Cross Cultural Communication

A Communication Skills Presentation

Contents

Objectives :
➢ Understand culture and its constituents;
➢ Interpret the differences between different cultures;
➢ Synthesize strategies for handling cross-cultural communication.

Structure :
❖ Introduction
❖ Characteristics of Culture
❖ Cross-Cultural Communication
❖ Cross-cultural Communication Barriers
❖ Overcoming Cross-cultural Communication Barriers
❖ References and Further Readings

Introduction

Introduction

Culture has a complicated manifestation, especially with the world consisting of nationalities exhibiting cultures that lie on extremes of the continuum of measuring culture.

Hence, command on cross-cultural communication offers an edge to organisational supremacy. The most interesting aspect of culture is that even though it has a complex constitution, there is an evident pattern that can be discovered and interpreted.

"**Cultura** " the Latin word meaning care of body, predominantly mind, is the source of the present word Culture. Culture is a complex compilation of beliefs, customs, law, knowledge, traditions, etc. that a human being acquires while being a member of a particular society. Culture is something we experience by aligning to the people who have been a part of the culture. The most common definitions of culture include music, art and theatre as the integral parts. Culture could exist in various macro and micro systems.

Characteristics of Culture

Characteristics of Culture

There are certain characteristics of culture which define it. These are :

★ Acquired
★ Collective
★ Value system
★ Stability
★ Differentiator
★ Contextual
★ Common yet different

Cross-Cultural Communication

Cross-Cultural Communication

Definition of cross-cultural communication

It is the study of understanding the differences and similarities of different cultural groups so as to effectively participate within an organisation. In other words, it refers to the adaptations done by the people from different cultural backgrounds to make the communication effective.

Need for Cross-Cultural Communication

The ability to adapt, irrespective of cultural values, makes a lot of difference. While communicating with the individuals or groups from varied cultural backgrounds, the transmission of knowledge and the behaviour play an important role. It is therefore important to comprehend how culture affects communication in turn affecting organisational operations.

Elements of cross-cultural communication

➔ Awareness
➔ Preparation
➔ Language
➔ Humour
➔ Openness

Cross-Cultural Communication Barriers

Cross-Cultural Communication Barriers

Observation and interpretation are distinct when viewed in reference to cross-cultural communication **(Barna, 1982)**. Barriers in cross-cultural communication can be classified under five heads as given by **(Hofstede,2010)**.

These are as follows:

➤ Language barrier
➤ Nonverbal communication
➤ Stereotypes
➤ Cultural Bias
➤ Anxiety

Overcoming Cross-cultural Communication Barriers

Overcoming Cross-cultural Communication Barriers

Cross-cultural communication stands as a process which not only identifies and addresses differences but also similarities amongst cultural groups so as to effectively engage within a given context.

It is more about adjustments that individuals belonging to different cultural backgrounds make in order to improve interpersonal and inter group communication.

In order to collectively reduce all barriers to cross-cultural communication it is best to be more patient and tolerant during all steps of communication. Approaching with an open mind, without any prejudice helps both parties.

The most ideal act will be to pause during the complete process of communication, beginning from perception, responding.interpretation and evaluation and most essentially before Flexibility in thought and action are the prerequisites for success today.
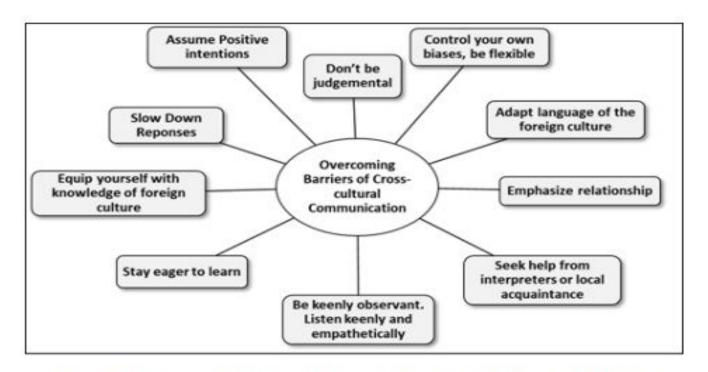
Figure 1: Strategies to Overcome Barriers of Cross-cultural Communication

References and Further Readings

References and Further Readings

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Thank You