Name of Student

Name of Professor

Name of Class

Day Month Year

**Memo**

**February 11, 2019**

**To:** Supervisor

**CC:** Co-Supervisor

**From:** Monsef Khamlichi

**Subject:** Discussion on the importance of intercultural communication in terms of opportunities and challenges.

Purpose of this memo is to discuss the importance of intercultural communication in the modern world of globalization and how it is important for our organization to realize the differences in the communication in the various cultures so that we can avail the modern opportunities and face the challenges that cultural differences put on the global businesses. Intercultural communication is based on sharing the information across the various social groups belonging to different cultures, including the individuals from the distinct ethnic, educational, social and religious backgrounds. In global business companies and customers belong to different regions and culture that requires them to understand the differences so that they can communicate effectively and clearly without causing harm to their own company, their customers and their values. Our company, being the competitor in global business also needs to understand the communication requirements that need to take place with the personals from the other culture.

Cultures are classified as low context and high context cultures and both are different in terms of their values, associations, interactions, territoriality and leaning behaviors. Countries in Asia, central Europe, Africa and Latin Americans are High context countries and relies more on the implicit forms of communication that is often based on cues. Relationships are based on mutual trust and take longer to form or break. Also gestures, bodily communication, eye movements are essential. People are more close to their communities. Where as in Low context cultural countries like the ones in Western Europe and Australia, rely on explicit communication and don’t pay more attention to cues and gestures. Communication is very direct and relationships build and beak quickly and communication is considered as medium of exchange of information. All these behaviors also are depicted in their business practices. For example in Japan face to face communication is preferred whereas in America and context culture, communication is preferred on technological mediums of communication. Similarly lack of Thank you and please might offend the Traditional English community.

Culture has a serious impact on the way business is conducted. Knowledge of cultural implications and sensitivity is critical in an international context. Lack of cultural ethics and sensitivity in the organization can offend the current or potential clients and isolate the employees that work in distant locations of the world, which can indirectly ruin the image of a company and effect its business.

Hence it is essential for our organization to get intercultural communication training so that we can benefit to the fullest from the employees that are from different cultural backgrounds. Also, it will benefit us to understand the global business community and their business performing ethics, which will benefit us in expanding our zone of services and to market them better. Following are few suggestions

* Conducting research on the other cultures.
* During interactions ask questions and show the willingness to understand the difference.
* Don’t ask yes/no questions, as it won’t be able to provide accurate insights regarding any matter.
* Pay attention to nonverbal communication.
* Hire people with degrees that emphasis on the regional studies.
* Conduct workshops regarding the importance of intercultural communication in the office.

Kindly consider above suggestions, so that we can increase our abilities in communication and avoid any harms due to lack of proper communication. If you have any questions about the discussion, and the points that I have suggested, contact me at 054-788377898.

Works Cited