

KEEPING CULTURAL IDENTITY, ACTING APPROPRIATELY IN CROSS-CULTURAL SITUATION

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Abstract

This paper is going to introduce culture identity and explain why culture identity is important in intercultural business communications. In addition, the paper will talk about how to develop culture identity and how can culture identity promote intercultural business communications. The third part will explain how to develop culture identity by language and behavior during intercultural business communications. There are two ways culture identity promotes intercultural business communications. The first way is by understanding, and the other one is by multicultural individuals.

Keywords: culture identity; globalization; intercultural business communications

When conducting business, communication is essential. Today's globalized economy frequently brings together corporate communications and cultural identities. People have their own cultural identities wherever you conduct business, which has a big impact on how you communicate with customers. In four main areas, this essay will illustrate the significance that cultural identity plays in cross-cultural corporate interactions. First, two elements will be used to introduce the meanings of culture identity. They are respect and distinction. The significance of culture identity in cross-cultural corporate communications will then be examined. The following section of the essay will discuss using language and behavior to build cultural identity in cross-cultural business conversations. The final section will discuss how understanding and multicultural individuals facilitate intercultural business communications. Because culture identification affects how well one communicates with businesspeople from different cultures, it is important to take culture identity seriously when conducting business in an international setting. The usage of culture identity by those engaging in cross-cultural business communications can also help them improve their own cross-cultural communication and create their own culture identities.

Main part

A person's cultural identity, which includes their self-concept and self-perception, is influenced by their nationality, ethnicity, religion, socioeconomic class, generation, locality, or any other type of social group that has its own unique culture. In this

approach, cultural identity is a trait of the person as well as the culturally identical community of individuals who share a common culture or upbringing. Cultural identity is a process that is always changing as a result of many social, cultural, and historical events. Cultural identity varies more frequently for some people than for others; those who change less frequently have a distinct cultural identity. This indicates that their assimilation of their culture is dynamic yet secure.

A person's cultural identity is made up of three components: category label, social relationships, and cultural knowledge. Cultural knowledge is the ability to connect with one's identity by comprehending the fundamental elements of one's own culture. A person's affiliation with their identity through tangential involvement in a certain culture is referred to as a category label. Social connections describe how a person's social ties help them feel connected to their identity. Several steps are taken in the development of cultural identity. A person first learns about a culture by immersing themselves in its values, beliefs, and traditions. Secondly, based on their position within the community, the individual comes to identify as a member of that culture. Thirdly, they establish connections with people like their close friends, family, coworkers, and neighbors.

The meaning of the word "culture" is extremely contentious and nuanced, with scholars listing around 160 different interpretations. The idea that culture is dynamic and changes over time and in various settings forms the basis of why so many individuals now identify with one or more cultures and many others. It is a distinguishing characteristic of an individual's identity, influencing how they see themselves and the groups they identify with. Understanding of one's own and other people's identities develops from infancy and is influenced by the values and attitudes that are prevalent at home and in the neighborhood. Cultural identity and understanding have been studied in several contemporary cultural studies and social theories. A new type of identification has developed in recent decades that reduces the concept of the individual as a cohesive whole subject to a collection of different cultural markers. These cultural markers may be the product of a number of factors, such as geography, sex, race, history, country, language, sexual orientation, religious convictions, ethnicity, aesthetics, and even food. Recognizing both coherence and disintegration, as one author puts it. When discussing identity, we typically refer to the collection of physical characteristics that make a person unique. As a result, our parents declare us at birth and give us a name that they will use to distinguish us based on whether we are a boy or a girl. The concept of identity extends beyond how we currently define it and includes more than only the legal right to one's name, sex, birthplace, and time. Throughout the stages of life, identity develops based on individual experiences, tastes, and decisions of a sexual and religious nature, as well as the social environment. These

are some of the main factors that influence and transform the day to day and enable us to discover a new aspect of ourselves.

In some regions of the world, where the population is ethnically varied and social cohesion is mostly based on geographic proximity, the lines between cultures can be extremely thin. This is especially true in cities that are undergoing fast urbanization.

Culture serves as a "historical reservoir," which is crucial for determining identity. Since a culture's "historical reservoir" is one of its primary characteristics, many, if not all, groups consider revising their historical records—either consciously or unconsciously—in order to either strengthen their cultural identity or create one that will serve as a model for future reform or change. Some opponents of cultural identification contend that since cultural identity is founded on difference, it divides society and that cosmopolitanism fosters a stronger feeling of shared citizenship in people. States may have a shared characteristic that provides a basis for practical affiliation in global society as well as a different way to identify with one another. [8] The framework that nations give for cultural identities is known as external cultural reality, and it shapes the people's specific internal cultural realities inside the nation. The interaction between cultural identity and digital media is also fascinating.

Cultural identity may be defined by the social network of people who imitate and adhere to the social standards as portrayed by the media rather than necessarily reflecting an individual's interactions within a particular group. As a result, individuals may learn social standards from the media to strengthen their cultural identity rather than gaining behavior and information through cultural or religious groups.

The way people interact with the cultural reality in their life is structured by a variety of cultural complications. Nation is a significant contributor to cultural complexity since it builds the basis for an individual's identity while also potentially conflicting with their cultural reality. Many diverse things, including one's religion, ancestry, skin color, language, class, education, career, skill, family, and political opinions, have an impact on one's cultural identities. These elements play a role in how one's identity is formed.

In essence, our cultural identity is how we as individuals adapt to all spheres of life. We might be professors, pupils, friends, superiors, workers, etc. The pillars of our total cultural identity are how we behave and how our schemas influence our perspectives.

Communities that have a profound grasp of and respect for various cultures are said to be intercultural. The creation of strong relationships and the exchange of ideas and cultural norms are the main goals of intercultural communication. No one remains unchanged in a multicultural society since everyone shares knowledge and develops together.

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CONCLUSION

According to the growth of globalization, particularly in the economic sphere, culture identification is crucial to cross-cultural commercial communications. In order to create effective and satisfying business interactions, businesspeople should carefully evaluate the effects that culture identification will make during intercultural business contacts.

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