**Barriers Of Cross Cultural Communication My Speech**

**Ethnocentrism :** This is the most prevalent problem across cultures. When individuals tend to view other cultures through their own cultural lenses, they begin to judge them accordingly and derive that their culture is superior to others. Then they actually regard others' behavior and activities as odd and inappropriate. Therefore they grow an “us versus them” mentality which acts as the barrier of communication.

**Stereotyping :** This is a subsequent issue. Stereotyping is an oversimplified or generalized belief about a certain group or individuals. Stereotyping isn't always harmful but they are most of the time inaccurate. For example in our residential semester me and my friend annay were on the same floor. As he is a good student I thought he would study all the time. I went to his room many times and never found him studying.

**Language :** Well language is the most obvious barrier of communication. For example, my mother and I went to India for her treatment. There we found a nurse and she didn’t understand Hindi or English. She would understand only the native language of Bangalore, which is kannada. Therefore we had difficult times there.

**Norms and Values :** Culture and faits have different values, standards which may make communication difficult. For example australian like formal attire but the Japanese prefer formality. This distinctions can impact negatively on the business relationship

**Emotional Display :**

**Assumption of Similarity :**

**Emotional Display :** What is it ? It is an appropriate display of emotion. Emotional display can differ from culture to culture. In some countries displaying emotion like anger, fear or frustration in public or in the workplace is not appropriate. Therefore they actually hide their emotions. Instead of showing emotion they only discuss factual aspects of the situation. In some other countries people are actually expected to reveal their emotions. For example, Americans and Canadians will not have any problem showing emotions like anger, disgust, fear in public but on the other hand Japanese citizens will usually wait until they get to their privacy or in their homes to display emotions.

So we can imagine what misunderstandings can arise if someone displays a strong emotion in the company of employees who can feel that such behavior is actually out of place.

So this emotional display actually acts as the barrier of cross-cultural communication. The Question is how ? Actually emotions may hold you back from communicating what you want from others. Also can hold you back from listening to others attentively and accepting their point of view.

**Assumption Of Similarity :** As we are human beings we tend to believe that we all are similar despite the cultural difference. But in reality people have different food habits, different moral codes, people from different regions or different cultures actually interpret actions and behavior differently. For instance, some may perceive displays of public affection as inappropriate, while to others it represents completely normal behavior. Then again we asian rice is our staple food. But in other parts of the world, rice is not a staple food.

Therefore, assuming similarities results in a lack of understanding of unique culture and behaviors. This often has an effect on the interactions between such people.

But the opposite situation which is assuming differences instead of similarity also acts as a barrier.

So the question is what to do in such a situation ?

The best approach is to assume nothing when someone encounters a new culture and simply figure it out or ask what the local customs are.

References

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