Communication of respect

Sociology, Communication



| Business CommunicationTrimester 2 AssignmentSubmitted By: Aksha AnandPGDM-A(2011-2013)Roll No: 06| | | | | | |

Thecommunication of respect has been established as a significant dimension of cross-cultural communication to define and fully understand respect in cross-cultural interactions. The communication of respect can be examined and seen as a field of study. This framework is devoted to the communication of respect from both respect and communication competence.

Study describes that good communication is a serious and specific study of the communication of respect. Evaluation of cross-cultural communication competence of respect across cultures in anenvironmentwhere such pancultural communication is growing is extremely important. EXPLAINING RESPECT There are different disciplines dependent upon communication. Respect according to many researchers is both group and individually defined and oriented. It is inseparable from communication as there is no way to show respect in the absence of verbal or non-verbal communication.

Also, many researchers allow respect to go undefined relying entirely on participant perception of the term. However, unlike previous views, communication of respect is a complex concept and more than merely simple politeness and courtesies. COMMUNICATION ANDCULTURE- THE DIFFERENCES Cross cultural communicative competence framework developed by Ruben, has identified seven behavioural dimensions of cross cultural competence. They are * Display of respect * Interaction posture * Orientation to knowledge, Empathy * Self-oriented behaviour * Interaction management * Tolerance for ambiguity. Several years later on, it has been

increased to nine dimensions by sub-dividing self-oriented behaviour into three distinct dimensions – * Task oriented roles * Relational roles * Individualistic roles. Communication of respect is heavily impacted by cultural norms. For many Koreans, respect is communicated via formality whereas for many Americans, respect is communicated in initial interactions by treating others equally.

Sometimes due to lack of cross culture language, respect may not be effectively communicated. CONSEQUENCES OF RESPECT AND DISRESPECT Respect is very important silent feature in our communication and there are serious effects related to respect or the lack of the same. Therefore the phenomenon merits scholarly attention. Success is often dependant on being able to communicate respect and avoiding communication of disrespect.

Communicating respect leads to a "social healing effect" on psychological perceptions of previously strained relationships. This article seeks not only to recognize the important work devoted to the communication of respect that has already been written, but also calls for more work to be done. THE CONCEPT OF COMMUNICATION OF RESPECT One of the key conceptual frameworks devoted to communication of respect is presented by Van Quaquebeke (2009) which distinguishes respect from tolerance and elaborates on two distinct types f respect. Tolerance is aligned with appraisal, whereas respect is closely aligned with recognition. Appraisal respect is evaluative and focuses on a result, while recognition respect is more process focused and occurs in interaction. The author of this article emphasizes on interactional respect. From a culture general communication

perspective, there are four domains of communication competence that determine how respect is communicated interpersonally.