ONE PAGE SUMMARY

Language Learning › Business English › Cross Cultural Communication

Beginner lessons for Cross Cultural Communication

Master Cross Cultural Communication for Business Success

DEFINITION

> Cross cultural communication is the ability to communicate effectively with people from different cultures. It involves understanding cultural differences in language, behavior, and values.

KEY CONCEPTS

Cultural Awareness

Recognizing and understanding the differences and similarities between cultures.

Non-Verbal Communication

Understanding gestures, body language, and facial expressions that vary across cultures.

Active Listening

Engaging fully in conversations by listening attentively and responding appropriately.

Adaptability

Being flexible in communication styles to suit different cultural contexts.

Language Nuances

Recognizing idioms, slang, and phrases that may not translate directly between languages.

EXAMPLES

→ Using 'please' and 'thank you' in emails to show respect.

→ Nodding to indicate understanding, but knowing it may mean 'no' in some cultures.

→ Avoiding direct eye contact in cultures where it is considered disrespectful.

MEMORY TIPS

★ Think 'C.A.N.A.L' for Cultural Awareness, Non-Verbal, Active Listening, Adaptability, Language.

★ Use the phrase 'Listen and Learn' to remember the importance of listening.

★ Visualize a globe to remember the diversity of communication styles worldwide.

COMMON MISTAKES

✗ Assuming all cultures communicate the same way.

✗ Overlooking non-verbal cues in conversations.

✗ Using slang without checking if it's understood.

QUICK RECAP

Cross cultural communication is essential for successful business interactions. Focus on cultural awareness, active listening, and adaptability to navigate diverse environments.