



## New Dimension International Communication

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**Abstract:** *In an organisation, people having different cultural backgrounds are engaged in business activities. It is, therefore, necessary to understand their culture before communicating with the persons belonging to different cultural backgrounds. The behaviour of persons of Asian origin is more friendly relative to doze off European origin. The way a person of middle- east talks and dress himself differs from that a person belonging two European community. Thus, the awareness towards inter- cultural differences is very necessary and useful in the present business world.*

**Key Words:** Organisation, Cultural, Backgrounds, Engaged, Business activities, Necessary, Friendly,

For a meaningful communication it is necessary that the receiver not only understand the real meaning of the message/ information, but also the national and cultural background of the centre of the message in its right perspective.

In the modern business era, persons with different cultural backgrounds of various countries follow verbal or non verbal, oral or written communication to fulfill their respective business objectives. Need, therefore, is to make the communication effective and justified to suit to the the aspirations and requirements of the person of various cultural background.

In the modern word, in spite of culture diversity at international level; the business work culture, market system and economic policies of various National Nations have shown uniformity to a great extent and thus created and atmosphere of Unity in in diversity. The Global Village has created theoretical and practical awareness towards diversified cultures. Knowing each others cultures and respecting emotions, belief and traditions of other is a proof of global understanding. This is culture sensitiveness.

Cultural consciousness depends on the values, beliefs and traditions of various communities. Fairness is highly valued by North Americans. In India people belong to certain castes do not enjoy full participation in social activities. Indians also attribute success in life to their spiritual

achievements. In United State people believe in in individualism whereas in India family enjoys high value. In American culture silence is a sign of workers doing their work seriously, whereas in Japan workers go on talking while working. Values and beliefs are generally determined by the religious traditions. For example in Indian culture simple living shows nearness to God.

Before establishing business/ trade relations with persons belonging to some other Nation our culture, it is beneficial to have deep prior study of their cultural background. It is better to mould ourselves accordingly to suit their cultural festival. To achieve this goal, the following points need attention:

1. First of all, it is better to learn the language of the concern person/ nation to get acquainted with his/ its culture. It will help in understanding their traditions and Customs and thereby to establish better and close relations with persons/ nations.
2. The study of books and articles related to culture concerned persons/nation will help in in knowing their history, religion, customs politics etc. It will also help in getting acquainted with the climate, health services, monetary system, transport facilities, communication facilities of the concerned Nation.
3. It is necessary to get knowledge of their business culture from our business point of view. It is essential to know no about their business sab- culture because



every Nation has its own on business policies and protocol. Who takes the decisions? What presents are acceptable? What are the exchange- policies? Is there any dress - food for attending meetings? To have such knowledge is necessary. For example business subculture of some Nations is as follows:

1. Spain. Five to seven times handshaking is effective. To draw back your hand while shaking will have negative impact.
2. Arab. Presenting wine/ alcohol as gift is insulting.
3. England. To keep any hard object in the front pockets of suit is not liked. It is not to their taste.
4. France. Prompt but gentle hand shaking is effective.
5. Pakistan. To leave, while I am eating or conference is going on, is not appreciated; it is particularly insulting when they pray Allah during their Namaj.

Cultural sensitiveness influences every aspect of business communication, like respect, regard, courtesy is, tone and sound while talking, etc., and size of paper / note sheet in written communication. Business communication is also affected by the organisational culture and person's culture, like sex, cast, class Social status etc., apart from his National and regional culture.

In a situation, where National culture, organisational culture and personal culture, all the three overlap each other.

Culture and sub culture of a nation affects communication to a large extent. For example, Japanese Express themselves through body language and interpersonal meetings giving very warm welcome. On the other hand, north Americans communicate messages/ informations in clear terms through words. Because of diversity of global culture, people of different nations have different attitude towards their guests are or are foreigners. A person's mental state gets expressed according to his traditions and culture. Because of inter cultural diversity, we find that oral handwritten business communication differs from country to country. For example, Americans address their co-workers by first name, whereas italians address their Associates

either by the post they hold or or by their surname. In India, now the tendency to address by the first name is fast increasing.

Nonverbal communication is also equally affected by cultural diversity. Because of cultural diversity we find vast differences in expression of body language, colour and dresses, ornaments, method of greeting each other, joy and sorrow at the global level. It is very to identify a person by his dress as to whether he is an American, Japanese, Arab, Australian or and Indian. Latin American touch Each Other while talking. One can easily identify the the cultural background of a person by observing his handshaking, greeting etc. And how he Express his joy and sorrow.

If we have Desire or need to learn some other culture, then there are to simple way to do it:

1. To learn the language, cultural background, history, traditions and social customs of the concerned culture which is needed for business purpose.

2. To develop such common skill which help in accommodating others culture.

The first way it may not be very difficult to gain intensive knowledge of a particular culture, but it has two shortcomings:

(i) it is not possible to understand any particular culture completely. It is is material astu how much knowledge you have gained about german culture. After all you are not German 9 you have German experience. Even if you know everything about German culture, even then a German will never agree with you that you know their culture completely.

(ii) the second start coming is that of generalisation of the characteristics.

The second way to learn the common intercultural skills and efficiencies related to no specific culture it is particularly beneficial to keep in mind the following points at the time of intercultural communication with a person of some other culture:

(i) we should not assume that the responsibility of communication rest with the the other person. We



have to tu to accept the responsibility.

(ii) we should listen the complete message and should accept with ease the differences.

(iii) we should respect the emotions, eye contact etc. Towards communication of others culture.

(iv) we should always be flexible in attitude towards our habits, nature and our likings.

(v) to keep patience is necessary while performing any task.

(vi) clarity should be installed in our oral/written message.

(vii) complete sensitivity in physical transmission of message is essential. Defective communication should be avoided.

(viii) your thinking process should not be limited to only environmental inconveniences like climate condition, fashion and the way they dress; but you should think beyond them.

(ix) in adverse situations, you should control complexes and avoid repetition of inconveniences.

(x) you should carefully listen the views and thoughts of others and understand their emotions.

The following points should be taken into consideration for effective communication at global level with the persons having other cultural background:

(i) it is better to understand and realise from our point of view the cultural background of other persons and their cultural characteristics while communicating.

(ii) we should identify our own shortcoming related to communication and should try to remove them.

(iii) you can benefit Yourself by synchronising your mental state with that of the other person while talking to him about his culture and language.

(iv) if you pay respect/ regard to others culture, you command respect for yourself also

(v) During communication, do not be in hurry to express your thoughts with regard to your culture. Listen with patience the thoughts and view points of others first and then put up your thoughts and view points.

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