

KEY – INCREASE IN CROSS- CULTURAL COMMUNICATION

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Abstract. Nowadays, in the era of computerization, dramatically changes are taking place in all fields. Art, culture, sport, entertainment, foreign relation and communications with foreign countries are rapidly growing , changing. In addition, international relations and cultural exchanges are taking place in each developing country, especially in the field of business.

One of the main foundations of these areas is communication. Firstly, We need answer the question about communication and cross- cultural communication. From this article I will try to give you my some views about this questions and the effective ways and also key features about to improve your communication skills and cross-cultural communication.

What is Communication and Culture?

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. Moreover, Communication helps us build relationships by allowing us to share our experiences, and needs and helps us connect to others. It`s the essence of life, allowing us to express feelings, pass on information and share thoughts. We all need to communicate in our daily life at any field. Face- to – face discussion, emails, facial expressions, video , video conferences and presentations can be example for the communication. Culture- is a system of behavior that helps us act in an accepted or familiar way. In addition, culture a generalization about how a group of people coordinate meaning and action among themselves. Besides that Culture is a new world, new outlook, new opinions and invent a new decision and goals.

Cultural Intelligence. Cultural intelligence is the ability to interpret the stranger`s behavior the way the stranger`s compatriots would. For example, if employees don`t feel as if their manager understands or respects their cultural employees may find it hard to trust the leader or work as a team.

The concept of cross- cultural communication.

Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures. Intercultural communication is a related field of study . While describing this term , we need to get information that well-known linguists Edward and Mildred Hall and Geert Hofstede are arguably among the most researchers in the field of cross- cultural communication. And they have developed much of the theoretical foundation on which cross- cultural analysis has been built.

Learn language.

At present Language is the major and also, one of the biggest barriers to other cultures of all. A well-known quote says that if we spoke a different language we would perceive a somewhat different world. Moreover, from my perspective, knowing one foreign language is to create one part of the world that we do not know. It gets to exchange and share ideas , opinions, communicate with each other improve your mind and worldview. With the business world becoming even more globally connected than ever, being an active listener and thoughtful speaker is key to effective communication. While linguistics and cultural barriers might seem difficult to overcome , finding the right resources can help to enhance intercultural communication in the work place with these skills , you can build relationship that are key to thriving in the modern business world. Without knowing a language you cannot communicate or understand the receiver or sender.

The importance and advantages of cross-cultural communication.

Cross- cultural communication gets the clear increase in efficiency regarding projects moving through a cross functional organizational structure versus on that goes through a traditional process. Also better awareness of the higher- level implication of their projects. Besides that, people learn about themselves through cross cultural training humans are exposed to facts and information about their own cultures , preconceptions, mentalities and worldviews that they may otherwise not have contemplated. Cross cultural training helps humans learn more about themselves through others. Cross cultural communication can result in excellent interaction, leading to good working relations between people in organizations. Finding ways to communicate across languages and cultures creates healthy workplace diversity.

What are the keys increase in cross- cultural communication?

There are six key barriers for cross cultural communication.

1. Ethnocentrism. We all have a natural tendency to look at other cultures through our own lenses.

2. Stereotyping. Cognitive representations of another group that influence our feelings toward members of that group. Lippman refers to stereotypes as “pictures in our heads”.
3. Psychological barriers.
4. Language barriers
5. Geographical distance.
6. Conflicting values

In today`s Global community, there is no single best approach to communicating with one another. The key to cross-cultural success is to develop an understanding of , and a deep respect for, the differences. Being supportive effects cross cultural communication about all parties feeling comfortable. In any conversation with a non-native English speaker, treat them with respect, do your best to communicate clearly and give them encouragement when they respond. This will help build their confidence and trust in you.

So look for ways to continually improve communication even beyond this list and you can find more creative ways of addressing complex problems moving forward.

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