CROSS CULTURAL DEVELOPMENTS IN THE MODERN CENTURY AND INTERNATIONAL COMMUNICATION
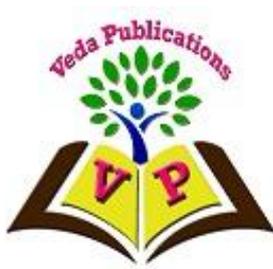
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ABSTRACT

International communication is linked with common downward and upward flows and cross cultural communication is linked up with different cultures on the international panorama.The language, perception and culture of communication varies worldwide. This paper examines some examples of verbal communication styles, importance of message interpretation.It also focuses on the need to develop approaches to develop effective international and cross cultural communication.
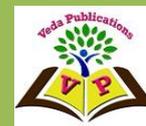
Communication is the process of transferring meanings from sender to receiver. There are many verbal communication styles. Context is information that surrounds a communication and helps convey the message. Messages are often highly coded and implicit in high-context societies, such as Japan and many Arab countries. The message is explicit and the speaker says precisely what he or she means in low-context societies such as the United States and Canada.

PHASES OF MULTICULTURAL DEVELOPMENT:
MAJOR CHARACTERISTICS OF VERBAL STYLES

There are many Elaborate and succinct styles all over the world. Three degrees of communication quantity are considered to talk on cultural communication— elaborate, exacting, and succinct. The elaborating style is more popular in high-context cultures that have a moderate degree of uncertainty avoidance. The exacting style focuses on precision and the use of the right amount of words to convey the message and is more common in low-context, low-uncertainty-avoidance cultures.The succinct style is more common in high-context cultures with considerable uncertainty avoidance where people tend to say few words and allow understatements, pauses, and silence to convey meaning.

SNo	Verbal Style	Major Variation	Interaction and Content	Types of Cultures
	Indirect vs. direct	Indirect Direct	Implicit messages Explicit messages	Collective, high context Individualistic, low context
	Succinct vs. elaborate	Elaborate	High quantity of talk	Moderate uncertainty avoidance, high context
		Exacting	Moderate amount of talk	Low uncertainty avoidance, low context
		Succinct	Low amount of talk	High uncertainty avoidance, high context

Contextual style is one that focuses on the speaker and relationship of the parties. Contextual style is often associated with high-powerdistance, collective, high-context cultures. Personal style focuses on the speaker and the reduction of barriers between the parties. Personal style is more popular in low-power-distance, individualistic, low-context cultures. Cross cultural communication also deals with Affective and instrumental styles. Affective style is common in collective, high-context cultures and is characterized by language that requires the listener to note what is said and to observe how the message is presented whether the meaning is often nonverbal and requires the receiver to use his or her intuitive skills to decipher the message. Instrumental style is goal oriented and focuses on the sender who clearly lets the other party know what he or she wants the other party to know. The instrumental style is more commonly found in individualistic, low-context cultures.

Communication always flows mostly through Downward communication. Transmission of information from manager to subordinate. Primary purpose of manager-initiated communication is to convey orders and information.Managers use this channel for instructions and performance feedback. The channel facilitates the flow of information to those who need it for operational purposes.

Uppuluri Nageswara Rao

To consider cross cultural communication we have to look at the communication barriers which stop cultural communication too to take place. One type are the Language barriers. The other are the Cultural barriers with suggestions that can be of value to American managers who are engaged in international communications include:

1. Be careful not to use generalized statements about benefits, compensation, pay cycles, holidays, or policies in your worldwide communications.
2. Since most of the world uses the metric system, be sure to include converted weights and measures in all internal and external communications.
3. Keep in mind that even in English-speaking countries, words may have different meanings. Not everyone knows what is meant by "counterclockwise," or "quite good."

Managing Cross Cultural Commuinications:

Negotiation: The process of bargaining with one or more parties to arrive at a solution that is acceptable to all

Planning

1. Identify the objectives negotiators would like to attain and explore the possible options for reaching these objectives
2. Set limits on single-point objectives
3. Divide issues into short- and long-term considerations and decide how to handle each.

Impersonal Relationship Building

1. Get to know the people on the other side
2. "Feeling out" period is characterized by the desire to identify those who are reasonable and those who are not

Exchanging Task-Related Information

1. Each group sets forth its position on the critical issues
2. These positions often change later in the negotiations
3. Participants try to find out what the other party wants to attain and what it is willing to give up.

Persuasion

Success of the persuasion step depends on

1. How well the parties understand each other's position
2. The ability of each to identify areas of similarity and differences
3. The ability to create new options
4. The willingness to work toward a mutually acceptable solution

Agreement

1. Grant concessions and hammer out a final agreement
2. This phase may be carried out piecemeal, and concessions and agreements may be made on issues one at a time.

Let us now have a look at the cultural negotiation oppressive factors

1. Do not identify the counterpart's home culture too quickly. Common cues (e.g., name, physical appearance, language, accent, location) may be unreliable.
2. Beware of the Western bias toward "doing." Ways of being (e.g., comportment, smell), feeling, thinking, and talking can shape relationships more powerfully than doing.
3. Counteract the tendency to formulate simple, consistent, stable images.
4. Do not assume that all aspects of the culture are equally significant.
5. Recognize that norms for interactions involving outsiders may differ from those for interactions between compatriots.
6. Do not overestimate your familiarity with your counterpart's culture.

CONCLUSION

Cross cultural communication always depends on the region or location. It also depends on the time limits or period we have to spend. It depends on bargaining behaviours of individuals and they seem to tend to change everywhere. There should be no use of extreme behaviors, promises, threats and other behaviors. The carefulness depends on Nonverbal behaviors which should be highly positive and culturally acceptable.

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