

A Critical Study on Cross-Cultural Business Communication, Discourse and Language

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Abstract

Even though the concept of globalization dates back to several decades, the term globalization first appeared in 1980s. The determination of Western countries to strengthen international relationships becomes the cornerstone of current globalization. The development of information technology paves a smooth way for the cross-cultural communication process. Ignorance of cultural variance can act as a strong barricade for managers working on international level. One who is capable of combining the advantages of cultural differences and mould disadvantages into advantages can act as an excellent entrepreneur or manager. Various kinds of group and individual behaviour can be linked to different company structures and business styles as well as to specific cultural groups and cultural dispositions.

Keywords: Cultural variance, Cultural dispositions, Intercultural interactions, Global business

Introduction

Traditionally there are two different approaches at looking culture. One is on the basis of psychological or psychic level and the other on the basis of institutional level. The psychic level focuses on behaviour of individuals, internalised norms and attitudes from a particular culture whereas the institutional level perceives things on the basis of national culture. Culture and nationality tend to occupy the same space. By characterising distinct cultural groups through simplified stereotypes which are of national importance, one can make sense of these wide diversities. Many studies have attempted to create an outlook about these stereotypes by comparing and mapping shared characteristics of employees and managers in different countries.

Culture, Global Business and Language

Companies should be able to accept, adopt and adapt to varied cultures. They should be lenient to all kinds of diversities in order to attain success. Companies should provide an ambience which allows individuals to enhance cooperation, team works, growth etc. If cultural diversity is accepted acknowledged and properly respected, success and positive results can easily be achieved. For successful communication, one should recognize one's own as well as colleague's communication style. Difference in style can lead to dissatisfaction, conflicts and misleading communication. When the members of an organisation accept and understand uniqueness and start appreciating the diversity, the efficiency of an organisation increases. Instead of competing against each other, members of an organisation can support each other if they know that they have certain skills that reinforce the talent of others.

The higher the involvement and value, the more information an enterprise should gather. In such a situation, it is worthwhile for an enterprise to create a foreign trade department which will collect the necessary information on foreign markets. If an enterprise operates on a small scale, then it is possible to use companies specialised in foreign trade as agents. This will allow for the mistakes on the foreign market to be avoided and to reduce the costs relating to servicing foreign trade.

The method of operation on the foreign market is a crucial area and should be forwarded or continued only with appropriate calculations and analyses. This helps companies to win a new market, be successful in business and gain sustainable competitive advantage. There are certain strengths and weaknesses in cross cultural communication process. One will be able to acquire cultural competence and knowledge in cross cultural interactions. It can also increase the language skills within the team members.

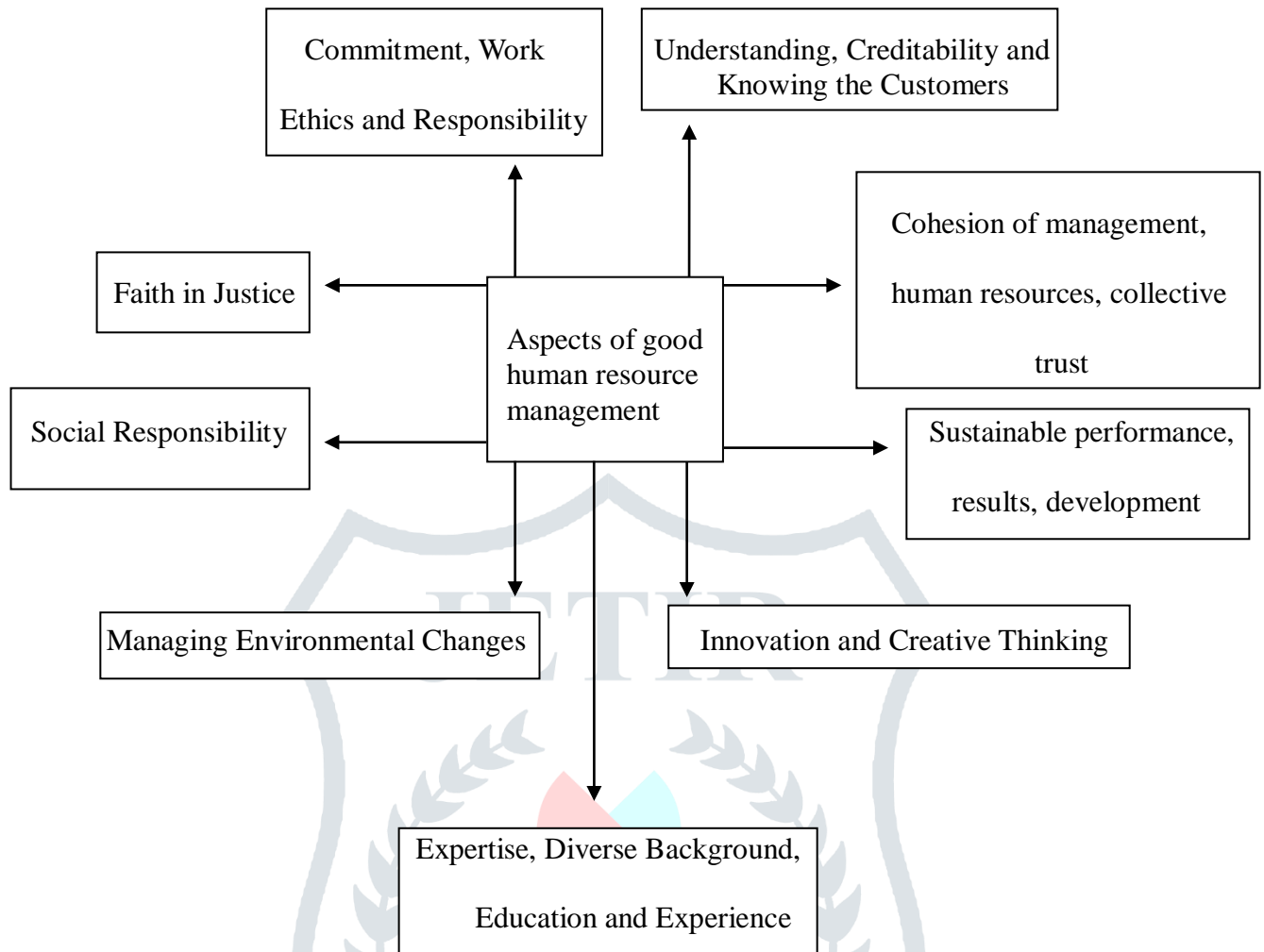
Hofstede and Minkov further notes that people learn culture get to know its values and behaviours acceptable in the particular culture in the first ten up to twenty years of their lives. At that time they draw on the knowledge of their parents, grandparents, teachers, social group, and while

approaching the end of this period, they start to move gradually on to another way of conscious learning, focusing mainly on new practices.

At times, the possibility of misunderstanding is there and conflicts may arise because of this. Intercultural interactions will help us to learn what other cultures expect in business life. It is possible to have a team where people complement each others' deficiencies. There is a possibility of difference in loyalty towards company when culture changes and inappropriate actions may lead to conflicts, misunderstandings and sometimes can be considered as rude behaviour. Working and travelling in other departments or locations will help a person to succeed in communication between different cultures. Continuous organisational changes, personal changes and long distances may make the process of acquainting with the colleagues challengeable.

The features of good working environment are globally the same despite of cultural inheritance. In such an environment, people are treated as human beings and as working colleague or superior, not as man, woman, old, young, foreigner or stranger. In good working place colleagues listen and help each other when needed, people can be themselves without any fears and verbal and non-verbal communication are in line. (Lahti, 2014, 182-183)

To notice the multi-dimensions of culture is not easy as habits and values differ in different cultures. Principles of human resource management consists of nine different factors and these factors focus on how team members are directed towards good performance by understanding and recognising the needs of the customer and how employees are treated in the organisation. Those nine different factors are:



Conclusion

In order to be competitive during change, organisations should be properly managed.

Organisations build connections through skilful management between minorities and majorities by leveling cultural as well as professional differences. Management should be aware of the cultural factors that influence its team members. Leaders should be able to know what their target is and what the goals they are going to accomplish. On the basis of cultural differences, varied types and styles of interaction and communication may evolve. These factors may lead to poor intergroup relationships, interpersonal relationships, workplace misunderstandings, higher costs and inefficiency.

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