The Concept of Framing in Cross-Cultural Business Communication

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**Research Paper Analysis**

Adoption of an appropriate form of business communication is recognized as a necessary condition for the corporate organizations to successfully meet their organizational objectives. The broad idea of business communication is closely linked with the spectrum of cross-cultural organizational setting. It is one complex phenomenon for the stakeholders to meet the targets of proper communication considering various aspects of the cross-cultural workforce. It is noteworthy to mention that the concept of cultural frames is actively linked with the factor of human experiences under the domain of business communication and social interaction level.

           The central focus of the researcher in this piece of research work is to critically analyze the approach of frames and their implications in signifying experience considering the perspective of cross-cultural business communication. The idea of framing is considered by the researcher as the central domain to analyze various forms of cultural differences and their influence on the spectrum of business communication. The awareness, comprehension, and appropriation of differences are characterized as the fundamental aspects to determine the requirements of business communication when it comes to the main approach of cultural differences.

           It is noteworthy to mention that the dissimilarities of communication media can be observed by considering three basic forms of opposition. These main spectrums are characterized as high-context/low-context, sequential/synchronic, and affective/neutral cultures (Dumbravă, 2010). All these theoretical measures can be used to effectively determine the idea of cultural differences and apprehend business communication strategies accordingly. It is recommended by the researcher that the identification of basic distinctions in the form of language for diverse culture is an obligatory condition to develop and implement desired forms of business communication. Moreover, the practical approach of cross-cultural negotiations is another significant measure to positively influence business interaction through different verbal and non-verbal communication cues. Proper knowledge of different patterns of perception, and attitudes of people in a cross-cultural context is an essential condition to ensure a successful form of business communication between all the shareholders.

References

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