**PORTFOLIO SECTION 1: LITERATURE REVIEW**

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# 1.1 Introduction

In the present context, the topic of intercultural communication has been taken into consideration for making the portfolio of the two companies named Ivy Restaurant and Wolseley restaurant. First of all the topic of intercultural communication has to be explained in a simple way before making the portfolio. It is basically the study and practice of communication from the perspective of various cultural contexts. It can be applied to both cultural differences domestic and international (idrinstitute.org, 2023). While the former is related to gender and ethnicity the latter is simply related to the nationality or region of the world. It is basically an approach to relations among the members of these groups that basically concentrate on respect and recognition of the differences in culture. From this perspective in the context, Hoftstede’s Culture Level Values Theory has been taken into consideration. It is basically a six-dimensional theory that is very effective in the field of analysing intercultural communication.

# 1.2. Literature Review

Hoftstede’s Cultural Dimension Theory is basically a framework to experience the differences in culture globally. As it has been mentioned earlier the specific theory has six key dimensions: power distance index, individualism vs collectivism, masculinity vs feminity, uncertainty avoidance index, long vs short-term normative orientation, and indulgence vs restraint.

## Power distance index

It is basically the dimension in which the less powerful members of a society or organisation believe fact that the power is distributed unequally. The statement is very much appropriate as really there is the presence of inequality in each and every society. Specific individuals in society create a hierarchy and dominate their power over the people of society without any proper justification.

## Collectivism vs Individualism

It is basically an integration in which individuals are integrated into groups. In the concept of individualism, the main focus lies on the welfare of an individual and how they will be profited by getting their necessary things from society. On the contrary, collectivism focuses on the welfare of groups. It basically emphasises loyalty and relationship.

## Uncertainty Avoidance Index

It is defined as the tolerance power of society for ambiguity and uncertainty. It basically presents a clear overview of how the people of society are able to cope with the uncertainty in their day-to-day life. The high uncertainty always indicates the low tolerance power of the people (simplypsychology.org, 2023).

## Femininity vs Masculinity

It basically plays the role associated with gender also can be called the differentiation of gender roles. The specific fact focuses on how the social value the role of male and female in society. While a masculine society emphasises strength, courage and competition a feminine society values affection, nurturing and cooperation.

## Short-Term vs Long Term Orientation

The specific dimension highlights the degree to which the delaying of gratification or the material, social and emotional needs are encouraged. In society, the long-term orientation mainly focuses on the future which indirectly delays short-term success.

**Restraint vs Indulgence**

It is especially the dimension related to the control of desire. How the people of society are able to control their desire. The indulgence dimension highlights that society is ready to gratify its desire at any cost. on the other hand, the restraint dimension highlights that society gives more importance to social norms rather than gratifying their desires.

The theory of the Hoftstede is very effective in the context of analysing intercultural communication that has been taken into consideration in order to evaluate the two specific restaurants: Ivy Restaurant and Wolseley Restaurant.

# Portfolio section 2: Report

## 2.1 Introduction

The Ivy restaurant is located in London. The style of this restaurant is heavenly and it has been providing unforgettable services of food to its valuable customers since its foundation of it in the year 1917. It provides various kinds of popular food in southern England to its customers made by the best chefs in the world. On the other hand, Wolseley restaurant is located in Mayfair and based on London’s iconic Piccadilly. It is also renowned for its afternoon tea, breakfast and lunch. It is also very famous for its unique presentation to its valuable customers.

## 2.2 Observations

The intercultural feature is the most important thing of a business that adds value to its business. This intercultural communication in the business is based on some specific elements: first is productivity the intercultural communication is very effective to improve the productivity and efficiency of a company. The same thing is effectively applicable to both the restaurants’ business features. The second is synergy between the colleagues of a company that emphasises the cultural synergy between people from different cultures in a specific business. Communication is always the most important factor of a business to create better relationships between the employees and the employer of a company. the specific thing is also followed by the two restaurants. The last and final one is a global expansion which provides the batter opportunity for a business to work together from different cultures. These all key aspects of intercultural communication are very much related to the business features of these two specific companies.

**2.3 Intercultural Awareness**

The theory related to intercultural awareness can be derived from the research where there are several independents line focusing on that. In the present context, Hall’s intercultural theory can be taken into consideration. The theory focuses on three basic factors that are context, time and space. In the discussion of time, he mentioned two specific categories of time one is monochronic and the other one is polychronic. After mentioning the two different categories of time he provided a contrast between these two times (culturalstudiesinbusiness.org, 2021). In the context of space, he also mentioned what is needed for pace in intercultural awareness and highlighted the high territoriality and the low territoriality and finally also mentioned a contrast between them. In the end, in consideration of context, he focuses on the high and low categories of the context and finally also provided a contrast between them. In the specific theory, he clearly evaluates the thing that is very much effective or regu; late intercultural communication. In the field of business thus the theory of Hall can be considered the most effective theory and it will also be able to provide a better solution to any kind of business complication in a very effective way so that a business can reach the pick of its success. In the present context, the two restaurants are maintaining the rules of this theory to reach an extreme level of their success.

## 2.4 Recommendation and Conclusion

In the end, after discussing all the specific points of intercultural communication it can be concluded that the two restaurants are effective in maintaining all the specific aspects of intercultural communication. As it has been discussed in the earlier discussion of the report that communication always plays a great role in the field of business as it is the key to understanding and also shares the experiences between the employees of the company and also the valuable customers of the company. Intercultural communication always put emphasis on the different cultures that are tied together in the field of business. Apart from that, in each and every field of business, there are some deficiencies that can be improved in an effective way for better performance in the market of business. Finally, the data that has been collected from the report can be taken into consideration for doing any further research on the specific topic.

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