

Intercultural Communication



Introduction to Culture

Why do cultures differ? :

- History
- Educational Backgrounds
- Social backgrounds
- Ethnic
- Religion
- Ecology
- Technology



Various cultures in India

Today's presentation

- 1) What is Intercultural Communication ?
- 2) Importance of Intercultural Communication.
- 3) Do's and Dont's of Intercultural Communication.
- 4) Dining Etiquettes of Different cultures.
- 5) Conclusion.



Types of Cultural Communication

- Cross cultural communication
- International communication
- Multicultural communication
- Intercultural communication

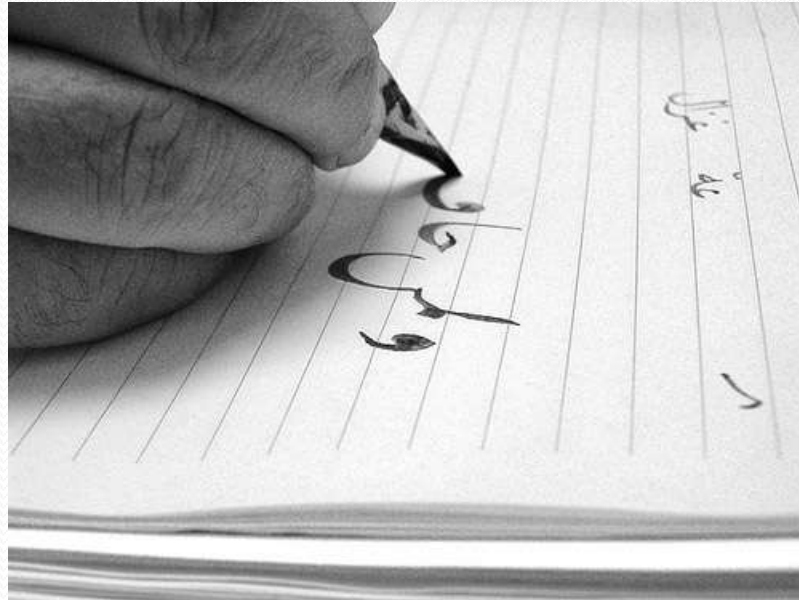
What is Intercultural Communication?

Intercultural communication refers to the effective communication between people/workers/ clients of different cultural background. It also includes managing thought patterns and non verbal communication.



Examples for Cultural differences

Arabic language is written from right to left and almost all other languages are written from left to right



Examples for Cultural differences

In America, people shake hands ,and even hug each other. But in India we just join hands to say namaskar.



Need for Intercultural Communication

- Success of any International business
- Allows workers from different cultures to work together as a group.
- Worldwide marketing campaign.
- An increase in international Business.



Two trends of Intercultural Communication

- Globalization
- Multicultural Workforce



GLOBALIZATION

- Globalization refers to the reduction and removal of barriers between national borders in order to facilitate the flow of goods, capital, services and labour



MULTICULTURAL WORKFORCE

- The phrase "multicultural workforce" refers to the changing age, gender, ethnicity, physical ability, and race, of employees across all types and places of work



Impact of Globalization- business sector

- e.g., Import and Export of food, electronic goods, etc. to other countries.
- Building a business friendly environment with other nations.



Impact of Globalization-Advancement in Film Industry

- Spreading of multiculturalism, collaborations
- For example: Endhiran Flim was persuaded by animatronic technicians from other countries also.



Increase in international travel and tourism

- Greater international travel and tourism.
- For example: In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007.



Worldwide sporting events

- Worldwide sporting events such as FIFA World Cup , ICC world cup and the Olympic Games.



Multicultural workforce

- Social backgrounds
- Cultures
- Racial backgrounds
- Gender
- Age
- Regions
- Religion



Need for managing

- Staff retention-less recruitment costs
- Working together – more productivity
- Resolving Conflicts
- Team Management



A workforce where people communicate effectively is more productive

DO'S OF INTERCULTURAL COMMUNICATION

- Avoid Assumptions, jokes which are misunderstood
- Use symbols, diagrams and pictures.
- Avoid using slang and idioms, choosing words that will convey only the most specific *denotative* meaning;
- Investigate their culture's perception
- Take cultural and local differences into account.
- Say what you do and do what you say. Make sure that your communication is line with the audience; use understandable language.
- Find out what cultural factors

DONT'S OF INTERCULTURAL COMMUNICATION

- Using the same approach world-wide.
- Considering traditional knowledge and practices as 'backward'.
- Letting cultural differences become a source of conflict that hinder the process or work.
- Fail to ignore culturally-dependent enabling and counteracting forces.
- Fail to take language barriers into account.



DON'T'S OF INTERCULTURAL COMMUNICATION

For example:

- North Americans** view direct eye contact as a sign of honesty
- Asians** view direct eye contact as a form of disrespect



DON'T'S OF INTERCULTURAL COMMUNICATION

The thumbs up sign in America and most of Europe means that something is good, or that you approve. This sign is considered rude in many Asian and Islamic countries.



Raising your hand up means stop in America or England. In some Asian countries this gesture is used when asking for permission to speak.

DIFFERENT DINING ETIQUETTES OF DIFFERENT CULTURES

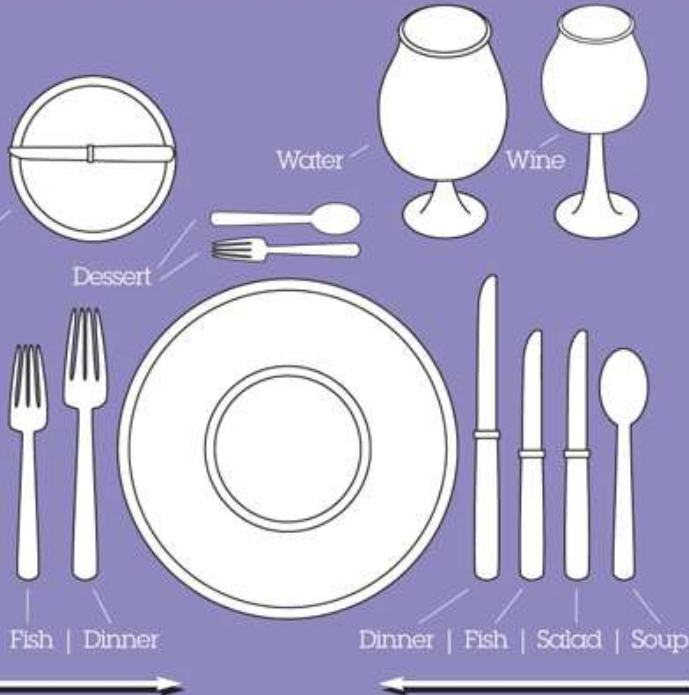
- Seating
- Eating
- Home/restaurant
- The food
- Conversation
- Body language



FORMAL ARRANGEMENT

formal

Like Thanksgiving
or a meal in a fine
restaurant.



CHOPSTICKS IN CHINA



The background of the slide features a globe of the Earth, showing continents and oceans. Multiple hands of various skin tones are reaching up from the bottom, cupping the globe. The overall color palette is dominated by blues and purples, with a soft, ethereal glow.

CONCLUSION

Diversity is a challenge as well as an opportunity which can have positive as well as negative influence.

Acknowledging, understanding, accepting, valuing and celebrating the differences among people to create equal employment opportunities.

Thank You

