Case Analysis 2

Introduction

**Key problem:** Differences due to cross cultural communication

**Purpose:** To Inform

**Thesis statement:** Following case analysis will provide the reasons for the differences in cross cultural communication and suggest possible solutions with one being the most feasible solution to reduce the differences followed by the recommendations.

Summary

George, American businessman, visited the trade fair in china where he became interested in the company owned by Mr. Li as his company was very responsive. He tried to have a meeting soon before leaving China but Mr. Li was busy for a week. Mr. Li replied formally to George that he will be busy for next week but George made him casually convinced. Next day, George reached for a meeting and found him busy and then Mr. Li had left when George came back. **Therefore, George and Li had differences in their communication because they belonged to two different cultures and could not understand the norms and values.**

Reasons

Differences in cross cultural communication often takes place. Firstly, they have different norms and values. E.g, attending assigned appointments may be more significant for one person than any other important work. Secondly, interpretation of language is different for people with different cultures. For instance, Georege wrote informally to Li and Li in response ignored his appointment.

Alternative solutions

Understanding the language associated with other cultures can reduce the differences in cross-cultural communication.

Understanding the norms and values of other cultures can make intercultural communication much more effective by reducing the differences.

Best solution:

Learn the cultures

Conclusion