

# [21st their home and make important decisions,](https://assignbuster.com/21st-their-home-and-make-important-decisions/)

21st century can be best defined as the digital era, whereeverybody is connected, not just locally, but all around the globe. Thetechnology has advanced so much that one can just reside in their home and makeimportant decisions, on a matter that is happening on the other side of theworld. How is this possible? How can technology be used for communication? Business communication? We live in an era of explosive scientific advancements, in the field oftechnology and communication.

Businesses have been utilizing theseadvancements, for their growth and prosperity, which let them to venture intothe global market. Having access to the global market is one thing but communication, which is another thing. Some of the factors influencing business communicationare Language Barrier, Cultural Differences and Education levels/Cultural Intelligence. “ Differences between the sender and the receiver inareas such as culture, age, gender and education require sensitivity on thepart of both parties so that the intended message is the one that is received” (Lehman& Dufrene, page. 12). You have agood start on your essay.  However, all of the highlighted passages aredirectly quoted from sources, which does not meet the originality standard forthe course.

Please review and resubmit your assignment. Language Barrier can best defined as the inability between 2 parties tocommunicate with each other, using a form of language. According to Mishra, itis the most common communication hurdle which results in misunderstandings and confusion. The term Cultural Differences or Cultural Diversity is often associated withthe term multiculturalism, which can be defined as, “ a system of beliefs and behaviors that recognizes and respects thepresence of all diverse groups in an organization or society, acknowledges andvalues their socio-cultural differences, and encourages and enables theircontinued contribution within an inclusive cultural context which empowers allwithin the organization or society” (Belfield, L. D). CulturalIntelligence can be described as, “ a person’scapability to adapt as he or she interacts with others from different culturalregions” (Lehman & Dufrene, page.

14). All these factor influence business communication. It doesn’t matter howadvanced the technology might be, without proper understanding on culturaldifferences, development on cultural intelligence and barriers to interculturalcommunication, which is recipe for disaster, a company or a business cannotbecome a multi-national giant. In fact, these factors are the foundations onbecoming a multi-national company. “ Successfulcommunicators know that much more is involved when interacting across cultures, genders, ages, abilities, and other differences, regardless of nationalboundaries” (Lehman & Dufrene, page. 12).

ReferenceBelfield, L. D. (n. d.).

What is Cultural Diversity? Retrieved January 19, 2018, fromhttps://www. kaplanuniversity. edu/news-resources/what-is-cultural-diversity/Lehman, C. M., & DuFrene, D. D.

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