

Guide To Cross-cultural Communication

Sana Reynolds Deborah Valentine

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Effective cross-cultural communication involves both language skill and an understanding of how language is used differently across cultures. Individuals interacting across cultures need to be sensitive to cross-cultural differences in free versus constrained topics. Questions about income, marriage, and family can invade personal privacy in Western contexts; however, these are acceptable topics of social conversation in other cultures. Sexual and religious taboos differ cross-culturally as well. Cross-cultural communication can be challenging. Here's what to know to successfully communicate and collaborate with colleagues from different cultures. It all comes back to effective cross-cultural communication in the workplace, and we connected with a couple of different experts to get the lowdown on everything you need to know. Challenges. Let's face it—it's far easier to communicate with someone who is exactly like you; someone who shares your values, your perceptions, and your approach. It's when there are disconnects between those things that communication becomes more complicated, and that's exactly why cross-cultural communication presents some barriers for today's professionals.

Guide to Cross-Cultural Communication (Guide to Business Communication Series). Sana Reynolds, Stern School of Business, New York University. Deborah Valentine, Goizueta School of Business, Emory University. For MBA courses in Cross-Cultural Workplace Communication, Management Communication, and International Business; also appropriate for BBA courses in Business Communication, Organizational Communication, and Multicultural, Cross-Cultural, or Intercultural Workplace Communication. The goal of this text is to help students either academically or professionally communicate across cultures by promoting cross-cultural understanding and fostering communication with foreign-born employees or employers. 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. During the Cold War, the economy of the United States was largely self-contained because the world was polarized into two separate and competing powers: the East and the West. However, changes and advancements in economic A culture consists of unwritten and written principles and laws that guide how an individual interacts with the outside world. Members of a culture can be identified by the fact that they share some similarity. They may be united by religion, by geography, by race or ethnicity. Cross cultural communication has been influenced by a variety of academic disciplines. It is necessary in order to avoid misunderstandings that can lead to conflicts between individuals or groups. Cross cultural communication creates a feeling of trust and enables cooperation. The focus is on providing the right response rather than providing the right message.