International and Intercultural Communication

BUS600: Management Communications with Technology Tools

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**International and Intercultural Communication**

The business world is a fast moving, fast growing phenomenon that not only relies on investments and capital but also on all aspects of communication, and how well you can maneuver the World Wide Web and all that comes with it. Globalization is at an all-time high and growing small businesses at a very fast pace, it is because of this that having great communication skills and being culturally competent is essential if the business owners want to continue to prosper.

**Communication**

There are many components or ingredients to being a successful business, however the key component to becoming a successful business is effective communication. Communication starts with that initial desire to start a business then later to grow a business. Many business leaders have gone global which usually means they have started operating internationally. Many successful organizations have found it to be very important to learn the culture of the nation in which they are expanding to, to not only be efficient but effective as well. There are quite a few barriers or challenges involved when it comes to communication, the barriers of international and intercultural communication are just the tip of the ice-berg. Every manager should know how to pinpoint these barriers, asses the possible damage and be able to fix it buy using effective different forms of communication.

**Geert Hofstede**

Geert Hofstede proposed one of the most widely-cited cultural dimensions. Per Baack, (2012) those dimensions are power, distance, individualism, masculinity, uncertainty avoidance, and short or long term orientation. Two countries were chosen to compare these six dimensions. The United States of America and China. These two countries are one of many powerful countries who are leading the business world.

**USA vs China**

The culture dimension between the two are very different and yet somewhat similar in certain aspects. These two countries are extremely involved in conducting business with one another. China’s economy relies mostly on export to stay afloat and the USA imports a lot from China Therefore, it is important for each one to be diverse in their knowledge for another’s culture to have efficient communication and a steadily successful business.

**Masculinity**

 When it came to masculinity both countries scored similar. Masculinity is the dimension in which society is driven or motivated by competition and the idea of acheiveing their golas and gaining success. When measured, the difference was not that much. While China did score higher it was not by a lot, it was by 4 points more than that of the U.S. This could have been for many reasons; however, it is believed that it was a result of a person’s desire to achieve their goals and eventually be the best in their field. (Neeley, 2015). The phrase “live to work” can easily be applied to both nations where the strive to be successful begins in adolescence.

Power Distance

When power distance was compared between China and the U.S., China’s power distance resulted with a higher ranking than the U.S. The distance between leaders and their teams in collaborative relationships ranked higher because the Chinese believe that inequalities among their people is acceptable and the norm. In the U.S., they believe that everyone should be equal and inequality is viewed as something bad not just by the leaders of the county but by their followers as well. In China, the people are not expected to achieve or aspire beyond their social rank. (Bourne, 2016). This difference between the two nations could make it difficult to have effective communication. Both countries should learn and understand the social norm within that country so that communication is not lost. The miscommunication will make it difficult for an American to seek employment in China since the American is used to equal opportunity and career advancement by means of social liberation.

**Recommendations**

To have effective communication among both countries and to be able to handle and do business the following need to be enforced:

* Cultural competences must be understood by both countries
* Respect of each countries beliefs
* Socially accepting of one another’s differences and can embrace them.
* Be open minded with one another
* Learning each other’s culture and helping bridge the gap between them

**Conclusion**

 In today’s fast paced business world, it is imperative that both countries doing business with each other understand the importance of cultural competence and must understand that diverse knowledge will continue to grow around the globe, especially for growing businesses. International and intercultural communication is key to growing your business and being successful in that business.

**References**

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