

Impact of Globalization on Organizational and Multicultural Communication

Globalization is the freedom to move goods, services and people around the world in an intuitive and integrated manner. Globalization can be considered as a result of the opening of the global economy and the concomitant growth in trade between countries. In other words, when countries come together for trade and foreign investment globally, this leads to increased interaction and integration between the world's economies.

Regardless, globalization can also mean that the country is liberalizing its import protocol and welcoming foreign investment in areas that are the mainstay of its economy.

Impact of Globalization on Organizational Communication

Global organizations must understand how to speak with clients and workers from different societies in order to achieve the organization's primary goal and to create incentive for partners. The use of innovation has profoundly affected how organizations move globally and advertise their products and departments.

Communication with people on the other side of the world is now much simpler than it was few years ago. Global connectivity is legitimately affected by globalization processes, expands business openings, expels social barriers and builds a global city. Globalization and global communications have changed the world's natural, social, political and financial components.

1. Expanded Business Opportunities

Many organizations today recruit representatives in different countries. Using communication vehicles, for example, video calls make it easy to chat with colleagues around the world, making it appear as if they are in a similar room.

In addition, innovation makes it easier to communicate with service providers and customers everywhere around the world, and to simplify these connections by improving ordering, tracking shipping, etc.

With this type of innovation in the field of communications, many organizations can take advantage of openings in different countries or urban societies, which improves the financial position towards the global dimension.

At the expense of global communications, the same information can be exchanged as an important commercial resource starting with one country and then another. This has the effect of gradually making everyone's tasks modern and effective, regardless of their location.

2. Less Cultural Barriers

Many people see culture as the foundation of communication challenges. While people from two different societies try to share information, the way they talk, non-verbal communication or their quirks can be deciphered differently by the other individual. Culture is affected by the way people deal with problems and how they participate in networks.

Globalization has made it possible, for example, for a person in Japan to understand how a person in the United States is approaching his day. With TV and motion pictures, social barriers end less frequently.

Having the option to communicate as effectively as possible with partners across the planet enables people to understand each other's societies somewhat better.

3. Creation of a Global Village

The global village, affected by globalization and global communications, is affected when distance and isolation are no longer important because people are connected to technology. Broadband Internet and phone access has been a change of life for many people around the world, especially those in developing countries.

Many of them are now enrolled in universities around the world without having to leave their desk chairs. Virtual assistant jobs are becoming popular, as employees from developing countries work with companies in North America or Europe, providing administrative support and other business services that can be easily done over the phone or online.

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Travel hardly remains anyone's dream for long – it easily becomes one's reality with so many options and opportunities to move around, from one country to the other. It could be just for a holiday, a break from the norm. It could be to obtain better education, for a better profile, job and income. Or it could be for business people, wanting to expand or build relationships outside.

Whatever it is - for success or development from a personal or business point of view, or simply "to be better", it seems that they are all turning into a term we may all be familiar with, which is "going global".

However, what does it mean to be global, or to be global? To visit a foreign country, you may need translation services to understand a foreign language. But in most countries yet, the average traveler is no longer much worried if they write and speak English well. For more "international" education, it is necessary, or rather mandatory, to be able to communicate and understand everything in the English language.

The same applies to business, where you can build trust and partnership abroad only if you fully understand what is happening ... and how would you be able to do that, if not everyone spoke the same language?

However, why is English? Is it because it is easier to understand, or is it the result of a historical "cause and effect"? Does it depend on any country that has a current fixed position in the economy, or simply sub-appropriation and assimilation of popular culture, through movies, songs, and "Hollywood" lives or English-speaking celebrities that were and still are commercially widespread?

The reason is probably a combination of all of the above possible causes. Moreover, it is not difficult for anyone to deny that they have a particular language, culture or personality trait. For example, globalized companies like McDonald's or Starbucks have brought in a culture of fast food consumption and standardizing food and drink options that are hard to make a difference if you visit their outlets in many other parts of the world.

Although this is the case, in reality it is perfect and not real life. We live with a few generations between us at any time, and, arguably, there will always be a need to uphold certain beliefs,

practices or traditions. This means that globalization does not mean cultural takeover together. As much as we feel the need or necessity to converge and make all things "common", we will also find the need to stick to our sense of belonging, between family and people.

The beauty of each language is that each has a unique way of expressing things or feelings that other languages will not be able to capture entirely, or replace it with a series of many other words to describe one or two baffling words through translation services.

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