

EXTRALINGUISTIC ISSUES IN CROSS-CULTURAL COMMUNICATION: SOCIAL ROLES IN DIFFERENT CULTURES, STEREOTYPES, IMAGES, SYMBOLS

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Abstract

An rising number of businesses are expanding internationally in the dynamic business environment of today. It can be particularly difficult to communicate effectively with persons from various cultures. Business firms' behavior in markets with multiple cultural reflections is influenced by their cultural awareness. It is widely acknowledged that cultural differences impose imperceptible obstacles on cross-border commercial communications. One of the most important abilities for businesses to develop in order to have a competitive advantage in international business is the ability to understand cultural differences. Organizations should concentrate on removing the barriers to cross-cultural communication. Effective cross-cultural communication depends on an understanding of cultural variety. Businesses who don't recognize the difficulties of cross-cultural communication run into problems in many facets of global corporate communication. It affects decisions regarding free trade agreements, localization and standardization of strategies, branding, business partnerships, international business management, international marketing, international negotiation, consumer behavior, staffing, labor relations, interpersonal relationships, negotiation, and teambuilding. Intercultural dialogue offers a chance to promote world peace and prosperity.

Key words: Communication barriers, cross-cultural communication, and cross-culture as keywords.

Introduction

Invisible barriers such as cultural variables are significant. Businesses should concentrate on removing the imperceptible hurdles to cross-cultural contact as a result of ongoing globalization. It's crucial to remove these obstacles in order to improve the workplace environment. Additionally, this will open up possibilities for the organization's growth and enlarge its geographic scope. When people from different nations, races, ideologies, and regions of the world come together, many major issues

may occur. Working in a multicultural team presents numerous difficulties, conflicts, and arguments.

The performance of the individuals and the entire company is somewhat impacted by these difficulties and disputes. The businesses must come up with a way to improve communication in a multiethnic internal setting. Effective cross-cultural communication is essential to avoiding conflicts and achieving business goals by allowing people from different cultural backgrounds to communicate with one another. A company must comprehend the obstacles that stand in the way of good cross-cultural communication and find ways to get over them.

Barriers to cross-cultural communication in the workplace. The main obstacle to communication in a multicultural setting is misunderstanding. People from various cultural backgrounds, whose values and beliefs differ, frequently experience this. The differences between the various cultures produce a high level of fear and uncertainty, which leads to miscommunication. Throughout their whole term, the misconception that has arisen as a result of worry and uncertainty has persisted.

Settings

Freeze Words

Feedback

History

Norms and Roles

Norms are the culturally defined rules for determining the acceptable and appropriate behavior. Individuals they themselves frame rules for themselves and also expect others to do so. Each and every culture has its own norms and they have their own acceptable and appropriate behavior. People working in multicultural environment often fail to understand the norms of the other culture and act accordingly. Roles are a setoff norms applicable to specific groups. In particular culture different roles are assigned to men and women, children and parents/guardians, husbands and wives. These roles vary from and culture to culture and in a multicultural team one can find several violations of the roles. This further leads to anxiety and the communication process is interrupted.

Roles and Norms The guidelines that establish what is considered suitable and acceptable behavior are known as norms. People who set the rules for themselves also expect others to do the same. Every culture, including each, has its own conventions for what constitutes acceptable and proper behavior. People who work in multicultural environments frequently act inappropriately because they are unable to comprehend the standards of the other culture. Roles are a setoff for norms that apply to particular groups. Different roles are given to men and women, children and parents/guardians, husbands and wives in a particular culture. These responsibilities differ from culture to

culture, and there might be many instances of role violations in a multicultural team. As a result, there is an increase in anxiety, and communication is disrupted.

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