Culture shock

Literature, Russian Literature

Culture Shock Introduction The rise in cross country trade resulting from the reduction in entry barriers have given rise immense opportunities for business organizations to seize. Making use of these opportunities however means taking their businesses into countries that may be a vastly different experience than managing business operations at home. These differences arise from the different cultural environments of the new countries to which the business organization wishes to extend its business operations to. It is in this context that an understanding of different countries and intercultural communication becomes important to business organizations. Arriving at efficient intercultural communication can be a challenge to most business organizations, because of the inherent problems. Many a company has stumbled at this hurdle of understanding cross cultures and arriving at efficient intercultural communication in its business activities (Guffy & Loewy, 2008, p. 79). To provide an understanding of this aspect, this paper looks at two imaginary countries with different imaginary cultures, and the potential intercultural communication problems for a business organization attempting to enter these countries, along with the possible solutions for these problems. Potential Intercultural Communication Problems Sulandia Norotania 1 Assumptions of Similarities – The belief that similarity exists in the manner in which people of the country think, believe, and do with one's own thoughts, beliefs, and actions. Assumptions of Similarities – The belief that similarity exists in the manner in which people of the country think, believe, and do with one's own thoughts, beliefs, and actions. 2 Verbal Communication – language differences Verbal Communication – language differences 3 Non-Verbal Communication – differences in meaning and

significance Non-Verbal Communication – differences in meaning and significance 4 Stereotyping – Creation of similar mental images of a different culture Stereotyping – Creation of similar mental images of a different culture 5 Ethnocentrism – The belief that one's own culture is superior to other cultures Ethnocentrism – The belief that one's own culture is superior to other cultures 6 Political influence on business activities Amenities deficiency – low development of infrastructure 7 Cultural issues as a result of strong influence of religious practices. Inexperience in dealing with other cultures 8 Strong gender bias Growing gender bias 9 Worker attitudes Worker attitudes 10 Reward Practices Reward Practices (Tuleja & O'Rourke, 2009, p. 128-132). Overcoming the Problems Achieving effective communication across different cultures requires an understanding of the two major components that influence it and improving skills within the smaller elements within it. The two major components are sensitivity to culture and diversity and enhancing intercultural communication skills. Enhancing sensitivity to culture and diversity calls for getting rid of ethnocentric beliefs that one has, and instead recognizing the fact that cultural variations are present in this world. There are several elements present in enhancing intercultural communication skills. The first element consists of making oneself familiar with other cultures and acquiring language skills in the language of the land. This understanding of other cultures and skills in languages assist in the remaining elements. It will assist in respecting the verbal and nonverbal communication style preferences of the new culture. Clarity of information to be conveyed should be the endeavor in both written and verbal communication. A patient ear should be

given to communication being received. Assist the local employees and colleagues in understanding the nature of one's own culture. Increasing the efficiency of communication can be achieved by employing the benefits provided by interpreters, translators, and translation software (Bovee, Thill & Chaturvedi, 2009, p. 75). My Preference It is my assumption that overcoming intercultural communication problems within a business environment in essence calls for changes within the individual immersing in the new culture. The extents to which changes can be effected by the individual influence the extent to which there is effective removal of intercultural communication problems. The difficulties imposed by the required changes influence the willingness and extent of change that is undertaken. Therefore, the difficulties in the required change have a strong bearing on the extent to which there is effective removal of intercultural communication problems. From this perspective, I would prefer to go to Sulindia, and the following examples will make the reason for my choice clear. I am a person who is more concerned with the ends achieved, and not the means to the end. Therefore, I will have no moral inhibitions in adapting the requirements of brining officials. For me changing food habits is not difficult, and therefore adapting to the requirements of avoiding certain foods will not be an issue. I like my comforts once I am finished with work responsibilities and Sulundia offers more in personal comforts than Norotania, thus reducing the effort I have to make in changing on this aspect. Literary References Bovee, C. L., Thill, J. V. & Chaturvedi, M. (2009). Business Communication Today. Ninth Edition. Delhi: Dorling Kindersley (India) Pvt. Ltd. Guffy, M. E. & Loewy, D. (2008). Business Communication: Process & Product. Seventh Edition.

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