

Priscilla the business
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Priscilla Gitimu's article beautifully illustrates how technology shaped globalization and brought forward the importance intercultural communication in the world today. Not only does she write of intercultural communication in the business world, but she outlines how it is used in education, the medical field, and communities as well. Teachers must now be very aware that the classes they teach are becoming more diverse than they were in the past. It is essential for them to educate themselves on many different cultures and to be sensitive toward them. The educators should promote communication within the classrooms to help everyone get a better understanding between each other and the intricacies of everyone's different cultures. It is also important to overcome any reservations that one may have about a culture and stereotypes and pay attention to body language just as much as verbal communication. Between emailing, phone and video calling, and traveling, technology has made it unavoidable to communicate cross-culturally in business. " In order to successfully communicate cross culturally, knowledge and understanding of cultural factors such as values, attitudes, beliefs and behavior should be acquired" (Gitimu, 2010, p.

4). Companies must abide by customs and laws of different cultures when creating or doing business around the world. However, a study was conducted by Dop (2001), and there was no evidence showing that there were difficulties with cross-cultural communication during exchange of emails. This is a good sign as emailing is the most popular way of communication in business. Gitimu writes about how very important intercultural communication is in the field of medicine. Different cultures

may not have an understanding toward certain medicines or diseases or may even have incorrect beliefs of them.

To provide the best care toward patients, medical professionals must find new ways to understand and communicate with people of different cultures. This may also mean that they will have find ways to get around language barriers.