

A Study of Cross-Cultural Communication- *in the context of Business Communication Teaching*

¹Suneeta De, ²Sohini Ghosh

¹Associate Professor, Department of Basic Science and Humanities, Dr. BC Roy Engineering College, Durgapur, India

²Assistant Professor, Department of Basic Science and Humanities, Dr. BC Roy Engineering College, Durgapur, India

Corresponding author email: suneeta.de@gmail.com , sohinighoshbrec@gmail.com

Abstract: *Cross Cultural Communication is an interesting yet rarely focussed upon aspect of Business Communication Teaching. Despite being researched since the 1980s, and being featured in almost all relevant programs of study, it never surfaced as a deal breaker till the 2000s when world economy opened up to usher in globalization. Though debatable whether globalization still drives trade forward, it is undoubted that virtual platforms are the future of Business Communication. Given this reality post Covid 19, it is imperative to be aware of the cultural nuances that govern the exchange of information across the world. This paper is an amalgamation of findings of past researchers in this field whose works founded the genre of cross cultural communication studies, as well a looking forward to the future where successful Business Communication pivots around not only geographical nuances of cultural differences but also takes into account the post-modern technological platforms governed by AI.*

Key Words: *cross cultural communication, PDI, gender biases, 'rajbhasha', AI, sentience, business communication teaching.*

1. INTRODUCTION:

Cross Cultural Communication and its nuances form the bedrock of Communication studies the world over. Cultural barriers are some of the most pronounced roadblocks that have the potential to derail a communicative endeavour. They are not only those of the spoken language but also, and perhaps more importantly, of the social norms and accepted behaviour. For one uninitiated in the knowledge of a communicatee's cultural frames of reference, it is easy to fail to achieve the desired communicative outcomes intended, despite getting the message across correctly in terms of syntax. Audience analysis and message customization, is one of the integral precursors to any communication one plans.

From the perspective of a Business Communication Teacher working with young adults in Eastern India, specifically West Bengal, it was important to trace the knowledge of cultural differences that have been noted and studied in the past. Stalwarts of studies in this field most certainly include Geert Hofstede, Heather Bowe and Kylie Martin. Keen students of ELT in general and Cross Cultural Communication Studies in particular, the book, Communication Across Cultures, has been seminal to an understanding of this area of Business Communication Teaching. Post Covid 19 induced transition of world businesses on to the virtual mode, there has been a blurring of geographical borders. Communication, trade, indeed education as well, is now more online than in person. Towards that end, though there is a democratization of content and formats of messages between senders and receivers, there is undoubtedly also some hidden cultural codes that may accelerate as well as impede the flow of successful communication.

2. LITERATURE REVIEW:

There is an abundance of studies on cross cultural communication and related protocols. A few of these deserve special mention in that they contributed towards the ideas discussed in the paper, They are, randomly arranged as follows: 'English for cross cultural communication' edited by Larry Smith, Springer, 1981 (link.springer.com/content/pdf/bfm:978=1-349-16572-8/1.pdf) which focuses on the absorption and indigenization of English by colonized countries long after they stopped being colonies. Asia and Africa were considered as cases on point. Here, one did not find a uniform homogenization of language, indeed, quite the opposite effect was noted.