

Cross communication is the use of the

Literature, Russian Literature



Cross culture communication is a knowledge one owns to understand how people from different cultures speak and communicate and see their general surroundings. It is a process of exchanging, negotiating and mediating cultural difference through language, non-verbal gestures and power distances. There is the need to understand the realities of communicating in a culture other than one's own as all nations are becoming more globally interdependent.

It is also imperative as a fresh graduate you understand the complexities of living in a foreign culture. Cross cultural communication therefore becomes an essential skill that one should have in order to survive in this era of globalization that is largely brought about by technology. Cross cultural communication in business plays a vital role in successfully establishing the product or service in different areas of the globe. When the communication is effective, employees are able to have the ability to understand people from different cultural backgrounds, build trust, demonstrate respect and also speak other languages.

Ineffective communication cross culturally can offend, confuse or send a misunderstood message which could lead to a broken relationship with investors and employees. A common cross cultural barrier in business communication is the use of the language. Not every business globally does business in English.

Without the knowledge of the other cultures, people tend to make embarrassing mistakes when conducting international business and these errors confuse or offend business partners and make effective

communication difficult. Using techniques such as active listening, including paraphrasing or repeating what the other person has said, people confirm their understanding to prevent misinterpretation. But they also need to consider cultural conventions, such as timing and tone, to be truly effective. Effective intercultural communication strategies prepare people to live or work in other countries, help business departments understand each other better or prepare a company for a merger or acquisition. Language barriers can also come in the form of either the use of inappropriate language or the use of foreign language. As we know when a new employee is slow to adapting to the changes that could be brought by the diversity in the employee population of the organization, it will in turn create a big impact on the new employee's workload and their career progression. It is conceivable that job efficiency requires a key skill of cultural competence and without interaction; it is hard to get things done. It is strongly recommended for fresh graduates to keep an open mind towards various cultures so that they can meet the demands of an everchanging global village.

If they cannot catch up, they might be at risk of getting dismissed. Further conflicts and politics in the company are avoidable through social behavior and cross cultural communication. It is only when there is interaction that one gets to know another.

In conclusion, mastering of cross culture communication skills is the key factor to thriving in the workplace. It is only with that they will be well prepared to embark on their career.