

Concept of intercultural communication in the globalized world

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We live in a globalized world, where the concept of intercultural communication plays an important role. We travel abroad, interact with a different group of people having different culture, mentality, ways of sharing information, dealing face to face, which is now part of our life. It is always interesting and exciting to know about other cultures, traditions, the way of communication and behaviour. So sometimes people learn foreign languages, but that is not enough for them to understand their culture.

Intercultural communication is a combination of three words, where "inter" means between and "cultural" comes from culture and at last communication is a process of exchanging information verbally or sometimes non verbally. So, Intercultural communication implies the interaction of people having two different cultural backgrounds. The main aim to convey information and understand each other verbally or non verbally.

There are two different types of intercultural communication: Verbal communication and nonverbal communication. Both transmissions are essential and have a valuable place in intercultural communication skills. Verbal communication is made up of words by using spoken and written language pattern to convey thoughts to listeners, for example, stress on particular phrases, tone as amplification of voice etc. Whereas, non-verbal communication is used to express our feeling by gestures, facial expression, body language or sometimes eye contact or handshake etc. According to researchers, somewhat 65% of communication takes place through non-verbal by using gestures, eye contact, body language or clothing and rest of 35% is transmitted through the source of languages in spoken or written.

In this globalized world, many companies have to work around the world, but at the same time, they have to face many crosscultural issues. For example, once Coco-Cola tries to name its brand a similar phonetic in China "KeKou-KeLa", which literally means "female horse stuffed with wax", which could spoil the image of the company. Japan is one of the best examples of verbal communication which is sometimes non-intelligibility. When a Japanese say "yes" it doesn't always mean that he or she understands you. If the Japanese don't understand or not agree with interlocutor, he will always say "yes" just not to hurt and tries to express his etiquette and politeness.

Let we take an example of non-verbal communication. In India, as we all know that Indians use to eat food by hand, which is unacceptable and considers as less manner in many different countries and cultures. Also, when People in south Indians shake their head right to left means consent but in other cultures, its vice-verse non-consent. It is so popular around the world that Russians don't smile, but the fact that when a Russian smiles, it means interlocutor is valued and smile has meaning. But when a foreigner smiles toward Russian, it will seem stupid for Russian. But in some western countries, that's a regular thing, for example, the US, the UK etc.

How to carry an intercultural communication

If somebody wants to interact with a foreigner or any other person having different cultural backgrounds, have to follow the following aspects to have productive conversations:

1. extravert: person should be extravert in order be gratified with the outer world. An extravert person is enthusiastic, talkative, which helps him to accept another culture and make his companion comfortable. At the same time, you have to be openminded and tolerant.

2. avoid using slang and local language: sometimes your companion can't understand your intension of using slang and local language so better avoid it.

3. careful with non-verbal communication: most probably nonverbal communication becomes the main reason for misunderstanding. Sometimes your gestures, facial expressions, or eye contact gives a wrong impression on your companion. For example, looking into the eyes of a teacher concerns as you have a concentration in class, but in India, students are not allowed to do that because it will count as disrespect toward the teacher.

4. respect people coming from different casts and cultures: We always need to respect all religions, casts, cultures to get common language, because this topic is so sensitive. It also gives you space and makes your conversation much comfortable.

Intercultural communication has a diverse form of communication depends upon ethnic groups, caste, culture, race or religion. Due to globalization, we have to face this complex system of communication to maintain the balance between different group of people. Knowledge of intercultural communication will make our interaction less challenging and more productive if we are good observant. Sometimes it isn't easy to decode the message of our interlocutor, in that case, better either ignore in a good manner as Japanese do or clarify the point. There are several other ways to learn intercultural communication skills, but this paper will give you a general understanding of carrying conversations with the person following another culture or ritual. The grip on it can be beneficial for students studying abroad or interacting with foreigners, business people who run their businesses overseas or tourists who love visiting other countries.

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