

# Professional Communication

Prepared by: Rudra Patel (CS052) | Pratham Patel (CS042) |  
Sahil Patel (CS053) | Devansh Pitroda (CS047) | Malhar  
Patel (CS027)



# Ethnocentrism & Stereotyping

## Ethnocentrism

Judging other cultures by your own cultural standards.

Example: Assuming US business practices are superior.

## Stereotyping

Applying generalized beliefs to individuals.

Example: "All accountants are introverted."

## Impact

Leads to misunderstandings, bias, and discrimination.

# Psychological Barriers

## Definition

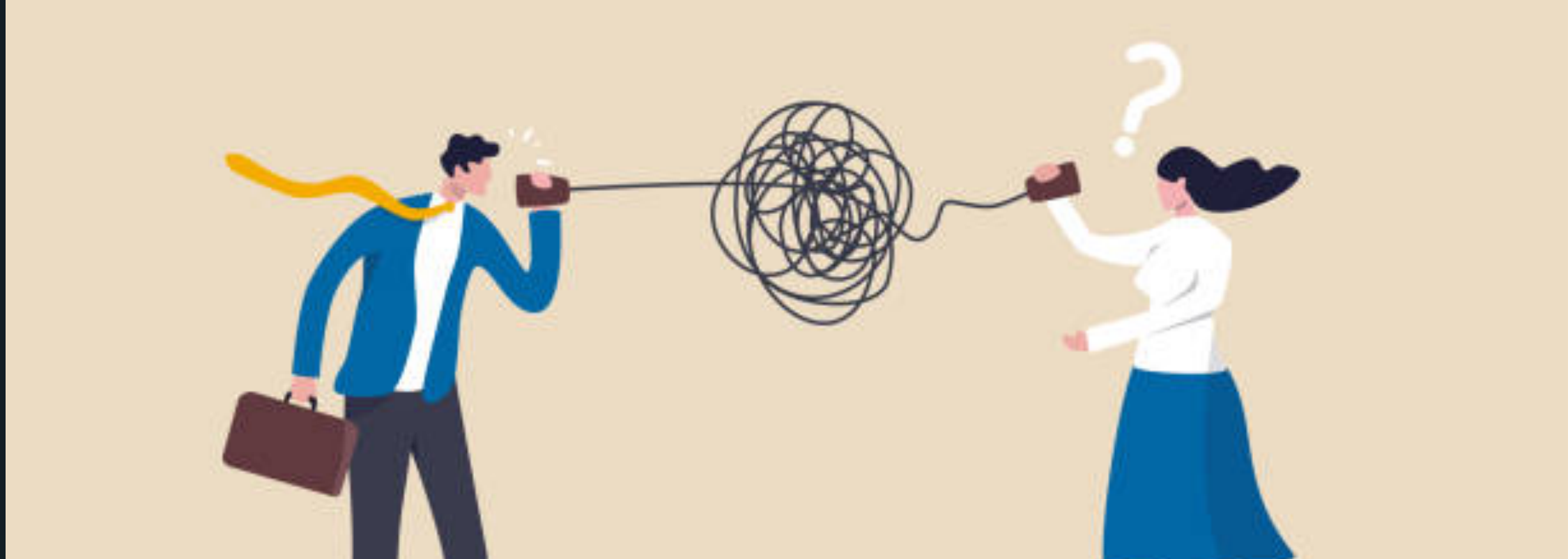
Mental obstacles that block communication flow.

Examples: Anxiety, fear, distrust, defensiveness.

## Impact & Strategies

Filtering messages, misinterpreting, avoidance.

- Build trust
- Practice active listening
- Show empathy



# Language Barriers

## Challenges

Jargon, slang, accents, and translation issues.

## Consequences

Misunderstandings, errors, delays, and frustration.

## Solutions

Use clear language, visual aids, and interpretation services.

Fact: 76% of consumers prefer products in native language.



# Geographical Distance

1

## Definition

Physical separation hinders communication.

2

## Examples

Time zones, remote teams, international offices.

3

## Impact

Limited face-to-face interaction and delays.

4

## Strategies

Use video conferencing and collaboration tools.

Remote workers are 40% more productive.



# Conflicting Values

1

## Definition

Disagreements from different beliefs and values.

2

## Examples

Individualism vs. collectivism

3

## Impacts

Misunderstandings, tension, and cooperation issues.

4

## Solutions

Cultural sensitivity, compromise, open dialogue.



# Overcoming Communication Barriers: Key Takeaways



## **Address All Barriers**

Recognize and actively manage communication obstacles.



## **Promote Empathy**

Foster inclusivity, respect, and understanding.



## **Use Tools Effectively**

Leverage communication technologies and methods.



## **Encourage Dialogue**

Support open feedback for continuous improvement.