Term Paper

Course: Business and Human Communication (BUS201)

Section: 17

Cross-Cultural Communication

Prepared for

Tarannum Khan Majles

Lecturer and Coordinator, Executive Programs & Industry Outreach

BBS, BRAC University

Prepared by

Name	ID
Maharin Mosfakin	18301119
Marium Khan Momo	18301069
Annay Paul	18301097
Md. Ibrahim Ratul	18301113
Md. Mostafa	18301132

August 20, 2022

Tarannum Khan Majles

Lecturer and Coordinator, Executive Programs & Industry Outreach,

BBS, BRAC University.

66, Mohakhali, Dhaka, Bangladesh.

Subject: Term paper on "Cross Cultural Communication"

Dear Ms Khan Miss,

With respect, it is an honor for us to prepare a term paper on "Cross Cultural Communication" under your guidance with a deadline of 20th August, 2022. This paper is a reflection of our research on the components, significance, factors, obstacles, instances, and strategies for enhancing cross-cultural communication abilities.

We have adhered to the guidelines provided by you while also incorporating pertinent ideas that we have learned from our analysis into this paper. We acknowledge that the practical understanding gained from this research, resulting to be very effective for our future endeavors as it has enhanced our ability to communicate effectively across cultures. We have made our best and conscientious effort for composing a precise, comprehensive, and instructive paper by providing valid and authentic information from our analysis with a hope of representing its purpose as well as satisfying your expectation.

We would love to thank you for offering us the amazing opportunity of conveying our respect and gratitude for your kind and thoughtful considerations with the aspiration of your forgiveness for any minor mistake in this paper. We would be pleased to assist you with the clarifications and explanations of any aspect, including any confusion, justifications, and any issues regarding the

term paper. Conclusively, we would be really very grateful if you provide your insight and guidance regarding the paper.

Sincerely,

Marium Khan Momo, Id: 18301069

Maharin Mosfakin, Id: 18301119

Md Mostafa, Id: 18301132

Annay Paul, Id: 18301097

Ibrahim Ratul, Id: 18301113

CONTENTS

LIST OF ILLUSTRATION

Executive Summary :

The purpose of this paper is to provide a thorough understanding of cross cultural communication that highlights the basic factors, importance, some primary barriers as well as necessary skills of enhancing cross cultural communication.

Culture refers to the collection of common attitudes, norms, values, objectives, behaviors and customs that distinguish a group or institution from others. It is also defined as a comprehensive structure of human thought, ideology, knowledge, practices and behavior that is reliant on the ability to acquire knowledge and transfer information to subsequent generations. Communication is the exchange of information among persons using some shared set of symbols, gestures, signs or behavior. Cross-cultural communication happens when persons of various backgrounds, working styles, gender, race, age, and so on interact among themselves. Furthermore, cross-cultural communication refers to the act of identifying both similarities and differences in cultures for interacting effectively in a particular or specific situation. The procedure of exchanging thoughts, ideas, opinions, views, knowledge, and information in order to comprehend a message with clarification and proper intention is known as effective communication.

Context is one of the key factors in cross-cultural communication processes. This cultural context has been categorized into two types such as low context culture and high context culture. Based on the assessment of time, location, distance, gestures, precisely nonverbal cues in communication, cultural context varies from one another. One of the basic characteristics of cross-cultural communication is the effort to evaluate, analyze and overcome all the distinctions via both nonverbal and verbal cues of communication. Likewise, certain cultures encourage participatory communication, whilst others rely on authority-based communication in judgment or in any decision-making. As a result, the concept of authority should also be taken into consideration. The most important aspects influencing cross-cultural communication are stated below:

- High context culture where environmental surroundings and nonverbal cues take precedence over verbal communication
- In low context culture, verbal communication is emphasized instead of depending on context clues
- The several perspectives on the environment and technology influence business decisions

- Facial expressions, postures, gestures, eye contact etc are prime examples of nonverbal cues.
- Climate, geography, population, environmental assets, natural resources and other factors highly influence the strategy of business.
- Despite being a vital role, language creates challenges in intercultural context.

Elimination of confusion and misinterpretation in communication among people of different cultures can be achieved through effective cross-cultural communication. It has become even more crucial now since technology and globalization innovations have enabled us to communicate across the whole world. The next section discusses the significance of cross-cultural communication in educational settings.

- Fostering acceptance for persons from various cultural backgrounds
- Trying to deliver thoughts confidently, sensitively and tactfully
- Providing equal chances and impartial judgment

Due to technological advancement, business has been expanded throughout the world and so effective communication is a must. The importance of cross cultural communication are given:

- Ensuring equality of opportunities
- Improving one's knowledge of the global market and economy.
- Enhancing of human resources
- Achieving needs and building better business relationships
- Facilitating of growth-enhancing opportunities
- Understanding the benefits
- Stimulating the economy by increasing production and earnings
- adjusting to local requirements

Since cross cultural communication helps woking with lot of people with the diversity of cultural backgrounds, the necessity of it has been discussed below:

- Facilitating interaction and collaboration
- Creating a more positive working environment
- Sharing your perspectives, thoughts, opinions and ideas.

- Appointing and preserve talented individuals
- Aiding in improved and thorough understanding of diversified workplace
- Ensuring that your creative thinking is flourishing.
- Enhancing creativity

Cultural barriers are considered as one of the most difficult challenges to overcome, and it is largely associated with the wrong interpretation of messages because of diverse cultures. Some barriers are mentioned below:

- Ethnocentrism is the endeavor to analyze distinctions among various cultures in order to conclude that one's approach of behaviors and viewing things is superior to the others.
- The unwillingness to acknowledge and comply with the others values and norms causes misunderstandings and becomes barriers to effective communication.
- Stereotyping can be referred to as the generalized assumption for a community or a group to share the same qualities which is often considered negatively.
- Linguistic barrier is the most complicated one in cross cultural communication
- Each gesture and sign is interpreted and perceived differently by each culture which causes misinterpretation.

Cross-cultural communication abilities help by being more aware of effective communication and focusing on the acknowledgement of the nonverbal and verbal clues with the attempt of understanding the message or information. Necessary skills to improve cross cultural communication are:

- Understanding and respecting cultural differences
- adjusting as quickly as possible to any unforeseen circumstance
- avoiding stereotyping and ethnocentrism
- Face-to-face communication
- Using active listening techniques
- Comprehensive speech
- avoiding using slang and localized phrases

Cross-cultural interaction is irreversible in the technologically developed world of today. People from different cultures confront several challenges while communicating, as well as pick up a lot

of new information. People are becoming increasingly conscious of the importance of cross-cultural communication in today's multicultural workplaces. Therefore, in order to achieve the objectives of any cross-cultural context, it is better to make a concerted effort to establish effective cross-cultural communication.

CROSS CULTURAL COMMUNICATION

Introduction:

Culture provides a thorough understanding of arts, ethics, law, tradition, belief, ideology, morals and any other attributes, habits and practices that are gained or passed on to others with the appeal of appropriate feeling, understanding, thinking and acting. Cross-cultural communication refers to the act of perceiving both the similarities and distinctions between different cultures with the purpose of effective engagement in a particular situation. As the name suggests, it can be characterized as various types of interaction (verbal or nonverbal) among individuals of multiple ethnicities. Its core goal is to understand as well as comprehend several ways that people from one culture connect among one another. By establishing norms, people across different cultures can engage more regularly and develop new relationships among individuals from across the world via a variety of communication mediums.

Cross-cultural communication, when applied to a business context, tends to represent how effectively individuals from various cultural backgrounds cooperate in the workplace as well as the efficient adoption of communication style to the culture of their coworkers. This will allow you to foster a positive working atmosphere that leads to improvements of the members of a team. Due to the evolution of a dynamic business environment, an increasing number of companies are widening their productions overseas. As a result of globalization and workplace diversity, cross-cultural communication has become more comprehensive in recent years. Globalized organizations or multinational companies involve coordination; where one person can not accomplish everything exclusively. As a result, individuals need to cooperate for better

performance which causes effective communication to be one of the fundamental criteria for an entirely successful workplace. Since communicating effectively with stakeholders and teams from all over the world has been acknowledged as one of the most challenging obstacles in successful business, cross-cultural communication is extremely important in business as an effective alleviation to this exigency.

Based on the distinction of cultures among various countries, it is divided into two main categories namely, high context culture and low context culture. Canada, New Zealand, Australia, and the United States, more precisely the western europe and countries that are influenced by the western europe are encompassed in low context culture whereas the rest of the countries fall within the category of high context culture.   Furthermore, nonverbal or the behavioral attributes including body language, eye contact, attitude, gesture, posture, expressions may vary across different cultures. As a result, substantial numbers of cultural variations exist across various societies. In a foriegn country, it is more challenging to behave in the appropriate way that is acceptable in their society or culture. Cross-cultural communication refers to communication between people from different cultures.

Analysis:

Culture represents the essence of customs or lifestyle of several diversified societies which is why it is considered as one of the key determinants in intensifying the level of our thought, social behavior, rationality, sensibility and embracing the positive approach towards others. The diversification of cultures plays a vital role in assisting us to identify all possible distinctions, to accept the significance of other cultures, to recognize vibrant expression of thought, ideas, beliefs, opinions, and to participate in establishing acceptance in unknown customs and traditions.

Cross-cultural communication refers to the interaction among people that varies in gender, color, social background, nationality, age, ethnicity, race, religion and so on. This can also be defined as the practice of sharing, embracing, and resolving cultural diversity via verbal and nonverbal communication. Cross-cultural communication helps people from diverse cultures or backgrounds to acknowledge the existing distinctions in their communication systems and engage in interaction with one another in a more effective way.

Basic aspects influencing cross cultural communication :

Cultural differences have prevailed throughout the world and have a significant impact on communication. It has been extensively perceived that in workplaces people from several backgrounds and cultures work together. This enhances the importance of avoiding an anticipated confrontation among their beliefs, thoughts and behavior. Cultural differences are caused by a multitude of factors. The following are the most prevalent factors of cultural differences:

- **Language:**

Language plays an important role in communication yet it also causes different challenges in intercultural circumstances. Based on the variations of language, difficulties are classified into three types such as the gross translation issues, difficulties in transmitting fundamental distinctions among languages, and cultural differences within people of a particular language. Dialectical distinctions within a similar language commonly result in gross errors. Consequently, sociolinguistics which means the societal pattern of a particular language is commonly used to promote and reinforce the biases and preconceptions of a nation and class stratification. Sociolinguistics is often used in certain societies to distinguish economic status from one another. Therefore, various accents or dialects are linked with the monarchy and the lower and the middle categories in England. Foreigners are typically unaware of these differences.

- **Environment and Technology:**

People from distinct cultures and backgrounds use technologies and natural resources in various ways which are very different from each other. Cross-cultural communication can be highly impacted by culturally entrenched perspectives toward technology and the environment. Climate or weather, population, topography, environmental assets, and other factors affect the business strategy. Furthermore, in certain cultures, such as Central Africa, technology is viewed skeptically, whilst in others, such as Europe, technology is viewed positively as a tool of controlling the environment. Since there are some certain concepts that differ from one culture to another, technology and the environment can influence intercultural communication when engaging with people from various backgrounds.

- **Conceptions of authority:**

Usually each culture has their own perspectives on the distribution of authority or allocation of position in their community. Perceptions of authority and power in any particular community have a significant impact on corporate communication precisely in the workplace because they form the notion of accepting a message depending on relative rank or status of the sender. Some

cultures emphasize authority-based communication methods, while others prefer participatory communication. Hence, authority viewpoints have a substantial effect on the interaction methods in a cross-cultural environment.

● **Nonverbal communications:**

Nonverbal act represents one of the most markedly diverse facets of intercultural communication. Eye contact, postures, gestures, facial expressions, body language etc. are examples of nonverbal cues. Kinesics is the practice of communication via body movements and motions. Two commonly known ways of kinesics communication are facial expressions and eye contact. These nonverbal signs vary widely among different cultures.

For example, in Muslim countries, Salam is the most preferred way to greet whereas in Japan, bowing to each other is acceptable as a form of greeting and in Latin America, people usually kiss on cheek to greet. Additionally, in French, any discussion regarding business in any social event or gathering is contemplated very negatively however in the culture of corporate america, business discussion on any social gathering and occasion is accepted very normally.

According to a survey, people usually focus mostly on body language (approximately 55%) which is more than the voice and words, shown in the following pie chart:

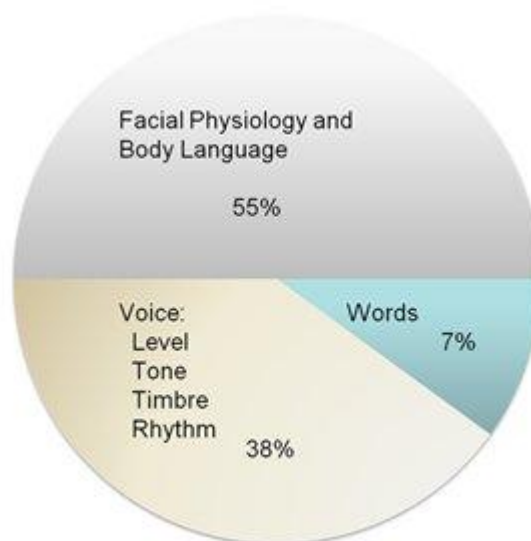
Figure 1: Factors of non verbal communication for effective communication

Importance of cross cultural communication:

Culture has a great impact on communication as business is advancing on a global scale. Knowing how to communicate with people from different cultures verbally or nonverbally is useful in different stages of our life, not only in business. Through effective cross cultural

communication we will be able to reduce miscommunication and misinterpretation among people of different cultures. It will also help us to share valuable information across different communities.

Importance of cross-cultural communication in different sectors of our life is discussed in the following section in brief.

- **In Educational Sector:**

In this modern era of globalization most of the employers give priority to graduates with foreign degrees and education which is why students are going abroad for studies even more than before. When they go abroad and see a totally different culture with different norms, values, languages and attitude there they tend to feel anxious, frustrated and embarrassed most of the time . As they get to interact with people from different backgrounds daily at their institution they might get misinterpreted for not communicating effectively. This is where effective cross-cultural communication comes to help. While working in group projects or presenting in front of a huge number of people or connecting with people from different ethnic backgrounds, effective cross-cultural communication will help them connect with those people. They will be able to empathize with them in a better way. This type of communication will help them study better in this type of diverse environment. They will feel confident to give presentations and share their knowledge as they will know how people from different cultures are going to take it. They won't say anything that will hurt their feelings or something that will be misinterpreted. However, cross-cultural communication is not only helpful in an international educational environment but also in one's homeland. In a country different states have different cultures and languages. For example- In Bangladesh people from Sylhet, Chittagong, Barisal, Dhaka etc. study together. All of their languages differ from one another, some of their cultures are also different. So if students of our country don't learn about cross-cultural communication they won't be able to work with them in the future. If they don't show respect to people from different backgrounds they will end up getting distant from each other. That is why cross-cultural communication is important in the educational sector whether students are in their country or not.

- **In Business Sector :**

Business is operated differently in different cultures. Business is all about networking. If employees are taught how to interact effectively and resolve conflicts business relations will improve. With the advancement of technology business is also growing rapidly. As most of the business is globalizing, employees along with the clients can be from any country or culture. And each culture of each state of each country has its own norms, values, beliefs, attitudes, language etc. Which is why global business administration needs the knowledge of cross-cultural communication. The reasons why cross-cultural communication is so important in business sector is discussed below -

Improves Business Relationships :

When people from different cultures communicate effectively they can solve problems faster. As misinterpretation and misunderstanding does not happen they tend to solve a problem more accurately in an environment where lots of people work together. Different people have different opinions especially when they belong to different cultures so it is really hard to come to a single decision. While doing business often we need to decide something where agreement of every client and employee is needed. At those challenging times effective multicultural communication can help us improve our business relations and come to a conclusion.

Increases Productivity and Profits :
Effective cross-cultural communication helps increase productivity in different companies. Productivity of employees is increased by having the sense of better understanding about their organization where effective cross-cultural communication is prevalent. Employees who are better at communication tend to be more productive in group performance which will eventually maximize profit of that particular organization.

Ensures Equal Opportunities :
 Each employee of a company should be treated equally no matter what their rank is. The success of an organization depends on the combined performance of all the employees just like a football match. Only Messi or Ronaldo was not enough to win the world cup for their country. Which is why employers need to be respectful towards all his employees and ensure equal opportunities for them by embracing multicultural differences.

Increases knowledge about the global market :
It is crucial to be aware of the significance of cross-cultural communication in order to have a better understanding of the current state of the global market. A business unit should be familiar with the norms, attitudes, values and beliefs of many cultures in order to comprehend the global client. This knowledge aids in gaining international business.

Provides a great growth opportunity :
When business executives recognize the commonalities and disparities that occur within their organizations, international communication increases. Effective multicultural communication surpasses the challenges of consciousness and resilience. If representatives set a good example of adapting to cultural differences, other employees will follow which ensures a great opportunity of growth for the organization.

- **In Workplace :**

Cross-cultural communication allows businesspersons to work with a good number of people having a wide range of cultures and backgrounds. How cross-cultural communication helps in workplace is discussed below -

Better Understanding of Diverse Markets :
 As most of the companies now work with clients and employees from different cultures, effective cross cultural communication helps them to avoid misunderstandings by understanding them in a better way. Employees will be able to reach a wide range of customers which will eventually lead to a cumulative improvement of the workplace.

Inspires Innovation :
Cross-cultural communication between different teams can produce different perspectives because our personal mindsets and viewpoints are shaped by our cultures.This can promote creativity and development in ways that a non - diverse setting would not be able to.

Enhances Cooperation among employees :
Cross-cultural communication helps employees and customers to understand diversities and similarities of each other . It also helps them to understand what their coworkers are actually trying to say which reduces the possibilities of miscommunication. Cooperation enhances when there's no place for miscommunication. That is how effective communication helps in developing trust among employees that results in a strong bond among themselves.

Attract Talented Individuals :
 In today's era of globalization most of the people like to work in a culturally diversified environment where they can gather knowledge from different people of different cultures. If a company hires people from a particular culture the list of talented candidates will be shorter. But if they hire people from a wide range of different cultures they would be able to hire more skilled people as they will have a bigger list this time. This will help the organization to grow in an increasing manner. Along with attracting skilled individuals it also helps in retaining those employees in a company for longer.

Helps in sharing ideas :
When the employees of a company are aware of the cultural differences prevailing among themselves it increases their confidence as they know about the thought process of their colleagues. It helps to communicate effectively and share their perspectives and ideas without any fear of misinterpretation. This habit eventually results in quicker decision making.
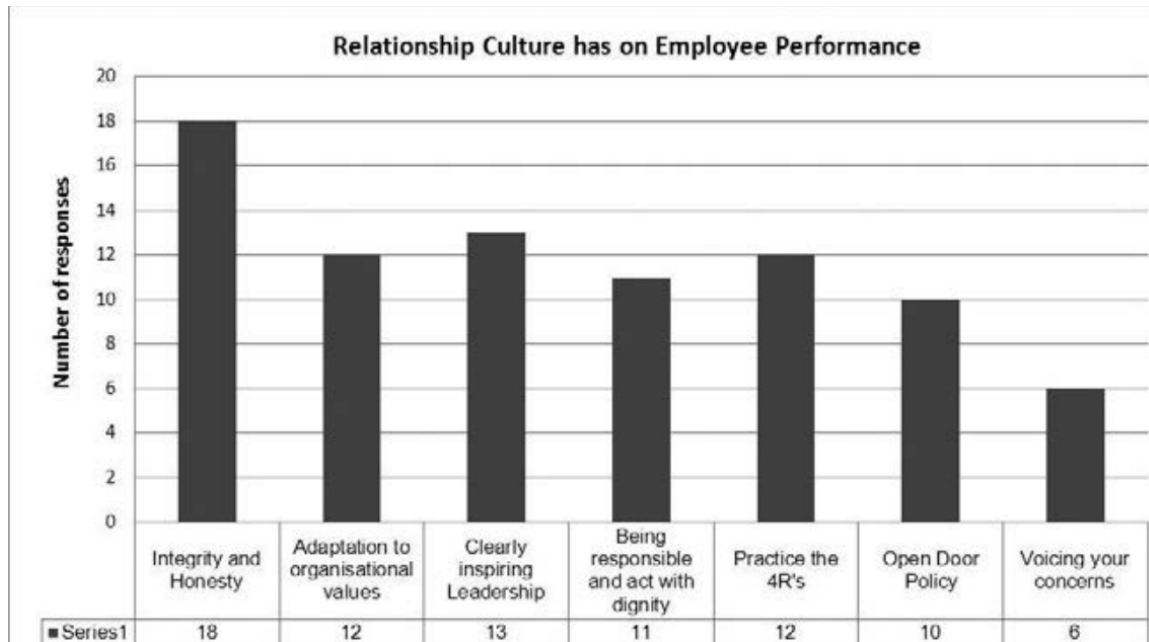
Figure 2 : Effects cross-cultural communication has on employee performance

Barriers of cross cultural communication :

A cultural barrier most often takes place when people from various and distinct cultural backgrounds communicate among themselves. A cultural barrier is one of the most challenging hindrances usually caused by misinterpretation of messages due to cultural variations among the receiver and the sender. Language precisely phrases, attitudes, and behaviors hold unique or varied meanings across various cultures. Ethnocentrism, customs, prejudices, and beliefs are mostly influenced by culture. Furthermore, it shapes people's behavior and thoughts. Consequently, while people with various cultural backgrounds communicate with each other, certain factors may develop barriers. It has the potential to spark conflict among people. In everyday life, we meet cultural boundaries. In this era of globalization, the entire world works and interacts on a single platform via technology. Mutual understandings between communicators are crucial for an efficient and productive and successful communication process. Some barriers in cross cultural communication are given below:

- **Ethnocentrism :**

It is a very common tendency to look at the world from our own cultural perspective. We try to measure differences between our culture and other cultures and derive that our way of doing and seeing things is the better way than the rest. Unintentionally, one's own cultural experience can make them feel that their culture is unique. Ethnocentrism leads to incorrect assumptions and causes difficulty in cross cultural communication. Ethnocentrism sometimes causes anxiety. Multicultural team members face a lot of issues due to it.

- **Cultural Stereotyping :**

Stereotype is a sort of generalization when we consider all members of a group to have the same characteristics. But stereotyping is more negative than the generalization. Prejudice and discrimination result from it. So the stereotype is to develop a fixed idea about a person or a group. Stereotyping can be seen in religion, gender, race, age and nationality. Most stereotypes are negative, which could block communication. Stereotypes can be of two types: positive stereotype and negative stereotype. The positive stereotype is also considered to act as a barrier in cultural communication.

- **Language Barriers :**

The biggest obstacle to cross-cultural communication is this one. Verbal communication is important in every context. Not only the verbal communication but also the meaning of words are also very important. In different cultures we get to see different types of language, different types of dialect , different tones, and speed of speaking. When a communicator can not extract the meaning it can easily create misunderstanding and mislead to conflicting ideas. Furthermore, it can create negative perceptions of the intellectual abilities of such individuals leading to poor relationships among the different groups. People from various cultures run the risk of losing their sense of community and mutual understanding if they are unable to communicate using a common language.
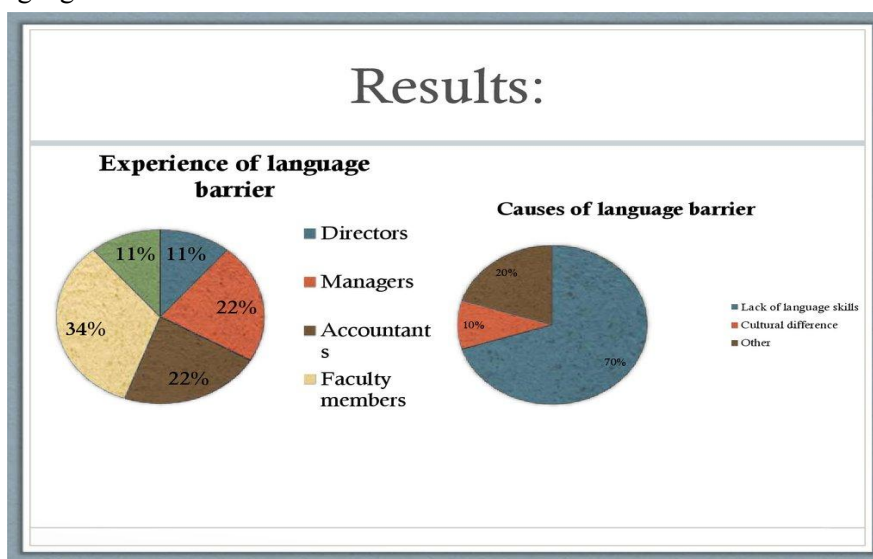

Figure 3 : Effects of language barrier at workplace

- **Norms and Values :**

Cultures differ in their standards and values. American negotiators, for instance, frequently make concessions and trade-offs. The French, on the other hand, will concur on a set of fundamental ideas to direct them during the talks. When conversing, people in the US often keep at least a few feet between them. However, it's common for people to stand very near to one another in Armenia. The norms of western culture are focused on individualism, whereas the norms of Asian cultures are focused on other-concern or collectivism. In the US, business is done swiftly, but in Latin America, chats are considered as opportunities to strengthen bonds. While it is accepted to begin meetings on time in the UK, doing so in Brazil is considered rude.

These various norms and values from various cultures can occasionally lead to misunderstandings and obstacles to good communication when people fail to recognize and adhere to the norms of other cultures.

- **Sign and Symbols :**

Nonverbal communication makes use of body language, gestures, and even unconscious activities like symbols. Different cultures interpret each gesture and sign differently. For communication, it gives purpose and rationale. Shaking hands or giving a hug to the other gender while greeting them in traditional communities, such as those in Arab and African nations, is viewed as impolite or even morally wrong. However, shaking hands when we greet somebody is customary in the western world. So there is still a chance that a cultural misunderstanding may arise from these many signals and symbols.Additionally, research by Lifintsev, Denys, Fleseriu, Cristina, and Wellbrock (2019) highlighting the challenges of cross-cultural communication was done. The outcome is shown below :
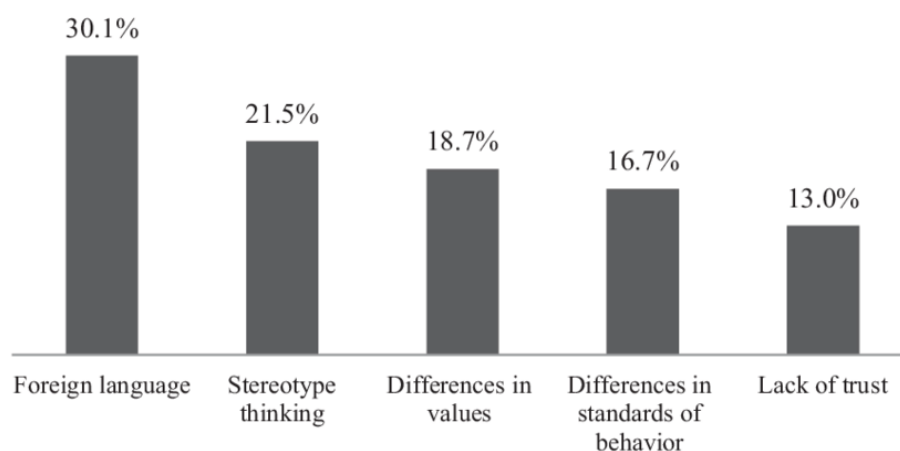

Figure 4: Basic barriers in cross cultural communication.

Skills To Improve Cross Cultural Communication :

Cross-cultural communication skills enable people to become more conscious of their communication style and to concentrate on paying attention to the other person's verbal and nonverbal cues with the purpose of comprehending the message or information that is being conveyed. By establishing effective intercultural communication skills, people can improve their communication among people from diverse cultural backgrounds . As a result, it promotes more trustworthiness, respect and confidence. In workplaces, employees as well as clients are more inclined to concentrate and focus when they acknowledge potential similarities and differences. Some techniques to enhance cross cultural communication skills are given below:

- **Enhancing self-awareness regarding cultural differences:**

Humans tend to make assumptions when they engage with new people. Recognizing them is beneficial. Observing the interaction among different people or communicating with one another is the most effective approach to achieve self-awareness. For instance, people can analyze their emails to observe how they respond if they want to enhance their consciousness simply by taking several notes, such as whether they answer differently based on who they are responding to. People may also keep track of their way of engagement with the official activities and assigned responsibilities related to people from other cultures or backgrounds? Such observations will aid in growth of self-awareness.

- **Avoid stereotyping and ethnocentrism:**

When communicating with people from diverse cultural backgrounds, one needs to be open-minded to gain knowledge of various cultures. One has the opportunity to clarify any issues that one meets by asking questions. One can learn new thinking strategies through this learning process, which could be advantageous for any organization.

- **Adaptation Capability:**

Interaction with new people from different cultural backgrounds requires flexibility and adaptation. It is not always simple to accept changes, support those changes and learn about other cultures. One may also assume that they won't be helpful or produce satisfying results. On the contrary to this belief, accepting and supporting change also enhances the environment at work. Therefore, for the development of one's organization, one should acquire knowledge by learning new changes and generate new strategies to experiment with new ideas.

- **Active Listening:**

Active listening is to gather information and observe in order to comprehend other individuals and circumstances, prior to answering it. It is the deliberate choice to pay close attention, perceive what others are attempting to convey withholding any judgment. The necessity of active listening in the workplace is numerous. For example, Gaining trust, enhancing productivity, resolving conflict are some benefits of active listening. Furthermore, one can work on self improvement by achieving strong work relationships, self empowerment , acceptance and many more. Therefore, practicing active listening is a must in cross cultural communication.

- **Face-To-Face Interaction:**

Cross-cultural communication is aided through face-to-face interaction. According to an Owl Labs survey, approximately 80% of workers are interested in working remotely for three days per week. The frequency of in-person interactions at work has increased and reduced as a result of remote working. In case of inadequate frequencies of face to face communication, people can communicate via virtual meeting, teleconferencing, zoom conferences, and other methods for getting to learn one another and enhance communication more effectively.

Conclusion :

In today's technologically advanced world, cross-cultural communication is inevitable. When communicating between cultures, people may feel both at ease and uneasy. When conversing, people from other cultures encounter a number of obstacles as well as learn many new things. Overcoming them is also a possibility. In today's multicultural workplaces, people are becoming more aware of the value of cross-cultural communication. The development of strong connections is aided by effective cross-cultural communication. emotional ties, prosperous business contacts, and many others.

Keeping all the required aspects and factors in mind, culture as well as cross cultural communication have been examined and analyzed in this paper. Consequently, the key elements that affect intercultural communication have been highlighted here. Additionally, In-depth descriptions of the value of cross-cultural communication in our day-to-day interactions as well as in the fields of education, the workplace, and business are discussed in paper. Sometimes we have a communication barrier yet are unable to adequately express the precise reasons behind it. As a result, to ease clearing the doubts, the main obstacles to cross-cultural communication have been introduced. As the importance of cross-cultural communication is already explained, working on improving cross-cultural communication is a must for everybody to cope with the advancing world. Moreover, for strengthening the ability to communicate across cultures, the primary methods and skills have been developed.

Finally, it can be concluded that speaking across cultural boundaries is a skill that is becoming more and more crucial and that requires persistence, time, practice, contemplation, and thoughtfulness in addition to a lot of effort and good manners. In order to provide a better

understanding of cross-cultural communication, this paper has addressed a variety of concepts, thoughts, and more.

Recommendation:

With the spread of globalization and technological advancements, it is essential for communicators to be culturally aware in addition to being correct, cohesive and courteous as well as concise, clear and concrete. Therefore, it is crucial that everyone recognizes and cooperates with the value of cross-cultural communication. Among the most important recommendations for cross-cultural communication some are explained below:

- **Research:**

It has been shown that humans cause nearly half of the difficulty in developing a highly complicated, knowledge-based solution. The interactions and dynamic engagements among the in-house and deployable teams has definitely been impacted by distinctions in attitudes, values and communication styles. Thus, attaining effective cross-cultural synchronization or harmonization requires consciousness and sensitivity to these cultural characteristics. One can forecast or anticipate and reduce problems by being aware of a dispersed group's cultural backgrounds.

- **Respect:**

The very first step for communicating effectively is respect. Basic manners, politeness and etiquette should always be followed. One should not select or choose who one conveys thoughts to. In other words, this implies that one ought to show respect to everyone regardless of the background or any other constraints. Though we may hold distinct cultural beliefs from another, basic principles of showing respect are shared by everybody. One very convenient way to treat people is by simply putting oneself in another's position and considering the preferred way of being treated.

- **Accept and adopt:**

It has been shown that things get difficult and intriguing when people collaborate with individuals from different continents and cultures. In communications new difficulties are frequently confronted due to various inter-cultural factors and aspects. In today's global corporate environments, cross-cultural communication is required and collaboration is crucial, communicators especially business executives must comprehend cultural context and the possible ways of affecting communication due to cultural variations . Although our cultural beliefs have a significant impact on the way we behave and think, we should always avoid prejudices or

preconceived notions that cloud our judgment. Effective cross-cultural communication depends largely on acceptance, mutual understanding, and respect for cultural differences.

- **Develop strong relationships:**

Teams can strengthen their relationships by encouraging rapport-building and mutual understanding. In-person meetings and interactions that help team members get to know one another better can promote this. At Perficient Latin America, clients tend to visit their outsourced team or have a few members of the team come to them onsite for commencement when important individuals work together in person from the beginning to build a solid relationship.

In the end, trust-based communication between a customer and an outsourced group is the key to successful interaction.

Appendix A :

Theories of Cross Cultural Communication

The Seven Dimensions of Culture : The Seven Dimensions of Culture were found by researchers Charles Hampden-Turner and Fons Trompenaars, and the idea was published in 1997. Each culture has its own way of thinking, set of beliefs, and preferences for a variety of other things. Where these preferences lie in one of the following seven categories is what separates individuals from one culture from another.

1. Compared to external direction, internal direction.
2. Synchronous time versus sequential time.
3. Achievement as opposed to attribution
4. Specific as opposed to general.
5. Neutral as opposed to feeling.
6. Universalism vs specialization
7. Community vs individualism.

To prevent misunderstandings and promote better working relationships with those from diverse cultural backgrounds, these dimensions can be utilized to give good guidance. When managing a diverse staff or conducting business with clients from other countries, this is extremely useful.

Using common sense is the best approach while using this paradigm. It is important to respect each person as an individual and to bear in mind that many factors might influence how well one gets along with others.

Hofstede's Cultural Dimensions : Dr. Geert Hofstede's cultural dimensions model, which has been recognized as an international benchmark for comprehending cultural differences, was first published 40 years ago. He first determined four characteristics that may differentiate various cultures.Later, he added the fifth and sixth dimensions .These are the six dimensions:

1. Indulgence vs. Self-Control.
2. Uncertainty Aversion Index.
3. Collectivism vs. Individualism.
4. Femininity vs. Masculinity.
5. Index of Power Distance.
6. Short-Term vs. Long-Term Orientation

One comes to take the social standards of his or her society for granted when he or she is raised in a certain culture.When a person enters a new community, they don't want to upset anyone since it looks like everything is different. One may evaluate his or her approach, decisions, and choices depending on an overall comprehension of how people of certain societies may think, behave by using Hofstede's Cultural Dimensions.

Appendix B :

Benefits of Cross Cultural Experience

Anyone looking to advance personally and professionally can benefit from cross-cultural encounters.

The advantages of cross-cultural experience are as follows:
1. Work on being more flexible and open-minded
2. Boost your resilience and self-confidence.
3. Get rid of prejudices and blind spots in thinking
4. Expand your perspective
5. Make progress as a team player.
6. Become more sociable and culturally engaged
7. Study a completely different language

Going overseas provides the chance to meet new people, develop communication and listening skills, and enhance the ability to work in a team. One will begin to let go of assumptions and get a deeper understanding of others by getting to know new people from different cultures and backgroundsWith enhanced empathy and cultural awareness, one will start to appreciate variation in new ways. You'll be able to demonstrate that you are aware of cultural differences and that you are a strong member of the team right away. Living a cross-cultural experience is the only way to identify one's cognitive biases and blind spots. He or she will begin to identify as a global citizen once they stop viewing the world through the eyes of their home country.

Works Cited :

1. Cultural barriers to communication: Meaning, examples and how to overcome cultural barrier. Harappa. (2022, January 7). Retrieved August 20, 2022, from https://harappa.education/harappa-diaries/cultural-barriers-to-communication/

2. Check out this amazing template to make your presentations look awesome at. SlideTeam. (n.d.). Retrieved August 20, 2022, from https://www.slideteam.net/cross-cultural-competence-for-effective-communication-and-team-productivity-powerpoint-presentation-slides.html

3. (2022). Coursehero.com. https://www.coursehero.com/file/p1vs3qu/The-Factors-Affecting-Cross-Cultural-Communication-Culture-directly-affects-the/

4. Editorial, I. (). Cross-Cultural/International Communication - Encyclopedia - Business Terms. Inc.com. https://www.inc.com/encyclopedia/cross-cultural-international-communication.html#:~:text=Conceptions%20of%20Authority

5. Active Listening; its Skills and Importance in the Workplace. (2019, April 11). Nurture an Engaged and Satisfied Workforce | Vantage Circle HR Blog. https://blog.vantagecircle.com/active-listening/#fewmoreimportantactivelisteningtechniquesandskills

6. America, P. L. (2019, April 10). 5 Recommendations for Effective Intercultural Communication in Software Development Outsourcing. Perficient Blogs. https://blogs.perficient.com/2019/04/10/5-recommendations-for-achieving-effective-intercultural-communication-in-software-development/

7. 5 Importance of Cross-Cultural Communication. (2013, July 4). Business Communication Article; www.businesscommunicationarticles.com. https://www.businesscommunicationarticles.com/importance-of-cross-cultural-communication/

8. Georgieva, I. (2021, November 1). The importance of cross-cultural communication that drives success. Enterprise League; enterpriseleague.com. https://enterpriseleague.com/blog/importance-of-cross-cultural-communication/#:~:text=Good%20cross%2Dcultural%20understanding%20improves,likely%20to%20pay%20closer%20attention.

9. Umbetbayeva, A. (2022). *Effects of language barrier at workplace* [Photographs].

   https://en.ppt-online.org/484855

10. Nikolic, N. (2021, November 1). The importance of a cross-cultural experience. ESCP Business School. https://escpbachelorblog.com/the-importance-of-a-cross-cultural-experience/

11. Hofstede's Cultural Dimensions: – Understanding Different Countries. (n.d.). Mind Tools. Retrieved 2020, from https://www.mindtools.com/pages/article/newLDR_66.htm

12. The Seven Dimensions of Culture: Understanding and Managing Cultural Differences. (n.d.). Mind Tools. https://www.mindtools.com/pages/article/seven-dimensions.htm

13. Dingwall, J. R. (n.d.). Cross-Cultural Communication – Professional Communications. Pressbooks. https://ecampusontario.pressbooks.pub/profcommsontario/chapter/cross-cultural-communication/