

21st their home and
make important
decisions,



21st century can be best defined as the digital era, where everybody is connected, not just locally, but all around the globe. The technology has advanced so much that one can just reside in their home and make important decisions, on a matter that is happening on the other side of the world. 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 of technology and communication.

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

Please review and resubmit your assignment. Language Barrier can best be defined as the inability between 2 parties to communicate with each other, using a form of language. According to Mishra, it is the most common communication hurdle which results in misunderstandings and confusion. The term Cultural Differences or Cultural Diversity is often associated with the term multiculturalism, which can be defined as, “a system of beliefs and behaviors that recognizes and respects the presence of all diverse

groups in an organization or society, acknowledges and values their socio-cultural differences, and encourages and enables their continued contribution within an inclusive cultural context which empowers all within the organization or society” (Belfield, L. D). Cultural Intelligence can be described as, “ a person’s capability to adapt as he or she interacts with others from different cultural regions” (Lehman & Dufrene, page.

14). All these factor influence business communication. It doesn’t matter how advanced the technology might be, without proper understanding on cultural differences, development on cultural intelligence and barriers to intercultural communication, which is recipe for disaster, a company or a business cannot become a multi-national giant. In fact, these factors are the foundations on becoming a multi-national company. “

Successful communicators know that much more is involved when interacting across cultures, genders, ages, abilities, and other differences, regardless of national boundaries” (Lehman & Dufrene, page. 12).

Reference Belfield, L. D. (n. d.).

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