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**STANDARD VIEW**

**FULL VIEW**

 OF 61

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Business Communications (525)

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Published by [AIOU\_AH524979](https://www.scribd.com/AIOU_AH524979)

Business Communication's Assignment, that covers the following topics: THE SEVEN C’S, CULTURAL VARIABLES, PERSONAL ETHICS, CHALLENGES THAT BUSINESSES FACE, FLUCTUATIONS IN EXCHANGE RATES, SOLICITED and UNSOLICITED LETTER, PROPOSAL, DIRECT APPROACH, and NONVERBAL COMMUNICATION

See more

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Well, that's hardly courteous! Messages like this can potentially start officewide fights. And this emaildoes nothing but create bad feelings, and lower productivity and morale. A little bit of courtesy, even indifficult situations, can go a long way.

**Good Example**

 Hi Jeff, I wanted to write you a quick note to ask a favor. During our weekly meetings, your team doesan excellent job of highlighting their progress. But this uses some of the time available for my teamto highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports.Thanks so much, and please let me know if there's anything I can do for you! Best,Phil

What a difference! This email is courteous and friendly, and it has little chance of spreading bad feelingsaround the office.

**C**

**ORRECTNESS**

To be correct in communication the following principles should be borne in mind.1.

Use the correct level of language2.

Include only facts words and figures3.

Maintain acceptable writing mechanics4.

Apply the following qualities5.

There should be proper grammar punctuation spelling and paragraphing

At the core of the correctness is the proper use of grammar, punctuations and spelling. A messagemay be perfect grammatically and mechanically but still insult or lose a customer.

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**SING RIGHT LEVEL OF LANGUAGE**

There are different levels of languages which may be formal, informal, and substandard.Formal writings are usually associated with the scholarly writing, legal documents, and other documentswhere formality is the style in demand.

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 Examples:Formal and Informal Approach

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More Formal: Participate. Less Formal: Join

•

More Formal: Interrogate. Less Formal: QuestionMore Acceptable and Sub stand

•

Substandard: Can’t hardly, More Acceptable: Can hardly

•

Substandard: I regardless, More Acceptable: regardless

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**HECKING ACCURACY OF FIGURES**

**,**

**FACTS**

**,**

**AND WORDS**

Many a times it is impossible to convey the message directly from the sender’s head tothe receivers head. So this can be done to an extent by including figures and facts like as follows:1.

Verifying your statistical data2.

Double-checking your totals3.

Avoid guessing of laws that have an impact on sender or receiver4.

Determine whether a fact have changed over a time.Other factor is the inclusion of words that don’t confuse for example the following will help in clearingthis topic.Example 1: Accept-Except: Here accept means to receive and except means to omit.Example 2: Biannually-Biennially: Biannually means 2 times a year and biennially mean every 2 years.

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**AINTAINING ACCEPTABLE WRITING MECHANICS**

This topic relates to the proper use of words and spellings. But in today’s world writing have been moreeasier, since, spell-checkers and various kinds of word formatting are availableWhen your communication is correct, it fits your audience. And correct communication is also error-free communication.

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Do the technical terms you use fit your audience's level of education or knowledge?

•

Have you checked your writing for grammatical errors? Remember, spell checkers won'tcatch everything.

•

Are all names and titles spelled correctly?

**Bad Example**

 Hi Daniel,Thanks so much for meeting me at lunch today! I enjoyed our conservation, and I'm looking forward to moving ahead on our project. I'm sure that the two-weak deadline won't be an issue.Thanks again, and I'll speak to you soon! Best, Jack Miller

If you read that example fast, then you might not have caught any errors. But on closer inspection,you'll find two. The first error is that the writer accidentally typed conservation instead of conversation.This common error can happen when you're typing too fast. The other error is using weak instead of week. Again, spell checkers won't catch word errors like this, which is why it's so important to proofreadeverything!

**Question # 2(a):**

Define the concept of culture. Also describe the national cultural variables and individual culturalvariables with examples.

**Answer:**

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**ULTURE**

Culture refers to the behavioral characteristics typical of a group. This definition implies thatcommunications, oral and nonverbal, within a group also are typical of that group and are often unique.There is not one aspect of human life that is not touched and altered by culture. This means personality,how people express themselves (including shows of emotion), the way they think, how they move, howproblems are solved, how their cities are planned and laid out, how transportation systems function andare organized, as well as how economic and government systems are put together and function. It is theleast studied aspects of culture that influence behaviour in the deepest and most subtle ways.

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Culture

refers to the following Ways of Life, including but not limited to:a.

 Language

: the oldest human institution and the most sophisticated medium of expression.b.

 Arts & Sciences

: the most advanced and refined forms of human expression.c.

Thought

: the ways in which people perceive, interpret, and understand the world around them.d.

Spirituality

: the value system transmitted through generations for the inner well-being of humanbeings, expressed through language and actions.e.

Social activity

: the shared pursuits within a cultural community, demonstrated in a variety of festivities and life-celebrating events.f.

 Interaction

: the social aspects of human contact, including the give-and-take of socialization,negotiation, protocol, and conventions.When we discuss communication and culture, we should be aware of the total spectrum of communication including language, non-verbal communication, customs, perceived values, andconcepts of time and space. Do all tourists identify with Canadian traditions and values? Likely not. Butthe more interesting question is: Why not? The answer lies in the simple fact that most tourists comefrom different cultures: some vastly different like those from Japan and China, others less different, suchas tourists from Eastern Canada or the United States. Even if tourists share the same language, they mayhave much different customs and values.What happens when people from different cultures interact face-to- face? One way to appreciate theimpact of cultural differences is to look in the mirror. When Americans and Canadians travel to othercountries, they look for Cokes, steaks and hamburgers and the same amenities in hotels and otheraccommodations that they are used to at home. While the host country may offer an authenticallydifferent culture, which is one of the reasons people travel, North Americans tourists are notorious forwanting the comforts of home wherever they may be. In many third world countries, North Americansseek out joint venture hotels to enjoy North American food and lodging and to be served by people whospeak English. Strangely, what we expect for ourselves in travel is not deemed to be reasonable whenwe’re the hosts dealing with tourists from other countries.

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**ULTURAL**

**V**

**ARIABLES**

The message sender and the receiver, both are affected by external and internal stimuli. Whencommunicating with business people in a foreign country, you must realize that overall national andindividual cultural differences within the cultures further affect those stimuli.

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**ARIABLES**

An entire country may have a series of cultural norms; individual ethnic groups within that countrymay accept most of those norms as well as adding their own. National cultural variables are:a.

Educationb.

Law and Regulationsc.

Economicsd.

Politicse.

Religionf.

Social Normsg.

Language

**Country IVCountry**

I

**Country**

II

**Country III**

CoreSimilaritiesMajor Cultural overlapLittle Cultural overlap

