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DIVERSITY OF INTERCULTURAL COMMUNICATION

The topic under discussion deals with the diversity of intercultural communication (or cross-cultural communication). It describes the wide range of communication processes and problems that naturally appear within an organization or social context made up of individuals from different religious, social, ethnic, and educational backgrounds. Intercultural communication is a discipline that studies communication across different cultures and social groups, or how culture affects communication.

Key words: intercultural communication, cross-cultural communication, wide range of communication processes

Розглядаються особливості міжкультурної комунікації (або міжкультурного спілкування). Міжкультурна комунікація описує широкий спектр комунікаційних процесів і проблем, які, природно, виникають в організації або соціальному контексті, що складається з осіб з різних соціальних, етнічних та освітніх груп. Міжкультурна комунікація вивчає зв'язок між різними культурами та соціальними групами, або як культура впливає на спілкування.

Ключові слова: міжкультурна комунікація, міжкультурне спілкування, широкий спектр комунікаційних процесів

Communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior (<https://www.merriam-webster.com/dictionary/communication>)

Intercultural communication (or cross-cultural communication) is a discipline that studies communication across different cultures and social groups, or how culture affects communication. It describes the wide range of communication processes and problems that naturally appear within an organization or social context made up of individuals from different religious, social, ethnic, and educational backgrounds. In this sense it seeks to understand how people from different countries and cultures act, communicate and perceive the world around them. Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted [1].

With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds interact. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people. It also involves understanding the different cultures, languages and customs of people from other countries. Intercultural communication plays a role in social sciences such as anthropology, cultural studies, linguistics, psychology and communication studies. Intercultural communication is also referred to as the base for international businesses. Several cross-cultural service providers assist with the development of intercultural communication skills. Research is a major part of the development of intercultural communication skills [2, 3].

There are different kinds of cultural communication, namely:

- Cross cultural communication
- International communication

- Multicultural communication
- Intercultural communication.

What is intercultural communication?

Intercultural communication refers to the effective communication between people, workers, clients of different cultural background. It also includes managing thought patterns and non verbal communication. Examples: Arabic language is written from right to left and almost all other language are written from left to right. Also in America, people shake hands, and even hug each other, but in India people just join hands to say namaskar.

IMPORTANTANCE OF INTERCULTURAL COMMUNICATION.

- Success of any international business
- Allows workers from different cultures to work together as a group
- Worldwide marketing campaign
- An increase in international business

TWO TRENDS OF INTERCULTURAL COMMUNICATION.

- Globalization
- Multicultural workforce

INTERNATIONAL MANAGEMENT: Rebecca Piekkari (pp. 269-278) As a field of study, international management deals with inter-firm and intra-firm processes that span national, cultural, geographical and linguistic boundaries. It centres on questions associated with multinational corporations (MNCs), international strategy, international human resource management, cross-cultural management, leadership and the general environment in which international management is practised. More specifically, the field focuses on headquarters–subsidiary and inter-subsidiary relationships, control and coordination within the MNC as well as between firms. It is a sub-field of international business and very

much an English-language domain thanks to its roots in the Anglophone USA (Rebecca Piekkari (pp. 269-278), Chapman et al. 2004).

NEGOTIATION STUDIES Negotiation can be defined as the process of communication whereby two parties seek to resolve their conflicting interests in a manner that both parties prefer to the alternative. Only a portion of the research on negotiation deals explicitly with the discourse that the negotiators use. This chapter reviews the major contributions in the discursive field, divided into three major categories. Negotiation studies, Anne Marie Bülow, (pp. 142-154)

GLOBALIZATION refers to the reduction and removal of barriers between national borders in order to facilitate the flow of goods, capital, service and labor.

MULTICULTURAL WORKFORCE: refers to the changing age, gender, ethnicity, physical ability, and race, of employees across all types and places of work.

IMPACT OF GLOBALIZATION

Business Sector

- Import and export of food, electronic goods and many more to other countries.
- Building a business friendly environment with other nations.

Film industry

- Spreading multiculturalism, collaboration. Example, Endhiran film was persuaded by animatronic technicians from other countries also.

Tourism

- Greater international travel and tourism. Example in 2008, there were over 922 million international tourist arrival with growth of 1.9% as compared to 2007.

Sporting events

Worldwide sporting event such as FIFA World cup, ICC World cup and the Olympic Games.

MULTICULTURAL WORKFORCE- Social background, cultures, racial backgrounds, Gender, Age, Regions and religion.

DO'S OF INTERCULTURAL COMMUNICATION

- Avoid Assumption, jokes which are misunderstood.
- Use symbols, diagrams and pictures.
- Avoid using slang and idioms, choosing words that will convey only the most specific denotative meaning.
- Investigate their culture's perception
- Take cultural and local differences into account.
- Find out what cultural factors.

DON'TS OF INTERCULTURAL COMMUNICATION.

- Using the same approach worldwide.
- Considering traditional knowledge and practices as backward.
- Letting cultural differences become a source of conflict that hinder the process or work.
- Fail to ignore culturally-dependent enabling and counteracting forces.
- Fail to take language barriers into account.

EXAMPLES:

- ✓ North Americans view direct eye contact as a sign of honesty
- ✓ Asians view direct eye contact as a form of disrespect.
- ✓ The thumbs up sign in America and most of Europe means something is good or you have approve, however, this sign is rude in many Asian and Islamic countries.
- ✓ Raising your hand up means stop in America or England. In some Asian and Islamic countries this gesture is used when asking for permission to speak.

Different dining etiquettes of different cultures include: seating, eating, the food, conversation, body language.

CONCLUSION: Diversity of intercultural communication is a challenge as well as an opportunity which can have positive as well as a negative influence. Acknowledging, understanding, accepting, valuing and celebrating the differences in communication among people can help to create equal employment opportunities.

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