

Ans. Cross ~~culture~~ cultural communication is a field of study that looks at how people from ~~different~~ different cultural background communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures.

Intercultural communication is related to field study. It is also a process of creating and sharing meaning among people from ~~of~~ different cultural backgrounds using a variety of means. For example: sexual orientations and existence / non existence of disabilities include are often included as cultures. There can be several more examples like.

- 1) Managing emails and phone calls: Telephoning conferences can be very ~~of~~ effective in ~~proving~~ improving business communication and cooperation within international companies. However, sometimes problems can arise when participants don't know what to expect from each other.

~~This looks at how~~

- 2) Presentation: Future oriented cultures want to hear about the potential benefits of the product, while past oriented audiences recognize credibility through past achievements. Because of this presentation styles vary across ~~each~~ cultures - some like to focus on the big picture before going into ~~detail~~ detail and appreciate interaction with audience.



- 3) Meetings and how to facilitate them: Big events can quickly become disorganised and lose direction if communication break down between groups from each country.
- 4) Socializing: Highly person oriented cultures find socializing very important because getting to know each other is necessary to ~~do~~ doing business together.
- 5) Handling Negotiations: Business negotiations can be tricky at the best of times, but even more so if there are any cultural misunderstandings.
- 6) Managing teams: ~~For~~ Communications is vastly improved when roles and expectations are ~~clarified~~ clarified and proper cross-cultural communication training has been implemented.



Ans 2 Diversity brings in new ideas and experience and people can learn from each other. Bringing in different ideas and perspectives leads to better ~~solving~~ problem solving. Working in diverse teams opens dialogue and promotes creativity. The ~~is~~ importance of it are:

- 1) It increases productivity
- 2) Can provide a new perspective
- 3) ~~is~~ Growing acceptance, Diminishing Discrimination
- 4) Richer life Experience

Regardless of cultural difference, people want to feel like they are a part of a community. With the increased globalisation in everything we do, it is essential to establish and maintain effective cross ~~that~~ cultural communication. Workplace diversity can clearly create more opportunities than ~~is~~ challenges.

Usually cultural diversity takes ~~in~~ into account language, religion, race, sexual orientation, gender, age and ethnicity.



Ans 3

The list of different types of diversities and its impact on workplace are:

- 1) Cultural diversity: This type of diversity is related to each person's ethnicity and it's usually the set of ~~norms~~ norms we get from the society we were raised in or our family's values. Having different culture in the workplace is more common.
- 2) Race Diversity: Race has to do with a person grouping based on physical traits.
- 3) Religious diversity: It refers to the presence of multiple religion and spiritual beliefs in the workplace.
- 4) Age Diversity: It means working with people of ~~diff~~ different ages and most importantly generations.
- 5) Sex or Gender: It can be used in the traditional sense of male and female employees.



Ans. 41 Globalisation refers to activity that brings the people, culture and economics of different countries closer together. This includes operating in different national ~~and~~ markets. <sup>Globalisation</sup> ~~is~~ is used to ~~describe a product~~ describe a product or service that is developed and distributed globally but is adjusted to accommodate the user in local market.

~~The~~ Globalisation and Globalisation is related to cross culture communication as in both we look to expand globally into new countries who have different cultures. It is very important to understand the cultures and then only begin marketing and selling based on their cultures as how company would want to offend any culture. For eg: McDonalds has different menu in different countries keeping in ~~the~~ view of their cultural difference. Like McDonalds sells beef burger in US which may offend in India as they portray cow as goddess. Therefore McDonalds brought more vegetarian things to be global. Without ~~cross~~ cultural communication it will be very hard for any company to succeed in global and various market.