recommended that participants officially join SIETAR Japan (Society for Intercultural, Education, Training and Research) www.sietar-japan.org

What are the applications of CCM?

CCM can be applied to a range of situations involving interpersonal communication between cultures, such as study abroad, businesses, homestays, immigration support, workplace culture, etc.

Can CCM be adapted to the classroom?

Yes, but not easily. The main reason is that CCM cannot be conducted by one individual—it is a collaborative effort. If an instructor can enlist the help of trained CCM members, it is extremely effective. Individual instructors could use “CCM-inspired” activities, but these are not true CCM sessions.

Is CCM only done in English?

No. CCM has been undertaken in Japanese, and in sessions where both languages were used.

Where can I learn more about CCM?

CCM practice sessions before workshops and sessions are open to anyone who is interested. (Contact Donna Fujimoto fujimotodonna@gmail.com)