

## THE IMPORTANCE OF CROSS-CULTURAL COMMUNICATION

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### Abstract:

The benefits of intercultural communication are numerous. It can help people to adapt culturally and interrelate effectively, build better relationships, gain a deeper understanding of each other, and exchange knowledge. By understanding how to effectively navigate various communication styles found in cultures, people can become better communicators, and cooperation can be efficiently facilitated. Additionally, intercultural communication can help to challenge biases and reduce ignorant and belittling comments about other cultures.

**Key words:** Communication, assimilation, culture, study, student, customer, tradition, diplomacy, education

### Introduction

The study of immigration and migration are among important areas of research in the fields of anthropology, intercultural communication, international relations and cultural sociology particularly those pertaining to the issues of cultural identity, cultural maintenance or preservation, cultural conflict and cultural changes. Various terminologies have been used by researchers as the contributing factors and outcomes of the migration and intermingling cultures such as globalization, colonization, modernization, internalization, culture shock, acculturative stress, assimilation, acculturation, adaptation, adjustment, integration, intercultural competence, intercultural effectiveness, transculturation and hybridity. Cross-cultural learning increases students' understanding of their own and other cultures; it enhances one's knowledge of the norms, values, and behaviors that exist in cultures. And it allows the student both to discern and communicate cultural differences with sensitivity and confidence. Thus, as a result of the cross-cultural training, sojourners are usually better adjusted to their new cultural milieu.

### In education.

Cross-cultural learning informs every aspect of INTERLINK's curriculum, services, and personal relationships. It has immediate impact on students' positive adjustment to a new educational, social, and cultural environment. In general, it creates in students self-awareness, awareness about one's own culture, and appreciation for cultural differences. The resulting self-efficacy frees students to share themselves in

ways that demonstrate respect, assurance of one's identity, and friendship. Facing contemporary cultural and religious pluralism, associated to the demands of recognition from minorities, in multicultural societies, neither classical republicanism nor political liberalism gives satisfactory orientation to shape a political education accommodated to this social context. Education will contribute to social pacification and social compromises, only if we elaborate a political education which takes into account and responds properly to the main actual political goal: living together with our differences. In this paper we will explore the content of such political education.

The importance of intercultural communication is also essential for increasing study well-being, as it helps students to feel included and valued. Prioritizing intercultural communication can also prevent judgment calls based on a lack of understanding of the different ways students communicate, which can be beneficial in a diverse context. In this way, intercultural communication can help to ingratiate with locals, gain intelligence, and build better relationships. In a workplace context, intercultural communication is key to the success of an organization. It can help to reduce employee turnover and increase productivity and innovation, as having a diverse global workforce also provides a multitude of perspectives and opinions. Moreover, international food practices can be used to unite people, providing a common factor between cultures. A lack of cultural knowledge can lead to inefficient farming practices. Local knowledge is essential to successful farming, and when this is not compounded by knowledge from other cultures, it can make farming inefficient. In order to effectively learn from different cultures and combine best practices, it is important to have an understanding of different cultures perspectives and approaches. This understanding is a key component of successful intercultural communication. Providing a common factor between cultures. To improve intercultural communication skills, it is important to learn about the cultures and their various nonverbal communication modes, such as facial expressions and other body gestures. Watching TV shows, asking people, and listening/observing can help to gain a better understanding of different cultures. Intercultural communication is a challenge, but with the right skills, it can be beneficial on both a personal and professional level. Understanding the importance of intercultural communication is essential for today's workplace, especially with the rise of remote work. With the right knowledge and skills, a person can bridge cultural boundaries and effectively communicate with people from other countries.

### **International communication in Globalized world.**

Within the context of the globalized business or organization, intercultural communication looks at how people communicate (verbally and non-verbally), manage, work together, approach deadlines, negotiate, meet, greet, build relationships, etc. These topics are becoming much more relevant now on two fronts. 1) for

businesses with a mix of cultures working together and 2) for businesses wanting to trade successfully abroad. In both situations if individuals are unaware of how best to get along and get business done, it can and does lead to poor performance and lost deals. Greater understanding of intercultural communication differences, manners, etiquette, protocol and communication styles certainly leads to a much higher probability of achieving business goals. Ultimately intercultural communication today means getting a competitive edge. Why? We all know that business today is highly competitive and fast changing. People need to get it right, and get it right the first time. Whether someone is looking for a new supplier, giving a presentation, or negotiating a contract intercultural communication can, does and will play an important role. It impacts our ability to communicate effectively within a culture, plus how we are perceived.

As a new diplomacy, Education Diplomacy brings together practices and skillsets from educators, diplomats, development professionals, and other sectors, enriching all fields while promoting greater co-operation and collaboration to solve education challenges. Intercultural communication is, therefore, a key skill for both traditional diplomacy and Education Diplomacy because it helps to bridge understanding across groups characterized by different cultures, including organizations, disciplines, sectors, communities, social and political systems, and nations. In addition, the field of education offers rich contributions to the field of intercultural communication in diplomacy by drawing on various ways of engaging with different cultures. In the education field, these include multicultural education, global citizenship education, and international exchange. The lessons learned from these fields can inform intercultural communication in Education Diplomacy and diplomacy more broadly.

Intercultural communication helps people to understand their differences and find common ground, building stronger customer relationships and a better brand reputation within businesses. It is also vital for the success of organizations, as remote work and working with people from all over the world are common today.

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