

The Cross Cultural Dimensions of Business Communication

Cross-cultural communication occurs when a cultured person sends messages to a person of another culture. Cross-cultural misunderstanding occurs when a person of another culture does not receive the desired message from the sender. The greater the difference between the sender and receiver's cultures, the higher the chance for cross-cultural miscommunication.

Because of the rise of global business, technology and the Internet, intercultural communication has become a strategic concern for companies. Understanding intercultural communication is important for any company, with a diverse workforce or plans to run global business. In this type of communication, how do people of different cultures talk, communicate and see the world around them?

Today's organizations must pay more attention to workers and affiliates from different places of birth and national races, especially on the basis that weak reactions and lack of understanding can welcome provocation and isolation charges. Your work force may depend on your ability to tie social holes.

Importance of Cross-cultural communication

In a changing work environment, people of different national and ethnic roots take on important and customary jobs. Everyone brings talent and perspectives; meanwhile, everyone on your mission needs to be adjusted. A varied work environment may mean different communication methods, desires for behavior and methodologies. Outsiders should totally adapt to the standards summarized in the work environment, but to some extent the work environments need to change according to the new joining ability. This may include different ways of clarifying things, writing in a clearer language, or using increasingly revised connections to make a partner's speaking difficulties.

Impacts of Cross-cultural communication

Having a different audience means modifying deals and offering connections to the different populations that make up the United States. Many organizations realize that changing social economies in different urban areas, neighborhoods, and even neighborhoods means creating

different communication methods. Thus, you may see flyers in Spanish in certain regions or a national retail chain that uses more TV advertising in one region and more print ads in another region.

Misconceptions

Phrases and ideas are not always translated. Many companies have found that selling their products in foreign markets means changing slogans and brand strategies to meet the tastes of a new target population. For example, in many third world countries, fast food restaurants are really expensive for the locals. The low cost and good value strategies used most often in the United States to offer fast food as an excellent product must be changed.

Considerations

When conducting business internationally, entrepreneurs learn that cultures have different expectations and protocols when it comes to meetings and interpersonal discussions. Cultures such as those of Japan and China have strong power distance values, and much of the speaking and interaction is done by the most senior member of a group. In fact, it may be inappropriate for someone lower in your organization to speak to a leader in theirs. Middle Eastern and Southeast Asian cultures consider socialization and getting to know one another a very important part of in-person meetings. Therefore, the American standard of “getting down to business” may hit a wall with cultures that consider building trust between parties essential to the business process.

Geography

At a time when international companies and foreign outsourcing, teams work across continents. Employees in the Americas may find themselves working closely with people in India, Japan, and France simultaneously. Finding common ways to work together can be difficult - especially when communication is mainly via email and casual video conferencing. Companies that choose to outsource and operate international offices should consider important guidelines, protocols, and education about communicating and working together. Otherwise, employees can easily find themselves struggling to work together, and productivity suffers.