

5. Multiculturalism

In today's global world, we meet people from different cultures every day – in business, at school, or online.

Multiculturalism means that different nationalities, languages, and traditions live and work together.

Understanding and respecting cultural differences is important for communication and cooperation, especially in business.

What is Multiculturalism?

Multiculturalism means that people from different cultural backgrounds live together in one society.

They may have different **languages, religions, traditions, and values**.

It's important to be **open-minded, tolerant, and respectful**.

In international business, people often work in multicultural teams.

That's why cultural awareness helps to avoid misunderstandings and conflicts.

How does culture influence business?

Culture affects how people **communicate, negotiate, make decisions, or do business**.

For example:

- Some cultures prefer **direct communication** (e.g. USA, Germany), while others use more **indirect communication** (e.g. Japan).
- In some countries, it's normal to say "no" directly; in others, it's more polite to say it carefully.
- **Punctuality** is very important in countries like Germany or Switzerland, but in some countries it's more flexible.
- In some cultures, it's important to build a **personal relationship** before doing business.

When we respect these differences, we can create better working relationships.

Cultural Differences – 3 Examples

Japan – In Japan, politeness and respect are very important. People bow instead of shaking hands. Silence is a sign of respect.

USA – In the United States, communication is direct and friendly. People often smile and use first names.

Czechia – In Czechia, people are formal at the beginning. They use titles and last names. A firm handshake and eye contact are common. Punctuality and professionalism are important. Once you know them better, they are friendly and helpful.

Each culture has its own habits – for example, how people greet each other, how they behave at meetings, or what is considered polite.

Conclusion

Multiculturalism is part of our everyday life.

In business, understanding cultural differences helps avoid problems and builds strong relationships.

I believe it's important to learn about other cultures and traditions, because it helps us communicate better and respect each other.

I have worked on school projects in international teams, and I've seen how cultural differences can affect teamwork – but also how they can be a great advantage.

Useful Vocabulary

CZ	EN
tradice	tradition
náboženství	religion
společenské chování	social behavior
respektovat	to respect
být tolerantní	to be tolerant
otevřený (názorům)	open-minded
přímá komunikace	direct communication
nepřímá komunikace	indirect communication
nedorozumění	misunderstanding
konflikt	conflict
včasnost	punctuality
vztah	relationship
obchodní jednání	business meeting
jednání / vyjednávání	negotiation

CZ	EN
zvyky	customs
pozdrav	greeting
potřesení rukou	handshake
uklonit se	to bow
mluvit otevřeně	to speak openly
budovat vztah	to build a relationship
kulturní rozdíly	cultural differences