

Intercultural Communication

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INTRODUCTION

- ▶ Intercultural communication refers to the communication of the different cultural boundaries.
- ▶ Takes place when two or more people interact with each other who are coming from different countries (Jones & Quach, 2007).

TYPES OF INTERCULTURAL COMMUNICATION

Interactive
Approach

Dialectical
Approach

Critical
Approach

CULTURAL CHALLENGES



Understanding the main objective of cultural differences.



Difference in cultural values and norms to run a business.



Using fixed values to identify the culture of the other company.

CONTINUE

- ▶ Ethnocentrism (McFarlin & Sweeney, 2014).
- ▶ Predicting that other cultures are similar rather than different (Hart & Marenco, 2014).
- ▶ Anxiety.

CORE CULTURAL THEORIES

Some theories to evaluate the eastern Chinese culture and the western British culture:

- The main influence of the cultural differences between China and the UK is the behavior of the customer.
- These can be defined as Edward T hall's Theory as well as Hofstede's dimensional culture.

Edward T hall's theory

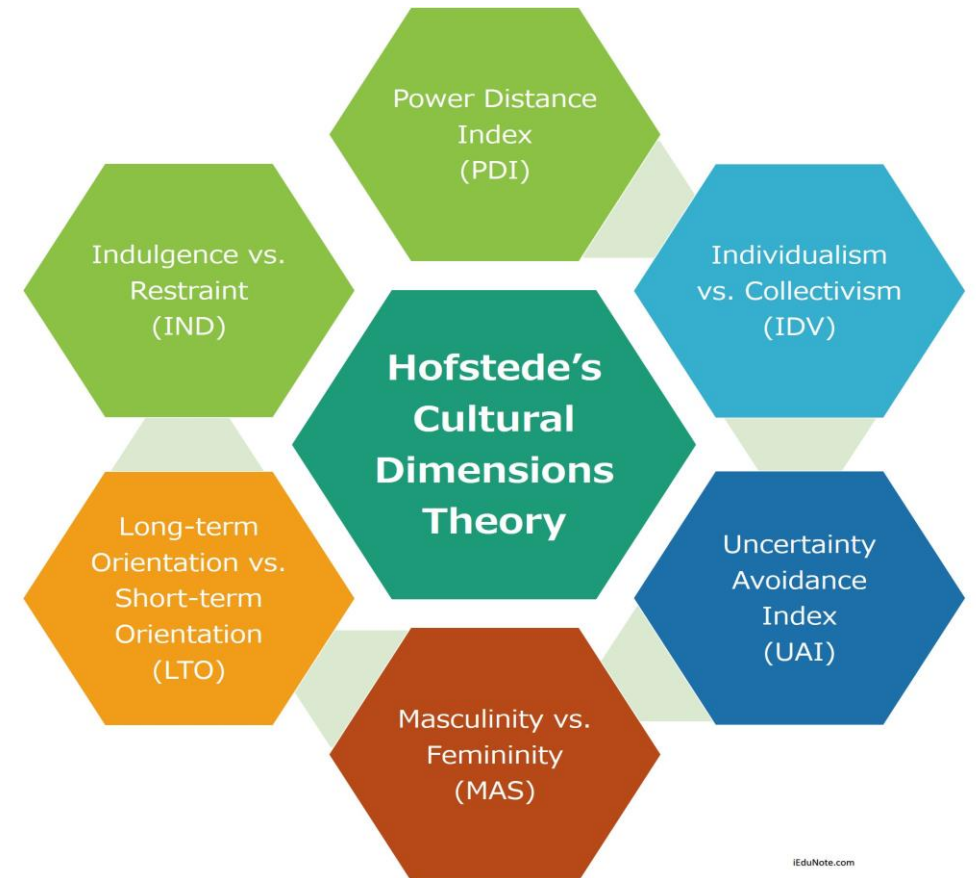
- Depicts cultural differences
- High context culture (Schilling & Kozin, 2009).
- Low context culture



Hofstede cultural dimension.

Power Distance:

- British culture falls into low PDI (Hofstede, 2011).
- China falls under high PDI



Individualism

British Culture

- Highly individualistic

Chinese Culture

- Highly collectivist

Uncertainty avoidance

- ▶ Embraced when people feel anxiety due to the uncertain or unknown situation to deal with.
- ▶ High UAI means people are governed by the rules and regulations and they try to avoid ambiguous situations as much as they can (Favaretto et.al, 2016).
- ▶ Both countries fall under low UAI.

Masculinity

- ▶ it is defined that people are how much they stick with the values, norms, and traditional differences between males and females.

British	Chinese
Highly masculine	Masculine society oriented
Highly success-oriented and shows equality	Traditional role of male achievement

Long-term orientation

- ▶ This dimension defines whether the society is long-term standing or short-term.

British

- Short-term oriented

Chinese

- Long-term oriented

IMPLICATION FOR MANAGERS

Chinese consumers should take decisions on their own instead of depending on public opinions.

UK is more likely self-centered to fulfill their goal and less concentrated on public opinion.

Chinese people are more sophisticated and individualistic (Ordóñez-Barona, 2017).

UK human resource managers need to recognize individuals based on their performance which will create a negative impact on Chinese employees.

Low individualism may demotivate the Chinese employees.

RECOMMENDATION

Research

Research the culture and customs of both countries to relate to the operation of the business strategy.

Adjust

Adjust to the cultural differences from each other.

Respect

Respect the culture and emphasize the custom

Take

Take action for those who come from the other cultural norms.

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THANK YOU

ANY QUESTIONS?

