



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name – Professional Business Communication

Course Code – 22PCH-105



**CROSS CULTURAL
COMMUNICATION**

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

COURSE OUTCOMES

On completion, the students are expected to

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



Topics

- Culture
- Cross Cultural Communication
 - Introduction and Meaning
 - Significance
 - Elements
- Cross Cultural Context
- Barriers to Cross-Cultural Communication
- Case Study



"Every human is like all other humans,
some other humans, and no other
human"

- Clyde Kluckhohn



Culture

- Culture is a complex whole which includes knowledge, beliefs, art, law, morals, customs, and any other capabilities and habits acquired by man as a member of society. (Tylor, 1871)
- Culture is a way of life.



Characteristics of Culture

- Culture is shared, not inherent, but learned
- Rooted in deep seated beliefs and symbols
- Basis for self-identity
- Ever-changing and dynamic



Poll Question 1

Cross-cultural communication...

1. can help us understand only the people from our country
2. can't help us very much
3. can help us understand the differences that separate people from other cultures
4. can't avoid culture shocks

What is 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.

-Elena Smirnova



Significance

- Helps in understanding diverse work-force
- Prepares the company for global scenario
- Helps in developing an understanding of how people from different cultures
 - speak
 - communicate &
 - perceive the world around them



One Gesture Different Interpretations

 **Cross-cultural Communication**
An Example of Different Meanings of the Same Gesture



UK & USA = O.K. JAPAN = MONEY

RUSSIA = ZERO BRAZIL = INSULT

1000ventures.com

Elements of Cross- Cultural Communication

- Element of Language
- Element of Culture
 - High Context vs. Low Context Culture
 - Informal vs. Formal Culture
 - Contact vs. Non-Contact Culture
- Element of Symbol
- Element of Values



Cross Cultural Communication Context

- Sending a message
- Receiving a message
- Differences to consider



Sending a Message

- Speak slowly.
- Maintain etiquette.
- Be careful with the use of jargon, slang, jokes, sarcasm in conversation.
- Keep it simple.
- Keep your body language positive and welcoming.
- Avoid closed questions.



Receiving a Message

- Use active listening.
- Clarify you are understood clearly.
- Do not correct other person's speech.
- Give the other person time to respond and to take in your message.
- Translate the message into their language if necessary.



Differences to Consider

- Use of hands while talking.
- Physical distance between communicators.
- Speed and volume of speech.
- Use of First Name vs. Titles.
- Use of Facial Expressions – eye contact, smile etc.
- Assertiveness.



Cross-Cultural Communication Needs

- Listening Skills
- Speaking Skills
- Observation
- Patience
- Flexibility

Ten Strategies for Effective Cross-Cultural Communication



Problems of Cross Cultural Communication

- Different communication styles.
- Different attitudes towards conflict.
- Different approaches to completing tasks.
- Different decision-making styles.
- Different attitudes towards disclosure.
- Different approaches to knowing.

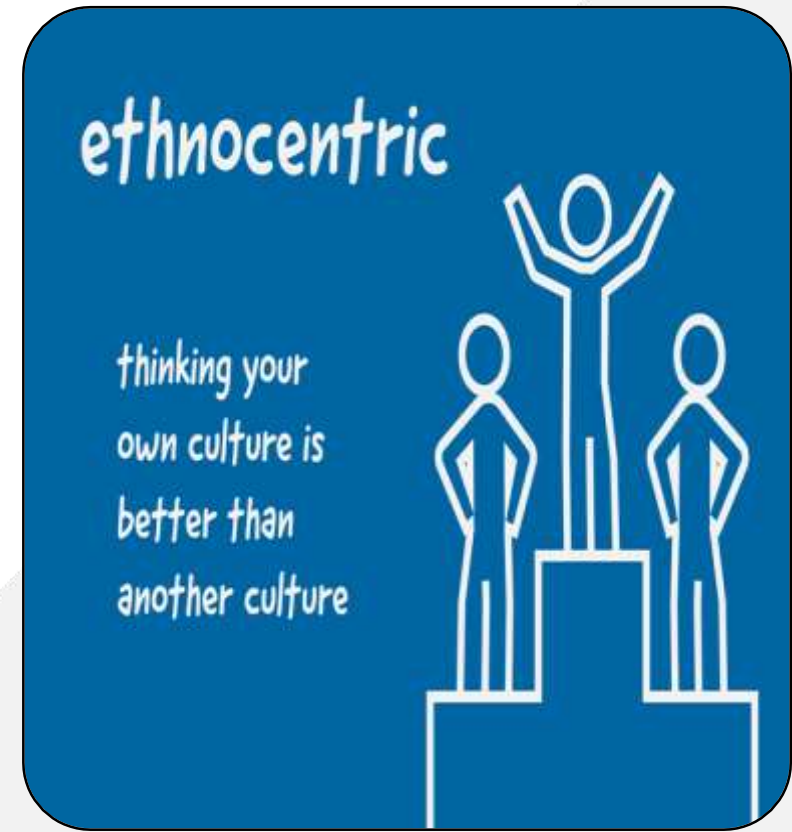


Problems Revisited!



Ethnocentrism

- A belief in the superiority of the culture or group to which one belongs and a feeling of dislike or being judgmental towards the cultural practices of others.
- Term was coined by Ludwig Gumplowicz.



Barriers in Cross-Cultural Communication

- Language Barriers
- Cultural Barriers
- Behaviour
- Stereotypes and Prejudices
- Emotional Display
- Ethnocentrism
- Assuming similarities instead of differences



Overcoming Barriers to Cross Cultural Communication

- Gain knowledge regarding the norms or customs of others culture.
- Develop appreciation of the cultural differences.
- Be open to trying new things.
- Be accommodating.
- Develop active listening skills.
- Use interpreters.
- Take workshops, tips and techniques for communicating effectively in cross-cultural work environments.

Weird, Rude or Different?!

Random Examples of Cross-Cultural Behaviors that are considered Weird or Rude

Asking questions that are too personal (Chinese)

Not starting an email with a friendly greeting (Argentina)

Looking the superior in the eye (Nigeria)

Not making direct eye contact (Canada)

Using first name in an introductory email (Slovakian)

Not responding to an email (British)

Making small talk in a business call (Germany)

Spitting on the street (Hong Kong)

People cutting in line (Australia)

Standing far apart while talking (Brazil)

Examples

Greetings in Different Cultures

India: Namaste

Argentina: Kiss on the right cheek.

Japan: A bow.

Nigeria: Snapping fingers
handshake.

Russia: A firm handshake.

New Zealand: Hongi (touching
noses)



DANKSCHEEN
 TASHAKKUR ATU
 GRACIAS
 ARIGATO
 SHUKURIA
 JUSPAXAR
 GOZAIMASHITA
 EFCHARISTO
 KOMAP-SUMNIDA
 MARKE
 GRAZIE
 MEHRBANI
 PALDIES
 BOLZİN
 MERCI
 SUKSAMA
 EKHMET
 YAQHANYELAY
 TINGKI
 BİYAN
 SHUKRIA
 THANK
 YOU

Applications

- Sensitivity towards others while working in cross cultural teams
- Bringing cultural tolerance to the workplace
- Improvement in work relationships through an understanding of cross-cultural differences
- Development of an attitude of acceptance of ideas from other cultures
- Prepare students for the role of global citizens

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Test-2
- Assignments
- Surprise Test
- Quiz
- End Semester Exam

References

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- communicationtheory.org/cross-cultural-communication/
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- http://nideffer.net/classes/GCT_RPI_S14/readings/Chap8CharacteristicsofCulture.htm#:~:text=Culture%20has%20five%20basic%20characteristics,cultures%20share%20these%20basic%20features.



THANK YOU

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