

International Business Communications Essay

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INTRODUCTION

International communication is also known as global communication; it is a process or practice that is used for business development and success globally. International communication term is increased because of globalization and faces barriers and problems. This essay will discuss about communication barriers and cultural sensitivity. Also it will give strategies to reduce communication barriers.

British context of business communication

Business communication refers to the way to exchanging thoughts, ideas, opinions, documents from one person to another in an organisation. British business communication is a style of communication that is used in UK to perform its business activities smoothly and without any confusion in understanding any situation. British business communication uses various techniques and concepts to perform its communication process such as use of soft tone to voice while communicating and inclusion of humour in case of a tense situation. The communication style shows positivity and confidence attributes in every employee and often believe that open confrontation will lead to offence in other party (Guffey, 2022).

Overview of company

Sainsbury Company is large and multinational retail company in UK which offers general merchandise, groceries and clothing products. Sainsbury Company is operating retail process in different formats such as convenience stores, supermarkets, Habitat and Argos banners. To maintain series of level Sainsbury organization is using hierarchy organizational structure in its firm. Reason behind successes of the organization is that it is providing best and quality services with low price to its customers. Also company is using best competitive business strategy in its firm which is the most crucial reason behind success of Sainsbury Company. In all over the UK Sainsbury company is handling almost eight hundred convenience stores and six hundred supermarkets (Bedford, 2023). The most important vision of the company is finding best creativity, innovative ideas, and talent for development of the company.

Application of theories of international and intercultural communication on Sainsbury Plc

Sainsbury Plc focuses its communication process keeping in thought of the intercultural and international discrepancies and variability. It focuses on the theory of the intercultural communication model of Hofstede. It makes sure that each sector or culture which prevails in the organisation communicates without having any difficulty in any manner (Bolten, 2020). In Hofstede's theory the five cultural dimensions are focused and are kept in mind while communicating. The first dimension its focuses upon is the power status in the hierarchy which determines the work structure. The second dimension, feminism and masculinity in the organisation. Sainsbury tend to focus equally on both dimensions as both contribute equally to the achievement of the goal. The third dimension is focused by implementing proper communication in the employees that work in individual and the groups. The fourth dimension is the time period of results like short term and long term. Sainsbury maintains its balance between the short term results and long term results by communicating them to each and every employee. And the fifth dimension is specified and measured objectives and innovative and creative results by the employees. Sainsbury tries to get maintained results from the employees who performs specific and quantifiable results and also expects some innovation and creative ideas from the employees.

Sainsbury also uses theory of Samovar while conducting the intercultural communication. According to Samovar it is believed that the culture and practices differs from one person to another, as a result the communication process varies from person to another and it is required by the company to use various techniques and method to address the people keeping in thought of the perceptions, believes and likes of the persons. Thus communication in big companies like Sainsbury becomes bit difficult as there is wide range of people having different culture and believes and interaction with every person is tedious job for the managers of the company (Szkudlarek, and. et. al, 2020).

Sainsbury perform its international communication through communicating with the employees, employees, suppliers, government, financial institutions and media of another country though various modes such as advertisements, magazines, reports, news conferences, newsletters, formal

letters, new releases, etc. It communicates with the consumers of another country through its advertisements and selling and distribution practises and builds strong buyer and seller relationship. While communicating with the employees of another country, Sainsbury tries to understand the needs and wants to the employees and work on solving their problems and build a sense of trust and increases the morale of the employees. Each and every legal-compliance is fulfilled while communicating with the government of another country as it results in the smooth functioning of the company and increases the reputation of the company. Suppliers of Sainsbury play an important role in the working of the company and are of high value. Proper communication process is implemented while having any business deal and careful instructions are provided to the suppliers regarding the quality and quantity of the raw materials.

Evaluation of cultural sensitivity in Sainsbury Plc

Sainsbury ensure that there is minimum cultural discrepancies in organisation through its cultural ethics and programmes and maintains every employee serves good services to the consumers and the consumers receive great experience every time they purchase with the Sainsbury. It focuses on the channelizing of the diversity, talent and creativity of the employees to get maximum of them. Sainsbury makes sure that if any employee tries to accuse or disrespect some other employee like harassment, discrimination and victimisation, he or she will be accused and will be held to account. Sainsbury ensures that each and every employee of the organisation is treated equally and fairly. Sainsbury keeps working on Race, religion, ethnicity and belief. The cultural sensitivity in the organisation like black and white people, rich and poor, ethnically diversified people, religious and non-religious people is handled accordingly in the organisation. Sainsbury launched a network “THE I AM ME NETWORK” which helped the company to build the confidence among the ethnically diversified employees and has been successful as it helps in connecting people from across different race, religion with one another. It tries to protect the basic and fundamental rights of the employees of different culture and society in the supply process through inclusion of the rights of the employees. There rights consists the protection of the employees from inhumane treatment, forced labour, harsh behaviour and modern slavery. Sainsbury has four major principles namely justice, autonomy, non-maleficence and beneficence (Yadav, and. et. al, 2021).

Sainsbury has been trying to maintain the diversity of its workforce by regulating the employees of the organisation. Earlier the ratio of women working in Sainsbury was less than 30 percent. Through its various employee awareness programmes and cultural diversity campaigns, the women working percentage has increased from 30 percent to 52.7 percent in total workforce (GlobalData, 2023). The diversity in workforce is being reduced by the management of Sainsbury to provide equal opportunities to every person and create a healthy environment for the employees. Sainsbury is still trying to increase ratio of the senior leadership posts and senior management posts as they is only 35 percent of women working on those posts. Till now the company has focused to increase the discrepancies in the diversity of the workforce in the organisation. It is Sainsbury vision to provide a discrimination free environment to the employees to the company so that they can work free and contribute to the success of the organisation.

Business Communication barriers

Business communication is a process of providing or sharing information between workers and managers within organization. Sometimes business communication faces different barriers, which impacts on performance of people within organization. Business communication barriers such as:

Emotional barriers- A person that have ability to understand emotions are more capable to understand things with compare of people who is not emotionally strong. An emotional barrier affects communication in the organization. People who have lack of emotional understanding cannot be able to understand emotions of their colleague or team members within organization which is highly effective barrier in business communication. Pride and anxiety is part of emotions, so when employees feel such emotions than it impacts negatively on company's performance as well as productivity (Al Shamsi, and et al. 2020).

Linguistic barriers- Linguistic barrier are one of the biggest effective communication barriers. Variation and difference in languages and dialects of different places can lead to ineffective business communication. In UK, within few kilometres the dialects of two regions are changed, leading to this barrier. Apart from this, in the organization, different workers have various

linguistics skills, which beneficial for operations of the company. Sainsbury is also a large organization it is also facing linguistic communication barrier in its firm.

Culture barriers- In business communication, culture barrier are also harmful for an organization. Because of globalization, different region employees or people are working in same organization. Because of the newer region or environment employee faces culture difference, this impacts on their communication in the organization. In Sainsbury, many employees belong to different region so they are differing from each other in several terms like religion, food, dressing and so on. These different culture factors are affected communication in the company (Al Shamsi, and et al. 2020). To deal with this barrier Sainsbury is always offering culture courses to its new employees, so that this barrier cannot affect business communication of the organization.

Poor channels management- Poor management of channels is also barrier for business communication in organization. Poor management leads to problems and issues such as: it creates misunderstanding and confusion between employees as well as managers of the organization, decreased company's productivity and poor coordination between different departments of the organization. These problems and issues can impact negatively on business communication of the organization, so company should work on communication channels and improve them for reduction of barriers (Hyland-Wood, and et al., 2021).

Attitude barrier- Different people have different nature or attitude. Some are introverts, while others can be extroverts. These different nature employees raise barriers in communication. Attitude term is made up from pride, ego and rude behaviour. These factors are affecting communication in negative ways. Most of the time attitude of employee negatively impacts on business communication and creates problems in the organization.

Technological barriers- After digitalization and technological development cost of business operation have increased. In the organization it is not necessary that every people can understand new technology and its uses. Lack of technical knowledge and information is also effecting business communication of Sainsbury Company.

Physiological barriers- Disorders or diseases can impact on business communication. Problems like the shrillness of voice, dyslexia and low confidence etc are most common part of physiological barriers. These problems can be occurred easily within the employees of the organization. Sainsbury is also facing this type of issues in its firm. Employees of the company have suffered from physiological barriers which is directly impacting on performance of employees, so company always aware about it and gives them proper practice and treatment.

Psychological barriers- Mental issues and psychological problems are also a barrier for effective communication of the organization. Stage fear, speech disorders, communication phobia etc these things effects business communication and makes new issues and problems for organization. Sainsbury is a large organization so there are several employees which have psychological problem (Hyland-Wood, and et al., 2021). Ander, overconfidence and false assumption is also a part of psychological barriers. So whenever company is facing this type of barrier in its business communication system than they try to find solution to reduce this barrier in the organization.

Lack of clarity- Lack of clarity in communication is one of the biggest barriers to business communication of the organization. Poor communication or lack of clarity leads to frustration, misunderstanding and conflict. Because of lack of clarity employees of the company do not find their proper job in the organization, which is impacted on performance of the employees of the organization. In the beginning Sainsbury Company faced this communication barrier in its business and the results of this barrier company went through their toughest phase.

Effective communication strategies

In the organization, building an effective communication practice is important. For that purpose, company should be aware about communication barriers and problems. To improve communication in the organization Sainsbury must improve current communication method or style. After analysis company can improve communication and reduce all barriers of communication from the organization (Chou, and Budenz, 2020).

Uses of new modes of communication- New mode or multiple modes of communication can be helpful to effective communication in the organization. Sainsbury should use new method or modes of communication with others. Company should modes like aural in which sound and music can be used, visual mode by using images and videos, gestural mode like using expression, movement and body language while doing communication with others. These new modes will help organization to reduce barriers of communication in Sainsbury.

Provide feedbacks- Feedback and personal conversation will also help to improve communication between employees and managers. Fair feedback is of the best communication strategy which is used by organization. So Sainsbury should use this strategy in its firm and will provide fair feedback to its employees regarding their work performance. Feedback strategy improves self confidence in individual (Chou, and Budenz, 2020). This is most effective strategy to do in the organization.

Reduce distraction- Less distraction improve communication in the business. Organization always should aware about that any kind of distraction does not affect work performance of employees. So company should do things to reduce distraction from the organization. So that employees can be focused on their work and serious about their productivity and communication with other employees.

Acknowledgment of employee's opinion- Acknowledgment of employee's opinion is also a best communicative strategy, which is effective and best strategy. Sainsbury should use this strategy in its firm and give importance to employee's opinion and ideas about work performance. This method or strategy will increase self-confidence of individual employee, which is most effective function of acknowledgment communication strategy.

Use appropriate spelling and grammar- Company should avoid using slang, abbreviations and jargon in their communicative language. Because most of the people face issues with this type language, also company should work on spelling and grammar mistakes of individual verbal communication of employees. Sainsbury should use this communication strategy and avoid using

slangs and jargoning in their official communication practice (Enke, and Borchers, 2021). This strategy will defiantly help to reduce communication barriers of the business and organization.

These all business communication strategies are best recommendation for reduction of communication barriers from the organization. Other than this, for effective and positive work environment, Sainsbury should establish effective codes of ethics, encourage employees for active listening, create comfortable working environment, using best communication strategy is also beneficial for positive work environment. These processes will help company to improve its performance and make positive work environment.

CONCLUSION

This essay has described about importance of international communication in the development of the organization. It has explained that international communication improves process and functions of the company. In this essay different international and intercultural theories had explained and culture sensitivity like diversity, environmental changes and economical changes affected Sainsbury has explained in this report. Also in this essay communication barrier has described which impacted company in a various ways. So this essay has concluded that to maintain international communication, company should overcome barriers of the communication and improve international communication system by using best strategies and techniques.

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