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In international activity, the failure to understand cultural differences can endure serious consequences. In fact, all the campaigns had to be pulled due to the lack of preventive research to cultural awareness. Last-Minute redesign and reprint can be very expensive, so it is fundamental to ensure that any text and images used are culturally appropriate. It is not surprising that understanding and intercultural communication are the best priorities for international companies today. Employees with intercultural competence of communication are highly sought after. But what is intercultural communication? Intercultural communication studies communication through different cultures and social groups and describes the numerous communication processes and related issues between groups of individuals from various cultural backgrounds. Knowing a foreign language is only part of the package - even the background, the values and convictions of the other party must be understood. Here that intercultural communication abilities are indispensable. They are necessary to successfully communicate with people from other cultures and social groups. And intercultural communication capacities also include the will to be adaptable and accept that other cultures can communicate and do things differently. If you're asking where you and your staff can acquire these coveted intercultural communication capacity, look no further! Ehlon is a provider of consolidated linguistic services with many years of experience in intercultural training. We are able to help your staff effectively communicate with other employees at international level, or we can prepare executives for implementations abroad or for high-level commercial negotiations as an alternative to rely on interpreting services. How will you define intercultural communication? How can we define intercultural communication? Intercultural communication essentially means communication through different cultural boundaries. When two or more people with different cultural backgrounds interact and communicate with each other or another, we can say that intercultural communication is taking place. So intercultural communication can be defined as sharing information on different levels of awareness among people with different cultural backgrounds, or simply put: Individuals influenced by different cultural groups negotiate shared meaning in interactions. Intercultural communication theories There are many different types of intercultural communication and theories. The most important are: approach to social sciences: this model focuses on the observation of a person's behavior from a different culture to describe it and compare it with other cultures. Also examines the ways in which individuals adjust their communication with others in different situations, depending on who they are speaking. For example, we would say the same story differently from our best friend than we would be in our grandmother. Interpretative approach: This theory focuses on the accumulation of knowledge on a culture through communication in the form of shared stories based on individual subjective experiences. The main attention is on intercultural communication as it is used in particular the vocal communities, so ethnography plays an important role here. Because the individual context is so important for this model, it does not strive to present generalized forecasts based on its discoveries. Realistic approach: this method examines aspects of intercultural communication in the form of six dichotomies, or cultural against individual, personnel vs. Contextual, differences with respect to similarities, static vs. dynamic story The past of the past vs. future and privilege vs. downside. A dialectical approach helps us think about culture and intercultural communication in complex ways, so that we can avoid categorizing everything in both dichotomies by adopting a broader approach and recognizing the tensions that must be negotiated. Critical approach: this approach approach The cultures based on their differences in relation to its researcher's culture and, in particular, as these cultures are portrayed in the media. The critical approach is complex and multifaceted and therefore leads to a richer understanding of intercultural communication. The differences between Multicultural vs. crocial-cultural intercultural against you can also come across in terms of multicultural and intercultural communication communication. How do these differ from the cross-cultural communication? Let's take a look! The multi-cultural communication refers to how it is composed of a group or team, in particular a group consisting of people with different nationalities. In fact, communication in multicultural settings has become common today. cross-cultural communication cross-media means comparing two or more different cultures; The cross-communication examines the different communication styles of different cultural groups. Intercultural Intercultural Communication, finally, refers to exchanges that take place between different cultures. So, in a nutshell, intercultural communication refers to interactions between people from different cultures, while the intercultural communication involves the comparison of interactions between people of the same culture to those of another culture. What makes it so important intercultural communication? There are many reasons why intercultural communication is important. First of all, effective intercultural communication is a skill essential for anyone working in different countries or regions to establish harmonious relations and avoid conflict. It is essential to accurately transfer and use of information between countries and cultures. Executives in multinational companies, working in their country of origin or as expatriates abroad, especially benefit from large cross-cultural communication skills to interact with clients and international employees. Similarly, intercultural communication is also crucial for anyone working with people from other cultures to avoid misunderstanding and even offense. It's fair to say that intercultural communication is the foundation for successful international business in today's globalized world. Practical examples of intercultural communication Intercultural skills cover a wide field ranging from linguistic aspects to the social and cultural conventions. Language differences may make it difficult for global companies to identify product names suitable for their target markets that do not cause offense. Coca-Cola, for example, once tried to find a phonetic equivalent of their brand for the Chinese market and found Kekou-Kela. But they failed to consider that this desire pleasantly name translates to "A bite the wax tadpole" in Chinese. Needless to say that the brand had to be changed. It is important to be aware that every culture can have different social conventions. The American trading partners, for example, they prefer the small talk to build an early report, while britans can experience the humor, and the Germans tend to go straight to the point without beating around the bush. This, d' on the other hand, do not think to ask what are considered questions rather personal in the Western world, such as your marital status or your work. Similarly, Americans like to use the names of the first when dealing with others, while in Austria should be used titles to avoid sounding disrespectful. the Germans will want to shake hands, while people in Thailand put together their palms to livell or chest and staple. Convenimenti socialiUsaukgermany Thailand ConversazioniMall TalkhumoreRect Approvertionsonal Domandesonal DomandeGreetingFirst Name, Name Hands informalshake, formalpalms together and bow, respectful in a business context, is also interesting that different cultures prefer a different presentation style. So take note if you or your staff are planning to present abroad. Western cultures like And the United States is more ahead and they love focusing on potential future advantages of products and campaigns. On the contrary, representatives of countries such as China or India will prefer to go beyond past results to establish credibility. This knowledge can create or break the corporate relationships and offers. Non-verbal communication can be just as difficult to navigate as a verbal communication. In many countries, giving a sign high is a positive expression that signals an agreement. But in some cultures, such as Japan, Indonesia and Latin America, is considered offensive. Similarly, eating with your hands is a perfectly acceptable way to eat in Indian culture, but it is considered rude in many other barriers and challenges that have given its complexity, it is not surprising that there are several barriers to intercultural communication. One of the main challenges of intercultural communication is ethnocentrism, which is the common but incorrect hiring of a cultural group that is higher than other cultural groups. This can be addressed actively trying to be open and accepting to other cultures. Another barrier is assuming that other cultures are similar than different to yours. As a result, you could behave how you would do in your own culture, but you end up causing offense or worse, simply because you are not aware that different rules and standards apply to the other culture. Finally, the most common barrier to intercultural communication is ... perhaps surprisingly - anxiety. When you're not sure what is expected of you or what to do, it's just natural to feel anxious. Your attention is therefore likely to move to your feeling of anxiety and away from the intercultural transaction that takes place. As a result, you could more mistaken than those you would otherwise seem to behave awkwardly to others. Take part in our cultural coaching to make sure you are fine when it comes to intercultural communication! Intercultural communication in Business International Business is more than investing in the localization of the website, the location of the apps, the localization of software or professional translation services for documents and materials. Organizing trading interpreting services is also commendable, but it's just job half. The other half is to train your staff members in intercultural communication and help them acquire intercultural skills to ensure that they can communicate effectively ... both with other members of the world, and with customers and other people from different cultural backgrounds. Given the importance of intercultural communication in the business world, it is worth investing in this sector. The communication can be significantly improved by implementing proper intercultural training. This is particularly important if you are managing teams from all over the world. Be particularly aware of the different communication styles, since some could be more direct than others. Ehlon's intercultural coaching will help you build successful trade relationships in different cultures. Our expert coaches are experts in local customs and in the corporate label of various countries around the world. Please refer to our panoramic traction rates for the costs and advantages of translation and intercultural training with EHLION. How to improve your intercultural communication capabilities Apply these tested strategies and tested to improve your intercultural communication capabilities: Prepare yourself: Make your search and find out who you will do. Examine the cultural rules and social customs. If you're traveling to China, South Korea, or Japan, for example, take a look at our country guides to depart! Learn the language: there will undoubtedly be a huge advantage and greatly appreciated if you show you an effort to learn the language of your counterpart. They will surely respect you, and this could increase your relationship.bserve: when you interact for the first time with a Non-familiar culture, listen carefully and closely observe their behavior. Be particular attention to the way in which to respond to different communication styles, and even seek analogies with its own culture be open and conscious mentality. Forget all the covered hypotheses can have had about the other culture. After all, people are still individuals with their preferences, in order to be aware of all preconected ideas that you can have and challenge Them.ask questions: if you're sure of something or think you have misunderstood what's comes asked about yes, it's perfectly well to ask and clarify rather than guess and potentially commit an embarrassing proud pas.seek help: to train you in the culture of your destination country. You can ask them any questions you like and draw on their hands-on experience. When you book in for our popular intercultural training, you will familiarize work and leadership styles in your destination country. As a result, you will be able to successfully communicate with employees and motivate lÄ. What more, Ehlon's coaches will give you valuable advice on conflict management and negotiation in the regional region, eun will explain the differences of attitudes towards physical contact as well as the meaning of facial gestures and expressions in each culture. We descend to improve your intercultural communication ability. Intercultural communication in an intercultural communication a few words is a cornerstone of international relations and commercial transactions in our globalized world today. Although it has its pitfalls, intercultural communication capacity can be trained and improved to promote smooth relations between people from different cultures. Investing in intercultural training is a safe way towards business success and interpersonal relationships better. Talk to one of our friendly team members today to find out what Ehlon can do for you and your business. business.

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