

Intercultural competence



**ASSIGN
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Intercultural communication to me personally means communicating with a person that has differences like race, religion, and even just being raised in a different part of the country. I think that this is very important because the more that a person can learn about different people and different cultures the better educated that person can be. Also the differences in people can mean that they approach problems or difficulties different ways. This is important because it might take all those ways to actually solve the problem.

A person must be able to master intercultural communication to succeed in a business environment as well as any kind of job where they would have to talk with people. If a person has poor communication skills or does not care to keep an open mind then it will limit the things that, that person can do in their life. William A. Henry said " the browning of America will alter everything in society, from politics and education to industry, values, and culture. " (Lustig & Koester, 2010, p. 3). Define " intracultural" communication. How is this definition both similar and different to " intercultural" communication?

Intracultural communication is defined as communication between people that have the same sort of background and cultures. This is similar to intercultural communication because there is always going to be small differences between each individual. It is also similar because you are still talking about communicating with people which is important. Intracultural communication differs from intercultural communication in the way that with intercultural communication you are communicating with a person or people that have different cultures and backgrounds.

Both are important and you have to be able to do both to be able to succeed in everything that you do because in just America today there are so many cultures mixing together that if you cannot communicate with others then you cannot do anything. What are some reasons and approaches behind mastering intercultural communication? There are many reasons that a person needs to master intercultural communication. One of the biggest reasons is that in America today there are people from all over the world that live, work or visit here. Chances are that at some point in a person's life they are going to have to interact with someone from a different culture.

One approach is the obvious one which is to just talk to other people of a different background and culture and just simply listen to what they have to say. Another approach is to do research and look at the different studies that have been done on cultures other than that of the one that that person comes from. No matter which way a person decides to approach mastering the skill of intercultural communication it is important today and only becoming more important in today's ever changing demographics, not only here in America but all over the world.