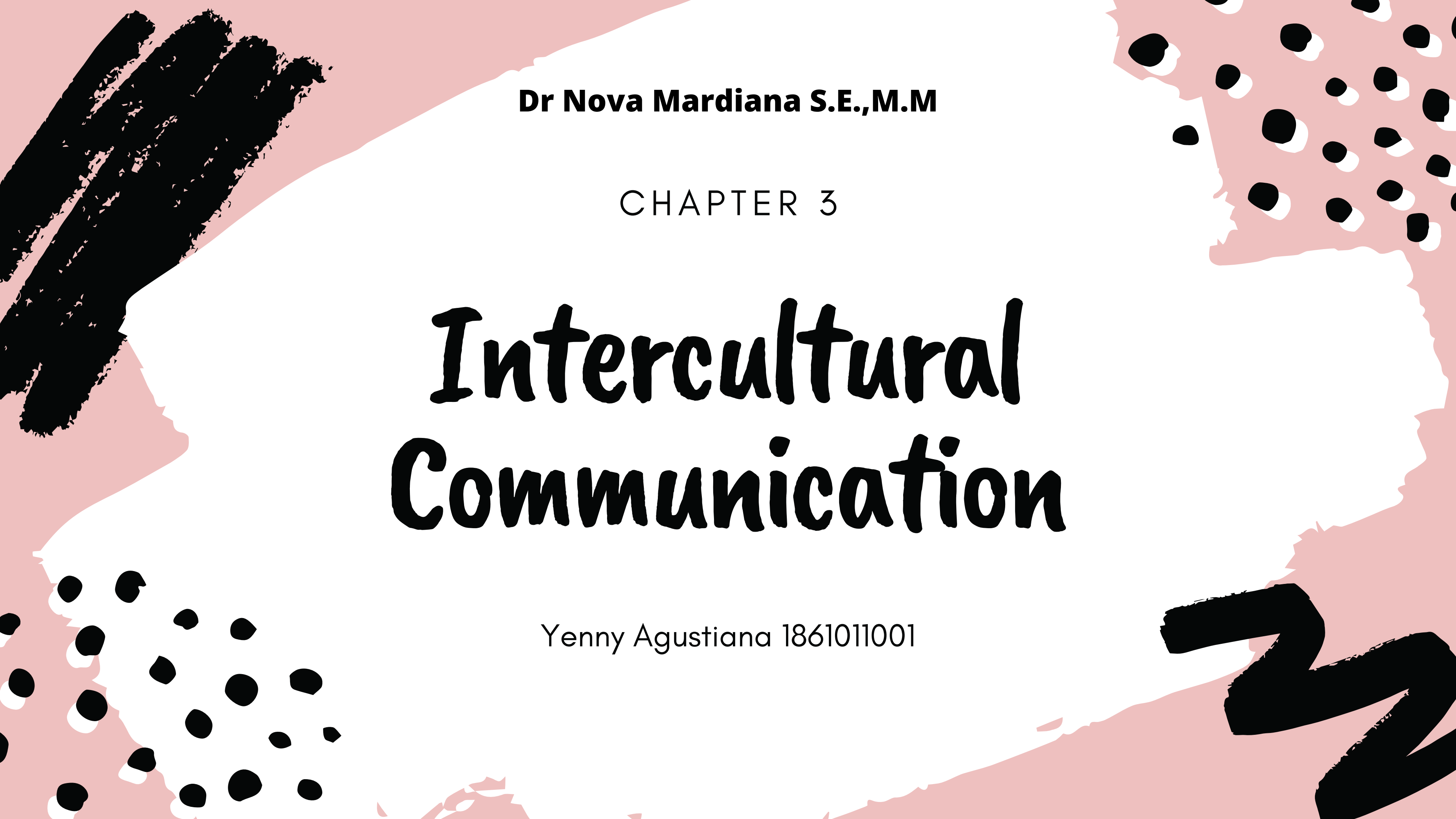




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CHAPTER 3

Intercultural Communication

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Learning Objectives

1. Understand the powerful effects of globalization and the major trends fueling it
2. Define culture, name its primary characteristics, and explain five key dimensions of culture including context, individualism, time orientation, power distance, and communication style
3. Discuss strategies for enhancing intercultural effectiveness, reflect on nonverbal intercultural communication, assess how social media affect intercultural communication, and apply techniques for successful oral and written interactions across cultures
4. Grasp the complexities of ethics across cultures, including business practices abroad, bribery, prevailing customs and method for coping.
5. Explain the advantages and challenges of workforce diversity, and address approaches for improving communication among diverse workplace audiences

Markets Go Global

- Mergers, acquisitions, and buyouts stir growth beyond national boundaries
- American companies in global markets must adapt to other cultures
- Increasingly even many home-grown businesses are controlled by global enterprises



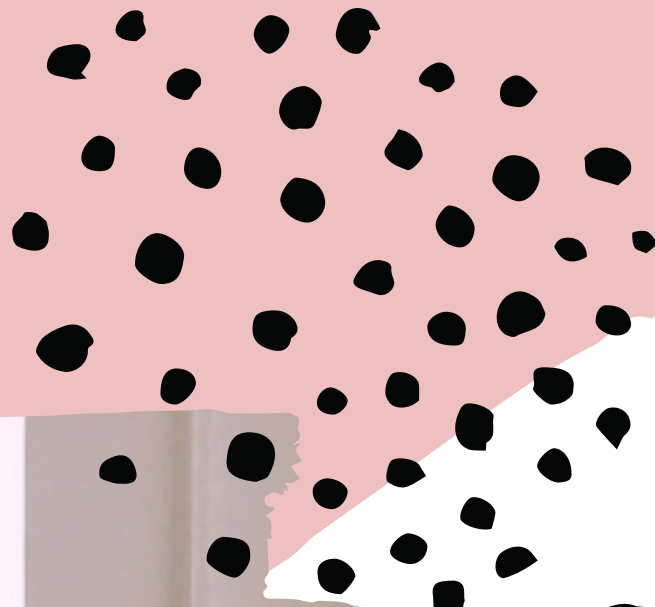
Major Trends Fuel Globalization

- Stagnating or declining domestic markets
- Favorable trade agreements and removal of trade barriers
- Robust middle classes in emerging economies
- Advancements in transportation and logistics
- Information and communication technology breakthroughs



Characteristics of Culture

- Culture is learned
- Cultures are inherently logical
- Culture is the bases of self-identity and community
- Culture combines the visible and invisible
- Culture is dynamic



Dimensions of Culture

- High and low context
- Individualism and collectivism
- Time Orientation
- Power Distance
- Communication Style



Strategies for Improving Your Intercultural Effectiveness

- BUILDING CULTURAL SELF-AWARENESS**
- CURBING ETHNOCENTRISM**
- UNDERSTANDING GENERALIZATION AND STEREOTYPING**
- BEING OPEN-MINDED**
- SAVING FACE**



HOW WE FORM JUDGEMENTS



STEREOTYPE



PREJUDICE



PROTOTYPE

Successful Nonverbal Intercultural Communication



Deciphering nonverbal messages is even more difficult when cultures differ.

Although nonverbal behavior is problematic between cultures, it conveys meaning.

Gestures can create very different reactions in different cultures; be careful in using and interpreting them.



Techniques for Achieving Intercultural Competence

- DESCRIPTIVENESS
- NONJUDGEMENTALISM
- SUPPORTIVENESS

How Technology and Social Media Affect Intercultural Communication

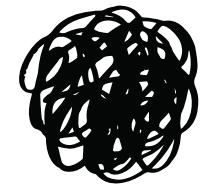
Social media may potentially bridge cultural differences as well as reinforce them.

The online environment may deepen feelings of isolation.

Global businesses adopt technology to a varying degree, revealing each culture's values and norms.

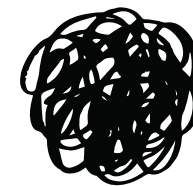
In real life as online, we gravitate toward people who seem like us.





IMPROVING INTERCULTURAL ORAL COMMUNICATION

- Accept blame
- Listen without interrupting
- Smile when appropriate
- Follow up in writing



IMPROVING INTERCULTURAL WRITTEN COMMUNICATION

- Adjust your writing style and tone
- Avoid humor to prevent misunderstanding
- Use short sentences and short paragraphs
- Observe title and rank
- Avoid ambiguous expression
- Strive for clarity
- Use correct grammar
- Cite numbers carefully

Anti-Bribery Laws



Foreign Corrupt
Practices Act of 1997



Sarbanes Oxley Act



Global treaty promoted
by the Organization for
Economic Cooperation
and Development in 1999



ETHINICAL DECISION MAKING ACROSS BORDERS

- Broaden your view
- Avoid reflex judgements
- Find alternatives
- Refuse business if options violate your basic values
- Embrace transparency
- Don't rationalize shady decision
- Resist legalistic strategies

**APPLYING THE FIVE-
QUESTION TEST TO
INTERCULTURAL DILEMMAS**

IS THE ACTION LEGAL ?

**WOULD YOU DO IT IF YOU
WERE ON THE OPPOSITE SIDE
?**

**CAN YOU RULE OUT A BETTER
ALTERNATIVES**

**WOULD A TRUSTED ADVISOR
AGREE**

**WOULD FAMILY, FRIENDS,
EMPLOYER, OR CO-WORKERS
APPROVE?**

Benefits of Workplace Diversity



**DIVERSE STAFF
MEMBERS**



DIVERSE TEAMS



**DIVERSE
CONSUMERS**

BENEFITS OF WORKPLACE DIVERSITY TO BUSINESS

Diversity is a critical bottom-line business strategy to improve employee relationships and increase productivity

Companies that cultivate diversity suffer fewer discrimination lawsuits, fewer union clashes, and less government security

The government and corporations increasingly contract only with suppliers who can show "cultural readiness"

IMPROVING COMMUNICATION AMONG DIVERSE WORKPLACE AUDIENCES

- SEEK TRAINING
- UNDERSTANDING THE VALUE OF DIFFERENCES
- DON'T EXPECT CONFORMITY
- MAKE FEWER ASSUMPTION
- BUILD ON SIMILARITIES

CONCLUSION

- KEEP AN OPEN MIND
- ASK QUESTION
- BE AWARE OF OUR CULTURAL POSITION

*Thank
you!*