A study of Cross cultural communication with special reference to Intricacies involved and connotations

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Abstract:

I preferred to research in this field as numerous questions are arise in my mind like; why citizens of one nation have different culture and codes for every situation or phase of life? How it built gap between them and them different in their customs? And, how they will become familiar with each other's way of living? So, while considering these issues I also get various answers as it can be plausible due to their living environment as they have their upbringing in different atmospheres with different living standards. Another reason is their mentally and maturity vary whilst dealing with their circumstances and if they discuss their living styles rituals with each other it can be possible for them to cope uh with each other.

Introduction:

Multiculturalism has diversity in its meaning with the context of sociology, colloquial use and political philosophy. In **terms of sociology** multiculturalism means amalgamations of ethnic societies in one region or area as people of different regions and religions come together in and start living in one society by leaving the identities of their own religion, country and state. For instance; multitudes who are migrating to USA, Canada, Australia after completing their studies become permanent residents of that nation are known as Canadians, Australians and inhabitants of USA.

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Meaning of the word cross-cultural is **multicultural or inter-cultural** which generally, in the text books of schools and colleges appeared as title in late 1980's for the readers. It defines the collaboration of different cultures and values in one society.

Cross-Cultural codes

To initiate, people from different corners of the world and from distinct religions have their own codes of conduct as Christians wear white colour dresses on their wedding but on the another side, people from Sikh religion consider white colour as unfortunate as they normally wear it on someone's death and Christians on same awful situations wear black. In this way colours are one of the codes of their religion that describes feelings of some situations. Kerwin and ponterotto (1995) describes "bicultural families" in which the parents come from two different cultures one from the dominant culture and one from the minority culture. Healthy identity development for young people from these bicultural families involves integrating both cultural backgrounds into one self-concept that is unique (Diller,1999)[2]. **Culture code** is a key method developed by **Clotaire Rapaille** to understanding the type of **culture**, unique cultural features encoded in some form of information to identify the culture.[6]

Cross-Cultural Relationships

Moving on, an another researchers who gives very prominent merit of generalizability on **cross-cultural relationships** named as **Carol R. Ember and Melvin Ember**- a relationship found in such a comparison is likely to be applicable to the whole world. But when a researcher compares a lot of societies from different parts of the world, she or he is unlikely to know much about each society[1].

Cross-Cultural Cultures

Although, people belong to diverse nations and cultures are living together but still they follow their own customs and traditions. To illustrate; Hindus do their marriages at temple on the other hand; Christians do in church as per their own rituals. Obviously, masses living inter-cultural society are getting familiar with each other standards of work and gives new horizons to their cognitive abilities. **Sreelekha Mishra, C. Bharath Kumar** defined it in terms-"Diversity gives rise to a series of important and potential divisive questions. Cultural diversity may also be seen as an important constituent and condition of human freedom. Unless human beings are able to step out of their culture, they remain imprisoned within it and tend to absolutes' it, imagine it to be the only natural or self-evident way to understand and organize human life. And they cannot step out of their culture unless they have access to other cultures. They are able to see the contingency of their culture and relate to it freely rather than as a fate or a predicament. Since cultural diversity fosters such vital preconditions of human freedom as self-knowledge, self-transcendence and self-criticism, it is an objective good, a good whose value is not derived its being an essential condition of human freedom and well-being (Weinstock 1994 as cited in Parekh 2000)"[3].

Cross-Cultural Language

As we know, every region have their own language and if they use same words then they definitely have different meanings of the words and its pronunciations which defines the diversity in multiculturalism like- the meaning of word "claim" in English is to state something and in Japanese it is used to complain about something eventually, this requires learning various semantics of second language as **Mary Kavitha Viju** said-"language learners need focus on the paralinguistic patterns and the kinesics of the culture that they want to acquire because every culture and language differs in this[4].while learning any second language a person also need to learn its codes, verbs and many other things of that particular language as the **Mary Kavitha Viju** say- language codes can only be taught in combined situations because socio-cultural communication needs only one but various elements like: approachable and suited contents, their links, teacher's positive attitude towards the target culture etc[5].

Cross cultural Food

As India is a diverse country and multicultural people are living who introduced many multi-cuisines in India and also in many other nations. It is normally seen that the famous food of Punjab is mustard leave curry with corn flatbreads in spite of idle-dosa which are the most chose food of south India. Hence, after all these different food preferences denizens love to eat the food of every region that create the good love bound within people, regions and nations up to some extent.

Factors helps in the embellisment of cross cuture:

- **Environment and Technology**: Many environmental factors can have a heavy influence on the development and character of cultures. Indeed, climate, topography, population size and density, and the relative availability of natural resources all contribute to the history and current conditions of individual nations or regions.

- **Social organization**: Social organization, as it affects the workplace, is often culturally determined. One must take care not to assume that the view held in one's own culture is universal on such issues as nepotism and kinship ties(blodd relation), educational values, class structure and social mobility, job status and economic stratification, religious ties, political affiliation, gender differences, racism and other prejudices, attitudes toward work, and recreational or work institutions.

- **Business and marketing:** As business has turned more and more to an integrated world market to meet its needs, the difficulties of communicating at a global level have become increasingly widespread. Lack of understanding deriving from ethnocentrism or ignorance of culturally based assumptions erroneously believed to be universal can readily escalate to unproductive conflict among people of differing cultural orientation

Ten strategies for Effective Cross- Culture Communication:

- <u>Ask questions</u>:If you are stranger then definitely you should ask question to clear your doubts

- <u>Think twice before perfoming any action</u>:Every country has its own culture so perform action accordingly while speaking.

- <u>Be flexible</u>:Being flexible is the major property of every human being because it help for new experiences and increases understanding power

- <u>Listen actively</u>: Be a good listener it helps to infers to deal with things

- <u>Be supportive</u>: Effective cross cultural communication is about all parties feeling comfortable. In any conversation with a non-native English speaker, treat them with respect, do your best to communicate clearly and give them encouragement when they respond. This will help build their confidence and trust in you.

- <u>Keep it simple</u>: Make use of easy and simple words. Make less use of slangs, idioms as it create difficulty for listener to infer your idea.

<u>Cross culture instruction:before you go</u>

In above image these are the words signify the word hello in different countries

Its is not possible that by blogs a person will able to understands cross culture for the result there are some four fascinating books which help one to inhale cultures of different countries.

1. <u>The Hidden Dimension, Edward T Hall (1966)</u>
2. <u>Cultures and Organizations: Software of the Mind, Geert Hofstede (1993)</u>
3. <u>The Mobile Life: A New Approach to Moving Anywhere, Diane Lemieux & Anne Parker (2014)</u>
4. <u>Cultural Misunderstandings: The French-American Experience, Raymonde Carroll (1990)</u>

<u>Conclusion:</u>

Even though, multicultural society leads to many positive developments such as; it fabricate unity between the society and most importantly it finishes discrimination among them which provides peaceful protagonist environment; this also give birth to broad horizons in every aspect with modernisation.

Cross cultural communication is about dealing with people from others culture in a way that minimizes misunderstanding and maximizes your potential to create strong cross cultural relationships. The above tips should be seen as a starting point to greater cross cultural awareness

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