Since Kaplan presented the idea of cultural thought patterns half a century ago, the differences in rhetorical strategies have been emphasized in language learning. In recent years, Nisbett demonstrated that East Asians have a holistic worldview whereas Europeans have an analytical worldview. Today, cognitive psychologists pay more attention to culture in thinking and reasoning in the context of judgment and decision making. While these differences certainly exist, I speculate that the shared fundamental principles in thinking and reasoning underlie the differences. The Message Construction Cross (MCC) model visualizes it as a transcultural mental model. I have developed the MCC model over the past 10 years based on studies in Rhetoric and Argumentation. In this presentation, I will explain the theoretical framework. The MCC model has the potential to embrace cultural boundaries in a global context.