

1. INTERCULTURAL COMMUNICATION

- 1.1 Definition of issue
- 1.2 Benefits of intercultural communication
- 1.3 Solving problems of intercultural communication

1.1 DEFINITION OF ISSUE

- **Culture:**
 - The sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society.
- **Culture is:**
 - pervasive;
 - functional;
 - learned;
 - dynamic.

1.1 DEFINITION OF ISSUE

- **Components of culture:**
 - **values;**
 - **language;**
 - **myths,**
 - **customs;**
 - **rituals;**
 - **laws;**
 - **material artifacts.**

1.1 DEFINITION OF ISSUE

- **Culture:**
 - a set of morals, priorities, approaches, habits, language, religion, law, education, art, knowledge ... everything that people do, what they think about it and what they say about it;
 - depend on the place and time;
 - culture has rating character– more culturally (who complies the above criteria) is better according to us;
 - human perception is mediated by culture (good or bad applies only in the context of our culture).

1.1 DEFINITION OF ISSUE

- **Communication:**
 - The Exchange of messages between people for the purpose of achieving common meanings.
- **Types of communication:**
 - in their work, managers use two major types of communication: verbal and nonverbal;
 - each type plays an important part in the effective transmission of messages within organizations.

1.1 DEFINITION OF ISSUE

- **Types of communication:**
 - **verbal communication: The written or oral use of words to communicate;**
 - **non-verbal communication: Communication by means of elements and behaviors that are not coded into words.**

1.1 DEFINITION OF ISSUE

- **Kinesic behavior:**
 - body movements, such as gestures, facial expressions, eye movements, and posture.
- **Proxemics:**
 - the influence of proximity and space on communication.

1.1 DEFINITION OF ISSUE

- **Object language:**
 - the communicative use of material things, including clothing, cosmetics, furniture, and architecture.
- **Paralanguage:**
 - vocal aspects of communication that relate to how something is said rather than to what is said.

1.1 DEFINITION OF ISSUE

- **Managerial communication preferences:**
 - research on managerial job activities indicates that managers spend most of their time communicating (in one form or another);
 - most studies have focused on verbal rather than nonverbal communication.
 - such studies show that managers tend to prefer oral over written communication, largely because oral communication is usually more informal.

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- **Managerial communication preferences:**
 - **proportion of time top managers spent on various activities:**
 1. **scheduled meetings**
50 %
 2. **desk work**
26 %
 3. **unscheduled meetings**
12 %
 4. **telephone calls**
8 %
 5. **tours**
3 %

1.1 DEFINITION OF ISSUE

- **Basic components of the communication process:**
 - **sender: the initiator of the message;**
 - **receiver: the person with whom the message is exchanged;**
 - **message: the encoding-process outcome, which consists of verbal and nonverbal symbols that have been developed to convey meaning to the receiver;**

1.1 DEFINITION OF ISSUE

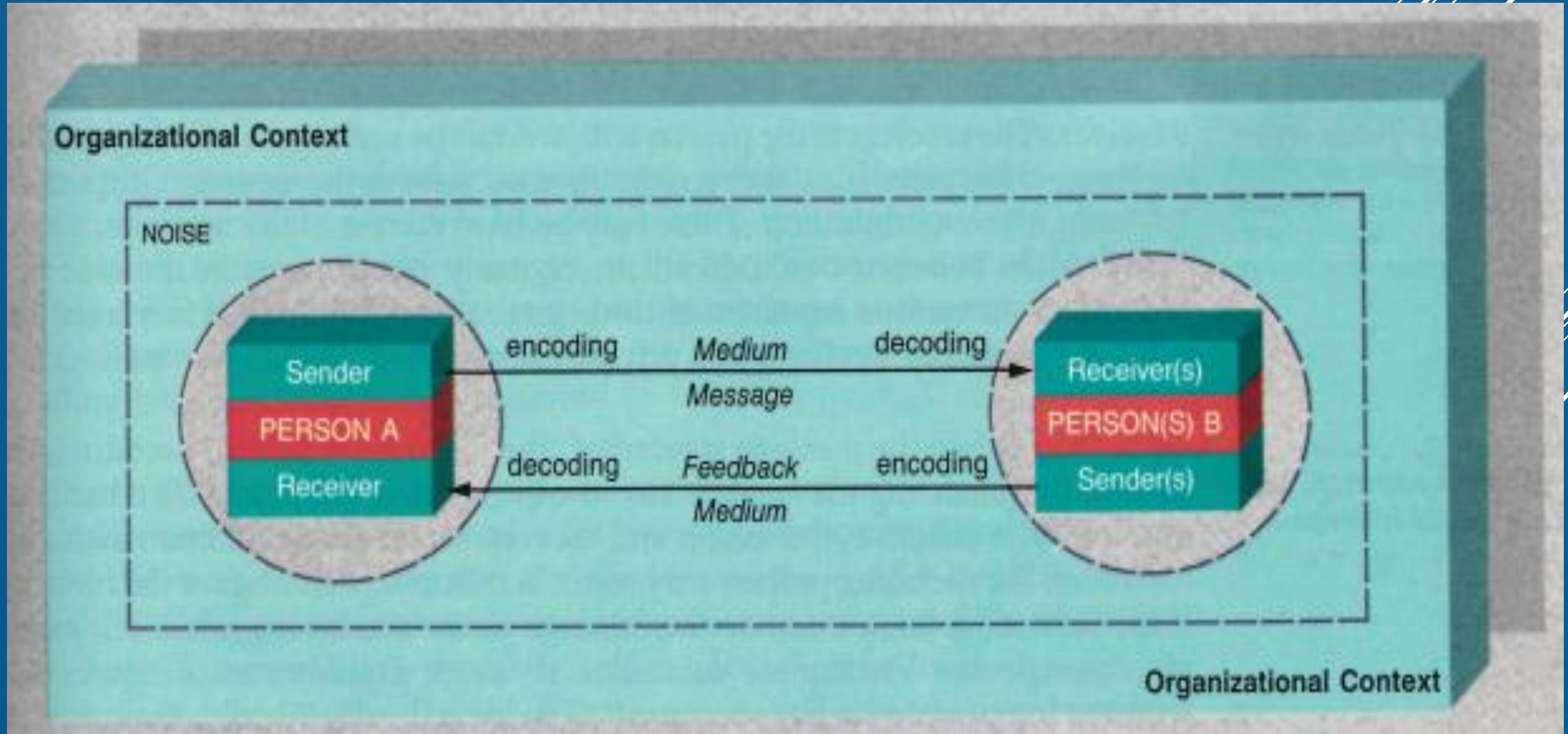
- **Basic components of the communication process:**
 - **encoding: the process of translating the intended meaning into symbols;**
 - **decoding: the process of translating the symbols into the interpreted message;**
 - **medium: the method used to convey the message to the intended receiver.**

1.1 DEFINITION OF ISSUE

- **Basic components of the communication process:**
 - **feedback:** the basic response of the receiver to the interpreted message;
 - **noise:** any factor in the communication process that interferes with exchanging messages and achieving common meaning.

1.1 DEFINITION OF ISSUE

- Basic components of the communication process:



1.1 DEFINITION OF ISSUE

- **Communication skills:**
 - two communication skills of prime importance to managerial effectiveness are **listening** skills and **feedback** skills.
 - these two skills are particularly critical because such a large proportion of a manager's time is spent in communicating orally.

1.1 DEFINITION OF ISSUE

- **Listening skills:**
 - **as the earlier discussion of the communication process suggests receivers need to expend considerable effort to be sure that they have decoded and interpreted the message that the sender intended;**
 - **since managers rely heavily on the information inputs that they receive from oral communication, their listening skills are particularly crucial;**

1.1 DEFINITION OF ISSUE

- **Listening skills:**
 - **experts on listening often differentiate between eavesdropping that is relatively passive, in the sense of following the general gist of the words being spoken, and listening that is active;**
 - **active listening: the process in which a listener actively participates in attempting to grasp the facts and the feelings being expressed by the speaker.**

1.1 DEFINITION OF ISSUE

- **Feedback skills:**
 - other interpersonal communication skills that are particularly important for managers center around the issue of feedback, both giving and receiving;
 - giving feedback is a continuous part of managing;
 - although managers may give feedback to a variety of individuals with whom they interact (such as individuals in other work units or suppliers), much of the feedback that managers give involves subordinates;

1.1 DEFINITION OF ISSUE

- **Feedback skills:**
 - managers need to let subordinates know when they are performing well in relation to unit goals and when they are performing poorly;
 - telling an individual subordinate that performance in some area is not up to required standards is sometimes difficult for managers;
 - effective feedback, in such circumstances, has several main characteristics,
 - for one thing, it focuses on the relevant behaviors or outcomes, rather than on the individual as a person;

1.1 DEFINITION OF ISSUE

- **Feedback skills:**
 - **for another, it deals with specific, observable behavior, rather than dwelling on generalities;**
 - **yet another characteristic of effective feedback is that perceptions, reactions, and opinions are labeled as such, rather than presented as facts;**
 - **finally, it spells out what individuals can do to improve themselves;**
 - **being skilled in giving feedback makes the task of handling subordinates with sustandard performance considerably easies and increases the prospects for success.**

1.1 DEFINITION OF ISSUE

- **Communication channels:**
 - **communication that involves a message Exchange between two or more levels of the organizational hierarchy;**

1.1 DEFINITION OF ISSUE

- **Vertical communication:**
 - various patterns of organizational communication flow that represent potential established conducts through which managers and other organization members can send and receive information.

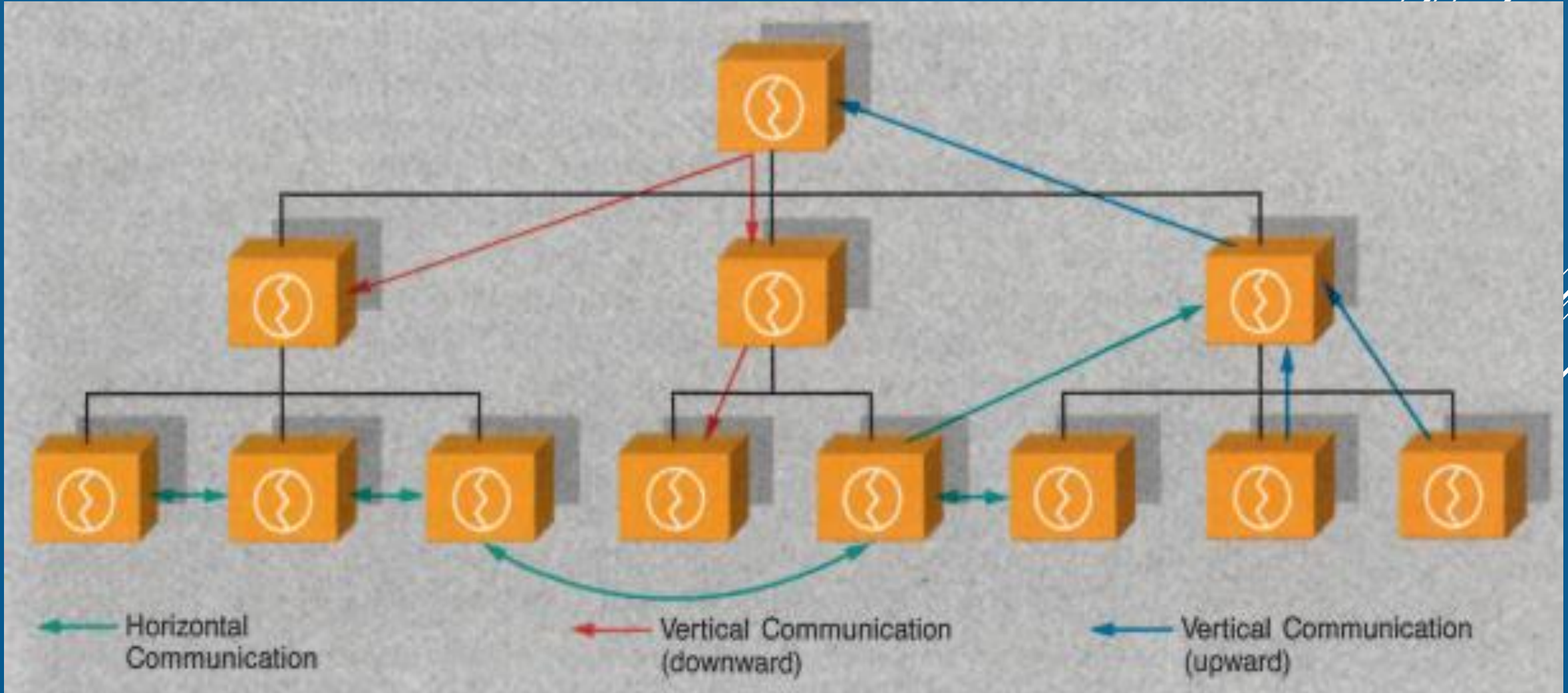
1.1 DEFINITION OF ISSUE

- **Downward communication:**
 - vertical communication that flows from a higher level to one or more lower levels in the organization.
- **Upward communication:**
 - the vertical flow of communication from a lower level to one or more higher levels in the organization.

1.1 DEFINITION OF ISSUE

- **Horizontal communication:**
 - lateral or diagonal message Exchange either within work-unit boundaries, involving peers who report to the same supervisor, or across work-unit boundaries, involving individuals who report to different supervisors.

1.1 DEFINITION OF ISSUE



1.1 DEFINITION OF ISSUE

- **Intercultural communication:**
 - is a set of interactions between people from different cultural backgrounds.
- **IC consists on a process of:**
 - exchanging;
 - negotiating;
 - mediating cultural differences.

1.1 DEFINITION OF ISSUE

- **The process of exchanging, negotiating and mediating is realized by:**
 - **through language;**
 - **non-verbal gestures;**
 - **space relationships.**
- **Essential ability of the intercultural communication:**
 - **the ability to be aware of how cultural differences influence communication process and its outcomes (Through this competence we realize the distinctions between people coming from different cultures).**

THANK YOU FOR YOUR ATTENTION

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