

WHAT IS CROSS – CULTURAL COMMUNICATION

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Annotation: *Cross-cultural communication is a topic of research that focuses on how individuals from various cultural backgrounds interact with one another, both within their own groups and while attempting to communicate with others from different cultural backgrounds. Companies with a diverse staff must prioritize cross-cultural communication and engage in trade on a worldwide scale. Additionally, it is crucial for workers to comprehend the components of a productive, diversified workforce. This cultural method of communication aims to unite disparate fields, such as cultural anthropology, and develop a communication area. Its main goal is to clarify and comprehend how people from various cultures interact with one another. It also intends to produce some principles that will help people from various cultures communicate with one another more effectively. The article that follows discusses effective cross-cultural communication techniques, intercultural communication challenges, and methods for resolving cross-cultural communication problems.*

Key words: *business, technology, company, speak, culture, global capitalism, language, country, world.*

INTRODUCTION

Due to this, corporations now view cross-cultural communication as strategically crucial to the expansion of the Internet, technology, and international trade. Any business that employs a diverse workforce or intends to do so must understand cross-cultural communication pursuing international business. Understanding how people from various cultures speak, interact, and view the world is necessary for this kind of communication. Understanding different business practices, ideologies, and communication techniques is crucial to cross-cultural communication in an organization. Cross-cultural communication can be impacted by a number of important elements, including power distance, nonverbal differences, high-context vs. low-context cultures, and language variations. Let's examine the potential problems that cross-cultural differences could bring about within a company. Manager Jack works for a large retailer with headquarters in New Mexico. He flew to Japan to talk about a prospective alliance with a regional Japanese business. Yamato, a business associate of his, is the Japanese firm's equivalent. Jack has never visited Japan, therefore he is unfamiliar with the local customs. Let's examine how Jack conducts his meeting with Yamato to see some of the ways that a lack of cultural knowledge might pose a challenge to commercial success. Because the globe was divided into the East and the West, two

distinct and rivalling powers, throughout the Cold War, the US economy was mainly self-sufficient. Old cultural barriers, however, started to dissolve as a result of changes and developments in economic relations, governmental structures, and technical possibilities. Global capitalism replaced individual-country capitalism in the business world.⁸

Because corporations and governments wanted to grow internationally, they were the first to study cross-cultural communication. Businesses started to provide language training for their staff members, and initiatives to teach staff members how to behave overseas were created. Because the globe was divided into the East and the West, two distinct and rivalling powers, throughout the Cold War, the US economy was mainly self-sufficient. Old cultural barriers, however, started to dissolve as a result of changes and developments in economic relations, governmental structures, and technical possibilities. Global capitalism replaced individual-country capitalism in the business world.

Because corporations and governments wanted to grow internationally, they were the first to study cross-cultural communication. Businesses started to provide language training for their staff members, and initiatives to teach staff members how to behave overseas were created. High context regions can be found throughout the Middle East, Asia, and Africa. High-context cultures are collectivist and emphasize interpersonal interactions in organizations. People from high-context cultures may be curious to get to know the other party they are doing business with in order to have a gut feeling about the decision. Additionally, they could be more focused on group accomplishment and corporate teams than on individual success. Different cultures use eye contact and gestures differently when communicating nonverbally. In order to avoid offending different cultures, businesses must train their personnel on how to handle nonverbal communication properly. For instance, American workers frequently guide others nonverbally by waving their hands and pointing with their fingers. Some cultures view excessive gesturing as impolite.

While pointing may be acceptable in some situations in the United States, it is improper to point at someone in Japan since that action is viewed negatively. Instead, he can extend an open hand toward the person with his palm facing up. Our gestures are a form of nonverbal communication that fall into five categories:

Emblems:

Sign language is one example of an emblem (the thumbs-up is one of the most recognizable symbols in the world).

Illustrators

Illustrators imitate what is spoken, for example, by putting up a certain number of fingers to indicate how much time is left.

Regulators

⁸ Brown, H.D. Teaching by Principles: An Interactive Approach to Language Pedagogy, Longman.(2001).Print

Regulators serve as a means of communicating meaning by gestures (for example, raising one's hand to ask a specific question about what was been spoken).

Change shows

Affect displays make feelings like happiness (through a grin) or grief (by shaking in the mouth, sobbing) visible. The difficulty posed by language boundaries is the main problem in cross-cultural communication. For instance, a person worries about his capacity to properly interact with another since he does not speak Japanese. He can employ a few techniques to aid in ⁹building rapport with another individual. He can communicate his thoughts and feelings through nonverbal signs such as his emotions, gestures, and facial movements. Additionally, he is permitted to draw and request an interpreter. You should speak more slowly. Give those whose native language is different from yours time to understand what you are saying.

Speak concisely and clearly. Maintain eye contact and speak clearly. Avoid employing terms with several meanings or ambiguity. Unawareness of the various meanings one word can have is one of the issues non-native English-speaking cultures have with the English language.¹⁰

Ensure simplicity. Consider your audience when writing and communicate in terms of their comprehension.

Avoid giving lengthy lectures that bore your audience. Give your audience some time to process what you just said. Be aware of your audience and engaged both as a speaker and listener. A group's reaction to your remarks can help you determine whether they have understood what you said. Maintain courtesy and respect for others from various cultures. When you respect the people you speak with, it makes it easier for them to try to comprehend what you are saying. A wonderful method to show your multi-cultural group that you appreciate them is to conduct some basic research on specific ways to interact with the cultures you will be encountering.

Be open and smile. Your body language reflects your acceptance -- or lack thereof -- and respect and aids in relaxing listeners. Unspoken communication is conveyed through your body language. Be careful not to use frightening hand motions that others might misinterpret as threats. People generally assume that you are closed off to them when you have your arms crossed. Observe slang. Slang expressions are particular to each culture and are not always understood. Avoid using slang language that other people might not understand to achieve efficient cross-cultural communication.

Avoid humor. One culture's sense of humor might not be shared by another. Humor could be misconstrued and viewed negatively. Even though comedy is a great icebreaker, it

¹⁰ Smith, J. R. (2011). The etiquette book: A complete guide to modern manners. Sterling. Sankar.G (2016), Interactive Etiquette Activities and Work Dimensions in Secondary Language

can backfire if the cross-cultural group doesn't understand its intended meaning. When in doubt, refrain from utilizing comedy when conversing with individuals from different cultures.

A formal communication strategy should be used up until you establish a relationship with your group.

People from different cultures may be offended by a casual, informal approach, especially if you've only recently met them. Until you have established a rapport with your cross-cultural group, speak in a formal and courteous manner.

Avoid asking or answering negative questions. Dual negatives are unclear enough for people whose first language is English. Double negatives are frequently misinterpreted in cross-cultural contexts. Keep queries and responses clear so that everyone can understand. Ask for feedback. Request members of the cross-cultural group to speak up and provide interaction or ask questions. When you permit two-way communication, this helps prevent misunderstandings and clears up questions people might have. Summarize what you have said. Don't assume that just because you said it everyone understands. Repeat what you have said in a different way, summarize it and allow people the time to grasp what you have said. By summarizing what you have said, you can verify that everyone is on the same page.

CONCLUSION

We may now advertise our companies in new markets that have been made possible by the Internet and contemporary technologies. Cross-cultural communication is also becoming more and more commonplace because it can now be just as simple to work with people remotely as it is to interact with them in person. After all, if communication is electronic, working with someone in another nation or the town over is just as simple.

And why limit yourself to working with folks within a short driving distance when you can work with the world's smartest people just as easily? For those of us who are native English-speakers, it is fortunate that English seems to be the language that people use if they want to reach the widest possible audience. However, even for native English speakers, cross-cultural communication can be an issue: Just witness the mutual incomprehension that can sometimes arise between people from different English-speaking countries. In this new world, good cross-cultural communication is a must.

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