

Summary business s
to suppliers,
consumers and other



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Summary

Business Communication is described as the dissemination of information that is done primarily for the benefit of an organization. Business communication is accomplished by relaying information in different ways to various people who make up the organization. The communication also includes relaying information about the business s to suppliers, consumers and other stakeholders in the organization.

Effective business communication has the advantage of increasing productivity and profitability of the organization (Guffey and Almonte, 2010). To adequately illustrate the concept of business communication, it would be useful to attempt a scholarly critique of two articles from scholarly journals. The critique shall involve a brief summary of the article focused mainly on the data used and the methods employed in formulating the research questions.

Additionally, the scholarly critique shall attempt to identify the goals of the article and the key theories and concepts used and whether are not these theories and concepts achieved the goals of the article. Finally the conclusion seeks to establish whether or not the article was worth writing.

The Use of Strategic Metaphors in Intercultural Business Communication

The article seeks to categorically establish that strategic metaphors can be used to help achieve effective intercultural business communication that is a prerequisite for the profitability and productivity of any given organization.

The article uses data from a case study of the alliance between Renault and
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Nissan to illustrate the fact that the use of a suitable metaphor can adequately capture an organization's essence in terms of its activities, strategic intents and its global and national cultures. The strategic metaphor also details the ethical and business position of the company. The article highlights how the use of effective metaphor enabled the stakeholders in the Alliance to work towards a common goal by employing the ambiguity and the diversity of meaning of the metaphor to surmount the Western and Asian intercultural differences (Cacciaguidi-Fahy and Cunningham, 2007).

The goal of the article is to illustrate how the use of a strategic metaphor can benefit intercultural business communication. In my view, the theory and concepts used adequately accomplished the stated goals of the article. In conclusion, the article was definitely worth writing, this is because it makes substantial and theoretical contributions to our knowledge of communication especially in the multi-cultural and global business environment. The implications of the article are fostering a sense of shared identity and goal congruence in a multi-cultural business setting.

Language and Culture in International Legal Communication

The article proposes that in the contemporary global business setting that is characterized by involvement of people from different cultures and nationalities, it is imperative to develop communication competence in terms of language skills.

The article highlights the importance of considering intercultural differences in translation particularly with regard to the legal systems of both the target

and the source. The article uses data from company law to draw the conclusion that there are certain cultural and linguistic implications of using English as the legal lingua franca in addition to its influence on learning and teaching practice (Kocbek, 2006). The goal of the article is to highlight the importance of language and culture in international legal communication. The key theory and concept successfully used the examination of company law to illustrate how cultural and linguistic differences affect legal undertakings.

In my considered view, the article was worth writing as it makes a significant contribution to the methodological and theoretical understanding of communication in the business environment. The article has the implication of underlining the importance of considering the impact of cultural and linguistic differences in legal matters. In conclusion, a critical analysis of the two articles has enhanced my understanding of business communication particularly in the global arena.

References

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