

# **CROSS CULTURAL COMMUNICATION**

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# WHAT IS COMMUNICATION?

*“Communication describes the process of sharing meaning by transmitting messages through media such as words, behavior, or material artifacts.”*

## ***Three Basic Steps :***

- *Individual*
- *Group*
- *Organization*



# Types of Cultural Communication

- Cross cultural communication
- International communication
- Multicultural communication
- Intercultural communication

# A Challenge: Words



Did any of the following words appear into your definition?

## For Cross Culture:

- Cultural Interaction
- Global
- Intercultural (Syn)
- Human Activities
- Together
- Interdisciplinary
- Orientation
- Two or more
- Different
- Cultures
- Cultural Spheres
- Multiple
- Cultures
- Understanding
- Languages

# Cross-Cultural Training (1 of 2)



- ❖ *Cross-cultural training will enable you to gain knowledge, skills, & competencies.*
- ❖ *To understand different cultures' values, beliefs, & norms.*

# **CROSS- CULTURAL COMMUNICATION**

(also frequently referred to as intercultural communication)

*“Its seek to understand how people from different countries and cultures behave, communicate and perceive the world around them cultures”*



# Context cultures

**High context culture**---cultures that rely heavily on non-verbal and subtle situational cues in communication .

Japanese  
Arabs  
Latin Americans  
Italians  
British  
French  
North americans  
Scandinavians  
Germans  
Swiss

**Low context cultures**---cultures that rely heavily on words to convey meaning in communication .

# **CULTURAL VARIABLES AFFECTING COMMUNICATION**

On a different level it is also useful to be aware of cultural variables that can affect the communication process by influencing a person's perceptions. Some of these variables have been identified.

1. Attitude
2. Social organizations
3. Thought patterns
4. Roles
5. Language
6. Non-verbal communication
7. Time



# ACHIEVING CROSS-CULTURAL COMMUNICATION EFFECTIVENESS



## **CONCLUSION**

Effective cross culture communication is a vital skill for international managers and domestic managers of multi cultural work forces because miscommunication is much more likely to occur among people from different countries or racial backgrounds than among those from similar background. So it is important to be alert to how culture is reflected in communication.

Thank You

