

Lecture 3: Communication Challenges in a Diverse, Global Marketplace



LEARNING OBJECTIVES

1. Discuss the opportunities and challenges of intercultural communication.
2. Define *culture*, explain how culture is learned, and define *ethnocentrism* and *stereotyping*.
3. Explain the importance of recognizing cultural variations, and list eight categories of cultural differences.
4. List four general guidelines for adapting to any business culture.
5. Identify seven steps you can take to improve your intercultural communication skills.

Communicating in a Diverse World

Advantages of a Diverse Workforce

- Obtaining More Views and Ideas
- Understanding Diverse Markets
- Accessing a Wider Pool of Talent

Communicating in a Diverse World

Challenges of Intercultural Communication

- Language Barriers
- Misunderstanding of Words and Nonverbal Cues
- Time and Space Preferences

Culture

- Culture
 - Shared system of symbols, beliefs, attitudes, values, expectations, and behavior norms
- Learning Culture
 - Directly - > Through Instruction
 - Indirectly - > Observing Others



Challenges of a Diverse Workforce

Understanding
the
Effects of
Culture

Developing
Cultural
Competency



Ethnocentrism & Stereotyping

- Ethnocentrism
 - Tendency to judge all other groups according to the standards, behaviors, and customs of one's own group
- Stereotyping
 - Assigning generalized attributes to an individual on the basis of membership in a particular group

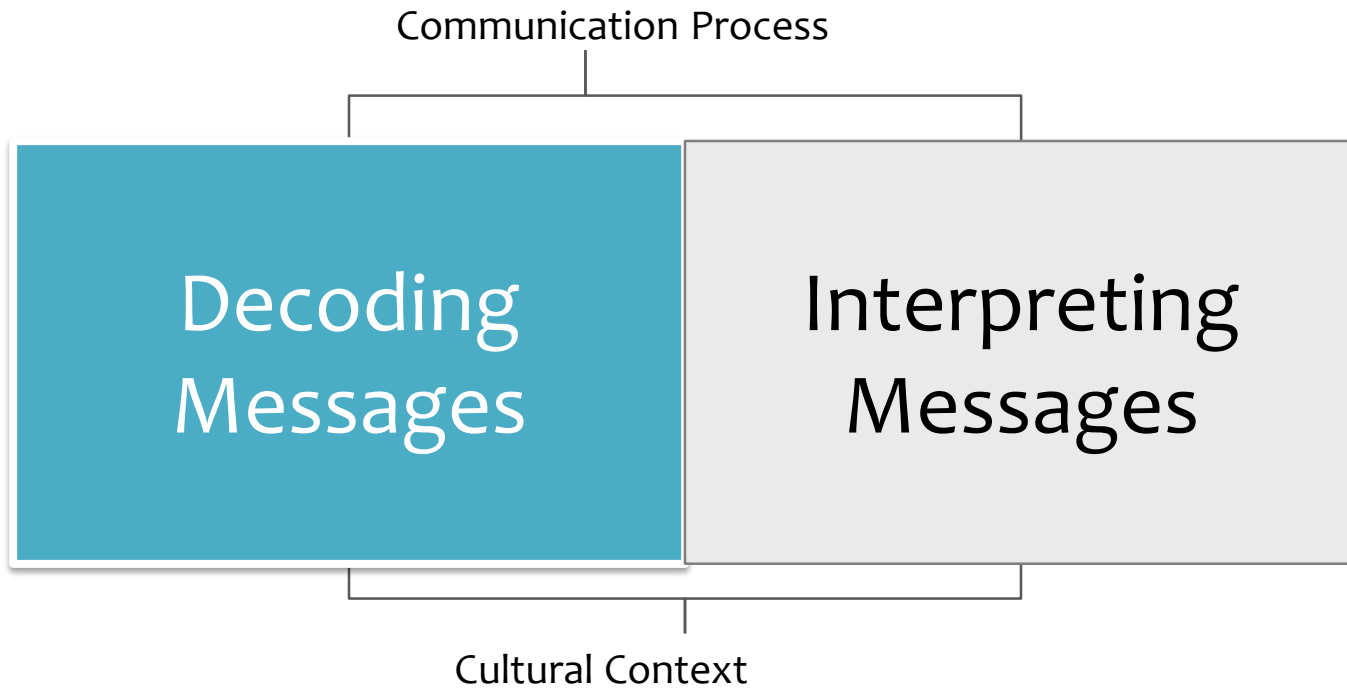


Key Aspects of Cultural Diversity



Cultural Context	Age Differences
Legal and Ethical	Gender Differences
Social Customs	Religious Differences
Nonverbal Signals	Ability Differences

Nonverbal Communication



Age Differences



Cultures that Value Youth

Cultures that Value Seniority

Cultures with Multiple Generations

Gender Differences

Perception of Men and Women

Percentage of Management Roles

Different Communication Styles



Religious Differences



Ability Differences



Respect for Individuals



Sensitivity to Differences



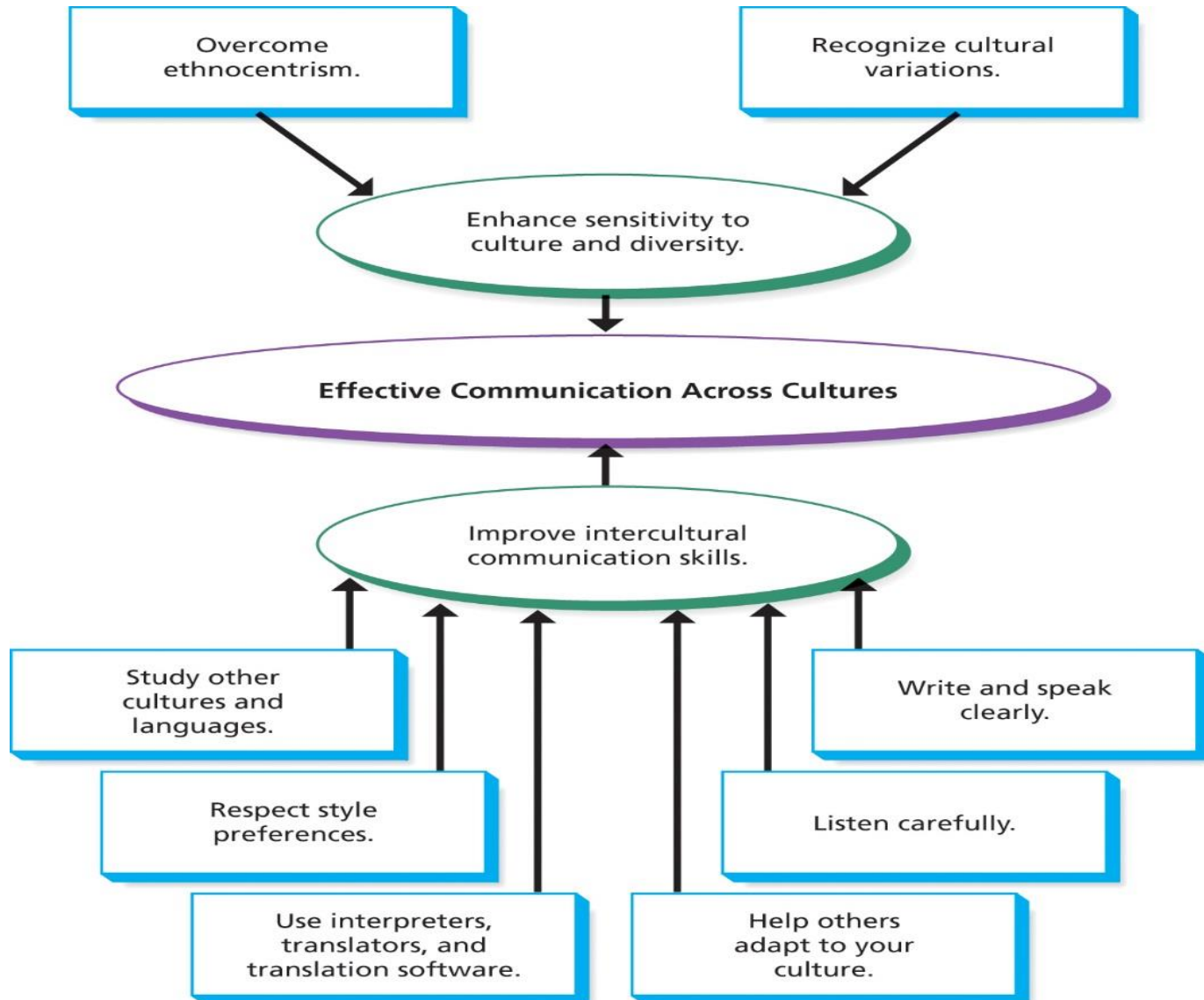
Use of Assistive Technologies

Guidelines for Adapting to Any Business Culture

- Be Aware of Your Own Biases
- Use Caution Applying the “Golden Rule”
- Practice Tolerance, Flexibility, and Respect
- Practice Patience and Maintain a Sense of Humor



Components of Successful Intercultural Communication



Writing for Multilingual Audiences

Use Plain Language

Use Precise Words

Use Clear Examples

Cite Numbers Carefully

Avoid Slang & Jargon

Be Brief

Use Short Paragraphs

Use Transitions

Speaking with Multilingual Audiences

- Speak clearly and simply.
- Look for feedback.
- Rephrase as needed.
- Clarify your meaning with examples.
- Don't "talk down" to other person.
- Learn common greetings and key phrases.
- Listen with care and respect.
- Adapt your style to the other person.
- Check for comprehension often.
- Clarify what will happen next.





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