

## **CULTURE ASPECTS IN COMMUNICATION**

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Business leaders know that intercultural savvy is vitally important – not just because they have to deal increasingly with globalization, but also because the work force within their own national borders is growing more and more diverse. Cultural aspects of communication are of great relevance in today's world which is now a global village, thanks to globalization.

Culture affects the way people think about business in their own society. An awareness of cultural attitudes toward business will help you communicate efficiently and effectively when working with people from other cultures. For example, Asian cultures, including Japan and China, promote teamwork and cooperation in business environments while Western businesses promote individual action and responsibility. Understanding these values will help you to create an effective communication strategy with partners from these regions. Culture directly affects business communication, both verbal and nonverbal. Some cultures, including Australia, the United Kingdom and Germany, place high significance to the words actually spoken. Other cultures, including Japan and Arab cultures, still place significance on the spoken word, but also place great significance on the context of the conversation. Silence carries significance in all cultures, and this might be interpreted in different ways during cross-cultural business meetings.

Some businesses may choose to pursue professional training in business communication with an emphasis on cultural understanding. For example, the Global Business Communication training program offered by the University of Colorado includes training on cross-cultural awareness for international business settings. Participants dissect cultural case studies, learn communication skills and practice sustainable business communication skills.

Culture is, basically, a set of shared values that a group of people holds. Every aspect of global communication is influenced by cultural differences. In international business dealings, reason and emotion both play a role. Which of these dominates depends upon whether we are affective (readily showing emotions) or emotionally neutral in our approach. Members of neutral cultures do not telegraph their feelings, but keep them carefully controlled and subdued. In cultures with high affect, people show their feelings plainly by laughing, smiling, grimacing, scowling – and sometimes crying, shouting, or walking out

of the room. This doesn't mean that people in neutral cultures are cold or unfeeling. But in the course of normal business activities, neutral cultures are more careful to monitor the amount of emotion they display. Research conducted with people who were upset about something at work, noted that only some cultures supported expressing those feelings openly. Emotional reactions were found to be least acceptable in Japan, Indonesia, the U.K., Norway and the Netherlands – and most accepted in Italy, France, the U.S. and Singapore.[1]

Ignoring culture in business communication can lead to problems and communication disruptions. Internal business communication can be disrupted or misinterpreted if workers don't share the same understanding of goals, expectations and processes. Understanding a culture can help businesses anticipate potential challenges or barriers in the adoption of new policies or processes before efforts break down.

### Recourse

1. How Culture Controls Communication [Электронный ресурс]. – Режим доступа: <http://www.forbes.com/sites/carolkinseygoman/2011/11/28/how-culture-controls-communication/#2f46ea3d4b8d>
2. Culture in Business Communication [Электронный ресурс]. – Режим доступа: <http://smallbusiness.chron.com/culture-business-communication-2922.html>