

PROGRAMME: BA BUSINESS MANAGEMENT

MODULE: INTERNATIONAL BUSINESS

COMMUNICATIONS

MODULE CODE: LCBB6001

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Contents

Introduction to British business communication:	3
Introduction to British Airways PLC:.....	3
Hofstede theory on the UK:	4
Jandt's theory on intercultural cultural communication:	5
Cultural sensitivity when doing business in the UK:.....	6
Diverse communication barriers experienced by British Airways:	7
Communication strategies and recommendations for British Airways:	8
Conclusion:	9
References:.....	10

Introduction to British business communication:

The British people use a diplomatic language style almost the same as the Asian people. British people place diplomacy strongly before starting any kind of direct communication in almost all of Europe. In any situation in business British people try to be much more non-confrontational and also try to compare frankness with open contests because they fear that directness may offend the next party. Another example of British people being diplomatic is that they use code language also in a coded way and also they prefer to say unappealing words by using more positive, acceptable phrases. In the environment of British business, humour is practically prevalent. British business usually uses more humour when the situation is more difficult and tense. It does not mean that British people do not take the critical situation seriously. They use humour to ease the tense situation in the UK and they use the humour mechanism to keep the tense situation calm, non-emotional, and reserved. British people do not promote themselves and they are more self-deprecating (Business, 2020).

Introduction to British Airways PLC:

This airline company is an air transport company and was established in April 1974. It was formed in the amalgamation of some airline companies such as British European Airways, British Overseas Airways Corporation and their other related companies. Three airline companies had united themselves to form British Airways to manage all the national and northern European flights in November 1938. Then the British government decided to join forces and nationalise British Airways and Imperial Airways and formed British Overseas Airways Corporation. The foremost flight that was introduced by BOAC was the first jet passenger in the world on May 2, 1952. It started to operate the initial service of a transatlantic jet on October 4, 1958, between New York City and London. The company British Airways was sold by the British Government to the public to offer them a huge share of British Airways. At the beginning of The 21st century, British Airways became one of the largest companies with the biggest air carrier flights globally (Britannica, 2023).

Hofstede theory on the UK:

As stated by Sochor (2020) it is a theory by developed by Greet Hofstede and a structure to understand cross-cultural communication. The analysis of Hofstede is helpful to reveal the unique culture of the UK people and the effect of the UK culture on the way of doing business with other people who belong to other communal backgrounds.

Power-distance:

The score of the UK in power distance is low in culture. It is a measurement of the area which shows that members who have less power in British society look for unequal power distribution and they also accept the fact. From this, it is identified that UK people usually believed that inequality in power distance must be minimised. It has its implications among many tiers in UK society, but in the workplace, it generally converts into a flat structure of a team where hierarchy is usually for benefit only. In the UK, employees want to get familiar with the managers, they expect an easy talk with the managers, and they want to be in the meeting to consult each master of any project (Insights, 2023).

Individualism:

The score UK is high in individualism which shows the degree to which an individual's self-image is described in the terms of 'we' or 'I'. UK is a country that follows individualism and the people of the UK anticipate taking care of themselves and their present families. The people in the UK are less bothered about investing in their community and society. People with this thinking of individualist societies intend to value their privacy, they only think about themselves, and their purpose is always to fulfil their requirements. Personal relationships are very much essential and the major key to continuing business. The people UK must learn to invest their time in negotiating with this significant side of the culture (Insights, 2023).

Masculinity versus Femininity:

Under the analysis of Hofstede, the UK is fairly considered a 'masculine' country and the score of the UK is 66 in this cultural dimension. The society of the UK intends to value competition, attainment, and success and they give less valuation on the attributes like being a modest person, getting too good for others, and estimating life quality. In the UK people intend to value their careers and they feel comfortable expressing their ambition. When the UK people visit another country for a job, they try to find out about a massive masochistic culture of work (Insights, 2023).

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Uncertainty avoidance:

The score of the UK in this section is low and that means the people of the society of the UK are easy with uncertainty avoidance and they tolerate the lack of information about the results in future. UK people work hard in the present but are not interested in the future outcome of any project they are doing. The employees from Russia, Poland, and France might struggle with the norms of the UK. The UK society norms may not be accepted by other cultural societies (Insights, 2023).

Long-term orientation:

The score of the UK is neutral in this section of time orientation. It means the society people in the UK reconcile and deal practically with the recent challenges while keeping relations to the past. The people of the UK do not compromise with the situation and also they think practically with proper respect to their past culture before making a decision (Management, 2023).

Indulgence:

In this sector the UK scores high and that means the culture of the UK is indulgent. People of those societies that are classified in indulgence by a high score show a desire to identify their incentives and wishes to enjoy their life and have proper fun in regards. Regarding optimism, these people tend to show a positive attitude (Management, 2023).

Jandt's theory on intercultural cultural communication:

The author Fred E. Jandt guides the readers with some major concepts and helps the readers to get connected with intercultural competence in their life experiences to improve their understanding of intercultural communication (Jandt, 2020).

Gender identification:

The discussion of intercultural communication is not limited to some limited aspects. It may also be shown as communication among gender. The communication style can be identified by the style of all genders. It discusses the diversification among man and woman employees in a workplace as per the style of communication, their attitudes, and language strategies. In some countries, the management of an organisation distributes power to the employees as per their genders and in most countries, females are the most avoided gender and they face a payment gap also. In the UK there are not too many differences in payment as per the equality rules placed by the UK government.

So, British Airways also tries to avoid inequality among its employees. British Airways's commitment is to keep the balance between male and female employees (Airways, 2023).

Immigration:

Immigration means people immigrating from one country to another country for the sake of a job as large companies are hiring employees from all over the world. In the time of globalisation, people shift to another country for more prospective jobs and to show their qualifications and work performance. After Brexit rules took place many employees who were working in the UK, immigrated to Europe for more prospectus and beneficial jobs. The same thing happened in the workforce of British Airways. Many skilled employees of British Airways left their jobs and immigrated to other countries or Europe for better options. British Airways is facing issues while working with new faculties and services are being interrupted because the employees are not properly skilled (Webb *et al.* 2023).

Cultural sensitivity when doing business in the UK:

Meetings in the UK:

The British people usually like to work in groups with the people they know well and with whom they can get connected and with those people they can recognise easily. In British organisations, the management sets the schedule of meeting in advance because their meeting consumes much time. Most of the business associates like to set an agenda and these people generally begin discussing their business after a small introductory talk. The style of meeting discussion may be informal or unofficial but the nature of the British people is task-oriented, every contributor to a meeting generally has to leave the meeting table delegated with a precise task. The same rules are followed by the management of British Airways as the workforce is comfortable working in a well-recognised group. Also, in the meeting, they informally provide proper advice (Expatica, 2023).

Negotiations in the UK:

The negotiation style of the British is skillful and tough, they negotiate skillfully and toughly. At the negotiating time, it is essential to keep polite and calm. The British use an unofficial and humorous communication tone to hide the real seriousness of the issue they are discussing. Many business people in the UK follow a reasonable and practical approach while negotiating with other partners or companies. Only in some rare cases, do these British business people announce a

commitment directly but the business agreements must be written on paper as per the formality. While negotiating with other business associates British Airways also follow the same negotiation styles by being reasonable and practical and in a light mood (Expatica, 2023).

Time perception in the UK:

In recent times British people have formalised being late for any social meeting. So, they are being advised to show up for a meeting at the scheduled time. Usually, British managers work for a longer time than their European fellow workers. So, British employees might miss their lunch breaks and take their work home to finish it. The employees of British Airways also have to follow the schedule to complete their work on time (Expatica, 2023).

UK meetings and greetings:

Throughout the UK, humour is an essential part of the usual indirect communication. Even if the British people are famously well-known for their humour and irony, sometimes some non-native people misunderstand their business opponents and business partners at the beginning of their business. Minimisation of sentences and substitute words are generally used and must be identified as a way of indirectly highlighting a point, for modesty reasons, to avoid embarrassment and to reveal criticism, etc. in the workforce of British Airways same way of meetings and greetings are followed while attending a meeting or at the time of greeting and talking to each other (Expatica, 2023).

Diverse communication barriers experienced by British Airways:

Language and hearing barrier:

If any person has a hearing disability or can not speak fluently in English, they might face a challenging and hard time understanding the words of other native British people. These kinds of people may understand some of the messages but there is a big chance that they might miss some crucial information. In these kinds of situations, it is essential to make all required arrangements for accessibility to make sure that they can communicate with each other effectively and efficiently. To avoid this situation companies must provide a language translator service or interpreters for sign language.

Physical barrier:

Physical barriers are one of the most general and common barriers to communication. Generally, the utmost efficient way of communication is face-to-face communication but it is not always

possible, particularly for businesses whose branches are situated in different locations or whose workers are from remote areas. At the time working with physical barriers, it is essential to change the general techniques of communication. While talking to some employees over the phone the manager can not depend on non-verbal communication. Transparent and direct communication is important to maintain a safe and productive working environment (Editorial, 2023).

Cultural barriers:

The differences in verbal communication and the different forms of conversation can generate similarities among all different cultures. People from different cultures and historical periods converse distinctively and have diverse thought patterns. A cultural communication barrier mainly occurs when a conversation happens between people from two or more cultural backgrounds. People face cultural barriers in their daily life and workplaces. In the era of globalisation and digitisation, the entire world is executing and participating on a single platform. So, reciprocal understanding is essential between communicators (Theory, 2019).

British Airways is facing a problem with cultural barriers. Employees from all cultures must know about any kind of fault that is happening in their daily schedule. As people from diverse cultures fly with British Airways daily and if any kind of delay happens in the schedule of the flights, all employees must know the reason for the delay and the exact time of the departure of the flight. A passenger of British Airways has faced this problem as the employees of British Airways were unable to answer the question about the delay and rescheduling of flights. If the employees had information about the situation they would be able to provide information to the passengers. So, British Airways needs to change its culture to facilitate its customers.

Communication strategies and recommendations for British Airways:

Be clear about the goals:

The mission of a company must be the cornerstone of the employee's communications as well as other things. So, it must be transparent for the employees of the company who are working for the company. The company must provide a clear view to the entire workforce about the aims and objectives of the organisation to help the employees to understand the vision of their organisation. British Airways must involve its entire workforce to get success in the airline business to remain the best in the world. They must provide a transparent vision to the employees about the goal that the company is trying to achieve (Tariq, 2022).

Monitor the work of the company:

Companies have to ensure that they are collecting data continuously and asking for feedback from employees, partners, and customers. Companies must ask employees to evaluate their experiences by using the communication tools provided by the company. In this way, British Airways can recognise the modern trends of the airline market. Also, if British Airways are making any changes in their company policies, they can understand the immediate impact of the changes (Tariq, 2022).

Provide ongoing training:

This is particularly important if the system of any company is constantly changing but it is also important to provide training to new employees or existing employees with the different kinds of systems or processes of the business. British Airways must ensure the training sessions for the employees to make sure that employees are using their communication system. British Airways must arrange for regular training for all employees when they require to rewind their skills to make them more effective (Tariq, 2022).

Conclusion:

This report delivers a brief discussion of British business communication. A brief description of British Airways is also presented in the report. Some theories like Hofstede and Jandt are applied to understand the business culture of British Airways. Critical evaluation of cultural sensitivity in the business of British Airways in the UK is also explained in the above report. Different communication barriers that are affecting British Airways are thoroughly explained and appropriate strategies of communication and recommendation are given to enable the success of British Airways.

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