**Communication & Presentation skills**

**ASSIGNMENT**

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**Q: Discuss any four barrier of cross cultural communication in detail.**

**Ans:** There are many things that work as communication barriers when a person communicates with a person that is from another culture four of which are mentioned below:

**1- ETHNOCENTRISM**

We all have a natural tendency to look at other cultures through our own lenses. Ethnocentrism happens when we implicitly believe our way of doing things and seeing things is the right and only way. As a result, we negatively judge behaviours that don’t conform to our world vision. We perceive other’s behaviours as odd and improper. Ethnocentrism also creates an “us versus them” mentality that can be detrimental. Some people just can’t stand the sight of a person due to this negative mindset.

**2- STEREOTYPING**

It’s also common to rely on oversimplified clichés about people from different cultures. In fact, there are quite a few cross-cultural trainings in the market that are focused on memorizing cultural differences and can reinforce stereotyping. Learning about differences can be useful as a starting point. But individuals are unique; you can never predict a person’s behaviour based on his or her nationality. For example when a French moved to UK, his French friends told him that “*The British never invite you for dinner”* which is a common social activity in France. This type of behaviour is also a great barrier in communication.

**3- PSYCHOLOGICAL BARRIERS**

To manage cross-cultural teams successfully, you need to flex your own style. It’s not easy to go against your natural preferences. People can feel unauthentic and incompetent. I know the case of a Pakistani manager who went to the United States. He found out that his typical Pakistani style of giving feedback, focused on what was “wrong” rather than on what was working well, was undermining his team’s confidence. He realised what the problem was, but he felt artificial acting the “American” way. He went back to Pakistan as soon as he could. If a person is to live among people of different culture then the person must adopt not much at least some of the things that may help him understand others.

**4- LANGUAGE BARRIERS**

All teams have a common language, but when some people are more fluent than others, it creates social distance between members. In global teams, people who are less fluent in English tend to withdraw from communication, which means the team may not get all the input it needs. Understanding what’s said can be challenging if people speak too fast or use too much slang. This also might have an influence on how people’s competence and performance are perceived. I read that an organization where non-English native speakers felt that their career progression opportunities were not the same as for English native speakers. Even though they speak same language but a native will always have an upper hand over a foreigner. This can be a major barrier between people who work together or work at the same place this can give birth to hatred among them.