Research paper on cultural changes

Sociology, Communication

Worldwide Telecommunication, Inc

Arguably, the world today has become too diverse. As a matter of fact, globalization has changed various aspects of lifestyle in the workplace, business, marketplace as well as the organization. The emerging technological advancement in the use of computers is a major contributor in modern globalization, which has made communication easy and possible. Many organizations in the world struggle to obtain comparative advantage. The best way to attain this is by embracing diversity in the workplace. Worldwide Telecommunication, Inc. is a solution provider to its clients, especially in the provision of communication services. With a multicultural and diverse workforce in the modern business world affects the organization and individually positively and negatively (Worldwide Communication, Inc. 2006). Corporate workplaces are increasingly becoming globally-infused. Technological trends have certainly broken the international barriers and have created international links. In general perspective, globalization has led to a colossal volume of diversity and cross-cultural communication, nevertheless, it has also led to various potential threats.

Undeniably, the idea of global diversity in a multicultural workforce continues to evolve. Employees in Worldwide Telecommunication, Inc are made to understand and be trained on how to interact as a team with people from different cultural background. It is clear that the employees in a diverse workplace are achieving the benefits since it is directly linked to the ability to be profitable, innovative, as well as organizational success (McIntosh et al, 2008). Companies in the world continue to prioritize inclusive culture in their strategic agenda. This is achieved through proper communication, good

commitment, as well as follow-ups in all departments. In most cases, organizations with pluralism and incorrect assumptions are in danger of becoming victims of miscommunication. Globalization and global communication have been achieved, and this work for the success of the organization. It is crucial to comprehend various cultures since it is overriding for achievement of goals and success in an organization (Imbun, 2003).

Evidently, organizations that fail to deal with differences arising on culture can tremendously plunge the organization into failing. Perhaps, some of the impacts of not dealing with cultural differences include loss of revenue, tainting of organizational reputation, as well as achievement of competitive advantage. A multicultural workforce affects teamwork and communication in various ways. People who come from different cultures view work and workplace in a different perspective (Imbun, 2003). In such a scenario, the difference may hinder communication and cooperation among employees, as well as supervision. It is clear to understand that people from different cultures could be having different languages, which may affect communication.

The main concern on communication issues within a multicultural workplace is a language barrier. Language is the crucial obstacle to effective team sharing and communication. In a teamwork environment, each employee depends on the other, whereby the completion of work by one employee depends on the completion of activity by each employee in the organization (Jackson, et al, 2011). Perhaps, different skills and expertise is only shared through communication, but in a multicultural workplace the sharing of

ideas, skills and knowledge may be jeopardized. The members of the team can easily misunderstand each other due to the existing communication gap. In the long run, the issue of multicultural issues in an organization may hinder attainment of objectives.

The consequence of multiculturalism in an organization is observable in the changes that an organization is supposed to implement. The organization is forced to make adjustments in the workplace to accommodate diverse cultures. The adverse tone of communication in every organization is miscommunication. A workplace with diverse employers faces the threat of miscommunication among teams, leading to losses and errors in the organization. On the other hand, multicultural workplace can work for the excellence of the organization (Doug, 2007). Teams with diverse personalities have a capability of being innovative and productive; this is because there is easy generation and linkage of ideas. The organization is only forced to make management charges in both techniques and style.

Notably, working habits differ tremendously in a multicultural workplace. Individuals from diverse cultures tend to have time variation and habit. For example, in most cultures it is a must for individuals to rest in the afternoon, to this is a weird habit. In the long run, team member productivity will be affected negatively. In addition, communication style can affect the corporation in a multicultural workplace. Some cultural backgrounds always believe in teamwork during problem solving, while others discourage team efforts. This variation may stage a tremendous failure (Abbate, 2000).

In a multicultural workplace, there is a possibility of low interaction among the team members. In such a scenario, the coordination of the member will

be frustrated leading to lower output. The management in the organization always believes that and multicultural environment is in a better position of delivering. The diversity of the workplace is exceptionally productive because it incorporates diverse knowledge and skills; hence, developing a global business environment. An organization that focuses on cultural diversity is in a position to become leaders in the market. Worldwide Telecommunication, Inc asserts that relevant programs and policies will develop specific initiative in promoting diversity in corporate offices and distribution centers (Halverson, 2008).

Worldwide Communication, Inc. is in a position of serving its clients in providing solution pertaining communication and specialization of needs in organizing. Advancement of globalization and information technology has become a solution to many miscommunication and multicultural workplace problems (Communication, Inc. 2006). The success of an organization depends on how global and the organization operates abroad and at home. The market at home needs some expansion, and the only way to go global is focusing on multicultural workplace and diversity. In order to adapt into multicultural workplace, employees should be advised and trained to embrace diversity.

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