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**The Importance of Cross-Cultural Communication to avoid Potential  
Misunderstandings.**

A thesis submitted as partial fulfilment of the requirements for the degree of *Master* in  
Didactics.

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## **Declaration of Originality**

I hereby affirm that the present submission is an original work, devoid of any previously published or authored material by another individual, and has not been utilized for the attainment of any other academic degree or diploma from any university or institution.

Date: .....

Name: .....

Signature: .....

## **Dedication**

This work is, first and foremost, dedicated to my loving parents, without whom none of this would have been possible and also to my Uncle who helped me a lot.

To my siblings who encouraged me through every step of the way.

To my brother

To my friends and to my colleagues

To all those who participated in this humble work.

## **Acknowledgment**

All the praises be to Allah, for it is he who has guided and aided me through not only this work but the entirety of my life. I would also like to extend my deepest and most sincere gratitude to my supervisor. The jury members who accepted to examine this work too.

## **List of Acronyms**

<b>T:</b> Teacher	19
<b>Q:</b> question	30

## **Abstract**

Cross-cultural interactions rely heavily on effective communication. Misunderstandings between cultures may lead to friction, lower output, and damaged relationships. Misunderstandings may be avoided by effective cross-cultural communication, which is encouraged by the findings of this study. These methodological concerns are explored in this work. Admiration serves as the foundation for cultural understanding and respect

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## **General Introduction**

Intercultural communication skills have become paramount in contemporary society, demanding the ability to interact successfully with individuals from diverse cultural backgrounds. Cross-cultural exchanges bring into play a multitude of cultural traditions, increasing the likelihood of misunderstandings and incorrect assumptions. The consequences of ineffective communication, characterized by a lack of understanding and accuracy, can range from misinterpretations and lost business opportunities to legal complications. Hence, the capacity to communicate successfully across cultural barriers is essential in order to mitigate potential misunderstandings arising from cultural divides.

A failure to grasp the significance of intercultural communication and cultural awareness can lead to negative outcomes, such as missed business opportunities, decreased productivity, and strained relationships. Individuals who lack cultural consciousness often overlook the ways in which cultural differences influence perceptions, attitudes, and actions. Therefore, recognizing the importance of intercultural communication and cultural awareness is crucial in preventing misunderstandings and promoting productive exchanges among individuals from diverse backgrounds.

This research endeavors to deepen our understanding of how individuals from different cultural backgrounds interact with each other and explores strategies to improve cross-cultural communication and sensitivity. It aims to investigate various facets of cross-cultural communication, including dominant and dramatic communication styles, linguistic barriers, cultural norms and values, and their influence on communication and comprehension. Furthermore, this study seeks to ascertain the significance of cultural knowledge and sensitivity in cultivating fruitful relationships, establishing trust, and fostering harmonious social and professional environments.

In light of these objectives, several research questions emerge. Firstly, why is it important to acquire knowledge about others' cultures before engaging in communication? Secondly, how can cultural awareness be effectively achieved? Addressing these inquiries will contribute to refining our understanding of the intricate relationship between culture and communication. It is hypothesized that culture and communication reciprocally influence each other: the culture in which individuals are socialized shapes their communication styles, while individuals' communication patterns can potentially impact and shape culture. This hypothesis will be further refined and examined. Moreover, it is assumed that effective communication with

individuals from diverse backgrounds necessitates awareness of cultural differences while preserving one's own cultural identity. This assumption emphasizes the importance of cultural sensitivity in fostering successful interactions.

To accomplish these research objectives, a qualitative research approach will be adopted, utilizing interviews and questionnaires with individuals and groups who possess prior experience working or studying across cultural boundaries. The study's findings will be presented, analyzed, and discussed in subsequent chapters, accompanied by a comprehensive review of existing research in the field.

The dissertation follows a structured framework. The initial chapter serves as a theoretical foundation, encompassing precise definitions of key terms related to cross-cultural communication, such as culture, communication, and intercultural competence. Additionally, it delves into the historical development of cross-cultural communication and examines influential theories in the field. By establishing a solid understanding of these fundamental concepts, readers can develop their cultural awareness. The chapter will also incorporate a thorough literature review on the main topic. The subsequent chapter focuses on the practical aspects of the study, outlining the research tools employed. Interviews and questionnaires will be conducted to gather relevant data from individuals and groups with cross-cultural experience.

Finally, the third chapter entails the analysis of interview and questionnaire data, accompanied by a comprehensive discussion of the findings. Additionally, this chapter will present suggestions for future research, contributing to the ongoing exploration of cross-cultural communication and sensitivity.

# **Chapter One: Cross-Cultural Communication**

## **1.1. Introduction**

This chapter provides an overview of the main points to be addressed. Firstly, it explores the multidisciplinary character of cultural studies and its implications for effective communication across cultural boundaries. The role of conversation in social integration is examined, emphasizing its facilitation of sharing thoughts and stimulating participation. The challenges arising from language as a barrier to cross-cultural communication are acknowledged. Additionally, the significance of understanding and acknowledging cultural differences for successful communication is emphasized, particularly in the increasingly globalized economy. The development of a shared understanding and its impact on strengthening cultural ties are discussed. Lastly, the role of empathy, cultural appreciation, and clear communication in mitigating tensions and fostering peaceful relationships is explored.

## **1.2. Definitions of Culture and Language**

This point of view is reflected in current academic definitions of culture.” culture as being comprised of tradition, habitus, way of life, and the memory of societies” Giesecke, A 2015, p.36). A widely recognized and often repeated definition of culture “Culture consists of patterns, explicit and implicit, and for behavior acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts, the essential core of culture consists of traditional historically derived and selected ideas and especially their attached values, culture systems may, on the one hand, be considered as products of action, and on the other as conditioning elements of further action” (Kroeber & Kluckhohn, 2020).

Culture is described as the collection of information, experience, ideas, values, attitudes, meanings, religion, time perception, principles, the notion of the universe, and belongings acquired by a group of people through generations via individual and communal effort. This accumulated knowledge and wisdom shapes how the group interacts with their environment and how they view the world around them as a result, culture can be seen as a continuous and dynamic system, constantly adapting to its changing environment while maintaining the core beliefs and values that give it its unique identity. There are too many meanings of culture one of the main essential points that was shared by linguists that is culture refers to knowledge systems shared reasonably by large group of individuals.

Language is a complex phenomenon with many facets, and no one can provide a precise meaning to it. Each individual has own understanding and appreciation of language, and it can be used to communicate different things to different people in different contexts. It is used by the speaker as a tool to produce sentences to communicate for certain specific choices. Language is also used to create literature, music, and art, it can convey emotions, thoughts, and ideas that transcend beyond everyday communication. By its very nature, language has a diversity and complexity that is not limited to any one set of rules or meanings, but it is systematic methodology to communicate. The meaning in language is essential to producing comprehensible messages between different people and cultures. Language allows the speaker to differentiate between different levels of formality and informality, providing them with the tools to make their conversations appropriate for any situation, but it also provides the ability to merge different words and ideas to form new expressions and encourages creativity by allowing the speaker to express their thoughts in unique ways that go beyond what is socially acceptable. Furthermore, language gives us the ability to interpret and express complex concepts, allowing us to communicate on deeper levels than just basic conversation. According to Chomsky (1968), there is more to language than just a collection of facts that we save in our heads until we need them. Instead, it's the one-of-a-kind mental ability that humans have that enables us to generate an infinite variety of new terms that we can understand right away, even if we've never heard them before. This talent is innate, and it is present in all individuals from the moment they are born. In addition, it is something that is shared by all people worldwide, irrespective of the languages they speak or the cultures they come from. Language was created to shape the way humans think and interact with each other. It was used by humans as a tool either to communicate or to exhibit their ideas and thoughts throughout the ages, and has evolved over time to reflect changes in society. As language evolves, it creates an ever-changing environment in which we can express our thoughts and feelings to those around us:

Language: The Cultural Tool explores one simple idea: that all human languages are tools. Tools to solve the twin problems of communication and social cohesion. Tools shaped by the distinctive pressures of their cultural niches – pressures that include cultural values and history and which in many cases account in many cases for the similarities and differences between languages. (Everett, 2012, p.14).

Language plays a significant role in message delay. The ability to communicate effectively is of paramount importance in any society, and having a common language that can be understood by all is essential. Whether the message is spoken or written, the understanding of the message

can be severely impacted by language. It is clear that language confers the ability to communicate effectively, which is a critical factor in the successful delivery of messages.

### **1.3. Definition of Communication**

Interpersonal and cross-cultural interactions rely heavily on effective communication as an essential component of human connection. The importance of not just communicating messages but also comprehending and expressing feelings, wants, and wishes is emphasized by Rosengren's (1999) definition of communication as an "intersubjective purposive interaction by means of doubly articulated human language based on symbols" (p. 38). Successful interactions can only be achieved by creative and skilled communication, which in turn requires an understanding of different communication styles.

Roman Jakobson's influential model of communication, proposed in 1965, provides a comprehensive framework for understanding the complex process of human communication. This model, rooted in linguistics and semiotics, consists of six key elements : sender, receiver, message, context, channel, and code. According to Jakobson, communication occurs when a sender encodes a message using a specific code, transmitted through a chosen channel, received by a recipient, who then decodes the message based on their shared code and the contextual factors at play. This model emphasizes the dynamic nature of communication and the crucial role of contextual factors in shaping the meaning and effectiveness of the message.

One of the primary goals of communication is the development of a shared understanding between the parties involved. Shared meanings are essential for effective communication, and they are built via the iterative process of encoding and decoding signals. Cross-cultural communication is becoming more and more crucial in the globalized world of today, as individuals of many cultural backgrounds communicate often with one another.

Norton (1978) distinguished between three distinct modes of speech: authoritative, dramatic, and lively. Cultural norms and beliefs have a significant role in shaping each style, which results in both strengths and disadvantages. For instance, whereas certain cultures value strong and direct speech, others place a higher premium on indirect speech. If you want to communicate effectively with people from various cultural backgrounds, you need to learn about and adjust to their unique communication methods.

Communication is a complicated phenomenon that calls for an in-depth familiarity with a variety of approaches to effective engagement. The ability to communicate across cultural boundaries is crucial in today's globalized society, as it helps us overcome misconceptions. Stronger and more genuine connections with individuals from different backgrounds are possible when we choose a communication strategy that is both open and flexible.

#### **1.4. Cross-Cultural Communication**

Cross-cultural communication generally is a difficult process, as language and cultural barriers can interfere with a successful exchange of ideas, but we can define it as the way people interact with each other across different cultures and backgrounds and the way they deal with each other either from a distance or face to face. Through cross-cultural communication, people can create understanding and bridge differences. In this content Through cross-cultural communication, people can create understanding and bridge differences by using the three dimensions of understanding in cross-cultural communication (intelligibility, comprehensibility, and interpretability) Intelligibility is the ability to understand the message another person is trying to communicate, while comprehensibility is the ability to express one's own thoughts and ideas clearly, and interpretability is the ability to recognize and respond to the feelings, values, and beliefs of the other person:

The above demonstrates that understanding has at least three dimensions (Smith and Nelson 2006). They are resumed as follows:

1. Intelligibility: the degree to which one is able to recognize a word or utterance spoken by another.
2. Comprehensibility: the degree to which one is able to ascertain a meaning from another's word or utterance.
3. Interpretability: the degree to which one is able to perceive the intention behind another's word or utterance. ("Global Englishes in Asian Contexts," 2009, p.17).

Aware of these three dimensions and using them when communicating, people can create a better understanding of each other, ultimately leading to more peaceful and meaningful interactions between cultures and increased acceptance of cultural differences Through open-mindedness and a willingness to accept other people's cultures, cross-cultural communication can lead to better understanding and deeper connections between different people from around the world.

## **1.5. Communication Styles**

Communication styles refer to the distinct patterns and approaches individuals employ when exchanging information, ideas, and emotions. Academic research has identified various communication styles that influence how people interact and convey their messages. These styles encompass a range of characteristics, such as assertiveness, directness, attentiveness to nonverbal cues, and the use of verbal and written language. Understanding and recognizing different communication styles can enhance interpersonal relationships, facilitate effective collaboration, and mitigate conflicts. Moreover, communication styles can be influenced by cultural, societal, and personal factors, making it imperative to adopt a flexible and adaptive approach to communication in diverse contexts.

### **1.5.1. Dominant Style**

Norton's (1978) characterization of the dominant communication style highlights the importance of high-level speaking, strong language usage, and a formal tone. Historically, the use of eloquent speech and formal language has been viewed as the superior form of communication, conveying a sense of authority and expertise. Individuals who adopt this style of communication are perceived as more credible, and their message is more likely to be received positively due to their confident delivery. This communication style has been prevalent since the early 19th century, and it continues to be a desirable mode of communication today. In order to communicate effectively in this style, it is essential to understand the expectations for communication in this mode and to develop the necessary skills to convey fluency and confidence.

For instance, a person utilizing this style must master the use of sophisticated vocabulary, impeccable grammar, and appropriate tone to convey their message effectively. Moreover, this style of communication is closely linked to social status and power. Individuals in positions of authority or those who hold prestigious titles are expected to adopt this style of communication. It is often associated with professions such as law, academia, and politics, where eloquence and formal language are highly valued.

### **1.5.2. Dramatic Style**

Norton (1978) claims that, the dramatic communication style necessitates the use of both justers, which are physical forms, as well as verbal techniques to conceive a performance of the message. According to Brown (2019), "Dramatic communication relies on creating tension, suspense, and excitement through the use of storytelling techniques, emphasizing the emotional



impact of the message". Through a combination of body language and intonation, the actors create a three-dimensional experience that conveys meaning on an emotional level, allowing the audience to identify with the characters. The ones who are using this style must also be able to think quickly, being ready to make adjustments if a mistake is made or if the improvisation of a scene doesn't lead to the desired outcome in this way, communication through the use of drama can be a very powerful tool, providing a unique form of expression that allows actors to convey emotions and ideas in a way that speaks directly to the audience. "Dramatic refers to communicating in a way that highlights or understates content "(Sypher et al., 2004, p134.). The ability to use dramatic communication is a critical part of any actor's craft in sending messages.

### **1.5.3. Animated Style**

Body language is used by animated communicators to disclose more about their ideas and feelings than spoken communication. People who utilize this style focus significantly on facial expressions to communicate meaning while dealing with communication partners. Eye contact to convey interest in a communication partner or to expose emotions, smiling to show pleasure, and nodding to offer support or agreement are examples of these expressions. Communicators who use an animated communication style commonly gesture, using their hands as well as posture and body positioning to communicate thoughts. In addition to facial expressions and gestures, communicators often use vocal inflection such as volume and pitch to emphasize certain words. According to Johnson (2018), the animated style of communication is "a dynamic and visually captivating approach that utilizes movement, color, and expressive characters to effectively communicate ideas and evoke emotional responses" (p. 72). Furthermore, a communicator utilizing this style may also use language such as vocal fillers (e.g., "um," "uhh," "like") to indicate hesitation or to clarify thoughts in order to ensure that the message is being understood by their partner.

## **1.6. Relationship between Culture and Communication**

Communication and culture have a relationship that brings these two complex concepts together. From the language and symbols, we use to communicate with one another to the values and norms of a particular culture, communication plays an integral role in creating and perpetuating shared cultural identities, and the two are based on each other, as many linguists have noted that while people communicate through language with each other, they share some values that shape the culture itself. Communication also serves to transmit culture from one generation to the next, allowing values and ideas to be passed down and shared among members

of a culture. It is evident that communication and culture are mutually dependent on each other, with language being the key factor in creating and sustaining shared identities within a particular culture. According to Latane (1996), communication is not the only essential feature of culture, but communication by itself is enough to account for the creation and propagation of culture. Communication, then, serves as a bridge between the past and the present, allowing people to share in the collective experience of their culture. As well as providing a framework for the sharing of values and beliefs, communication also helps to unify different cultures by allowing people to exchange ideas, share experiences, and understand each other in a way that would otherwise not be possible:

Communication is the basic social process in which natural and cultural senses are cultivated. Communication transforms raw space into a natural and cultural senses, into a place that is publicly meaningful in social terms. A condition and consequence of symbolizing activity, a process and outcome of communication, is the fashioning of places in humanly sensible, mutually intelligible, and actionable terms. Common senses of what is natural and cultural, then, are inextricably intertwined within human symbolic practices, with what is particularly intelligible about each of these processes deriving from local communicative practices (Cantrill & Oravec, 2014, p.38).

Communication serves as the key to cultural exchange and growth, allowing different cultures to learn from one another, share knowledge, and ultimately come to a mutual understanding.

### **1.7. Cultural Relativism**

Cultural relativism, therefore, serves as a fundamental starting point for any discussion of cross-cultural communication. It recognizes that what is considered "normal" or "typical" in one culture may not be the same in another, and that there is no objective ranking system that can place one culture above another.

Cultural relativism should not be used as an excuse for tolerating harmful practices or behaviors. It is crucial to recognize that cultural differences can lead to misunderstandings and conflicts, particularly in situations where individuals from different cultures must work together. This is particularly important in the context of today's globalized world, where individuals from diverse cultural backgrounds regularly interact in both personal and professional settings.

To mitigate potential misunderstandings, individuals must equip themselves with sufficient knowledge about the nature, origins, and significance of cultural differences across

civilizations. Such knowledge can help individuals understand and appreciate the values, beliefs, and behaviors of other cultures, leading to a greater sense of empathy and mutual respect.

Herskovits (1955) argues that "rather than imposing our own cultural values on others, cultural relativism calls for understanding and respecting diverse cultural perspectives". In addition, it is essential to approach cross-cultural interactions with an open mind and a willingness to learn, adapting one's communication style to the cultural context at hand. Kottak (2019) emphasizes that "cultural relativism reminds us that we should approach other cultures with an open mind, recognizing the validity of their beliefs and practices within their own social and historical context".

Eventually, it is important to recognize that achieving a compromise in cross-cultural negotiations requires a solid understanding of the stakes involved on both sides. This requires not only cultural competence but also a keen awareness of power dynamics and social hierarchies. By approaching cross-cultural communication with humility, curiosity, and a commitment to learning, individuals can build stronger relationships and promote greater understanding and respect across cultures.

## **1.8. Cultural Ethnocentrism**

Ethnocentrism is a complex phenomenon that has significant implications in both personal and professional contexts. It is a belief that one's own culture is superior to others, leading to the perception that people from other cultures are inferior. "Cultural ethnocentrism can be defined as the belief that one's own culture is superior to others and that it serves as the standard by which all other cultures should be judged" (Samovar, Porter, & McDaniel, 2016, p. 29). This perception results in a biased and narrow-minded view of the world, which can cause misunderstandings and conflicts in interactions with people from different cultures. Ethnocentrism can occur at different levels, ranging from individual to societal, and it can be both conscious and unconscious. In the context of foreign business, ethnocentrism can lead to a significant disadvantage. The assumption that tactics, tools, and ideas that work well in one's country will work well abroad can be a fatal mistake. Changes in the natural world, such as cultural differences, are not taken into account, leading to misunderstandings, conflicts, and even business failure.

It is essential to adopt a culturally sensitive approach to do business in foreign countries, which involves acknowledging and respecting cultural differences. To overcome ethnocentrism in foreign business, it is necessary to understand the complexity of the issues

involved. Checklists for human variables are helpful when doing business in a foreign country because they give some guarantee that all important things have been thought of. It is possible to put residence goals first while still being aware of changes in the world and the problems that come with them.

It is also crucial to keep in mind the bigger picture, which involves the global implications of business decisions. Foreign companies must ensure that their goals align with global goals, and a cost-benefit study of the choices that are being considered is often suggested. It is crucial to recognize that people tend to resist change that could disprove a deeply held belief. Therefore, it is necessary to adopt a diplomatic approach to overcome ethnocentrism in foreign business. Diplomacy involves negotiating and compromising to achieve a mutually beneficial outcome that respects cultural differences. It is also essential to acknowledge that there are times when the bad things about a change outweigh the good things about it, and in such cases, it may be necessary to reconsider the decision.

In conclusion, ethnocentrism is a pervasive phenomenon that can have significant implications in personal and professional contexts. In foreign business, it can lead to misunderstandings, conflicts, and business failure. To overcome ethnocentrism, it is necessary to adopt a culturally sensitive approach, keep the bigger picture in mind, and practice diplomacy in negotiations.

## **1.9. Measuring Cultural Differences**

It is important to give serious thought to the measurement strategy when operationalizing a study variable. Multi-measure procedures often give a more accurate depiction of the topic being measured, whereas single-measure approaches provide a basic and uncomplicated approach. Using a number of indicators that together capture various facets of the issue under study constitutes the "composite-measure" strategy for operationalizing variables. When a single metric cannot be relied upon to fully convey the complexity of an idea, this method is often used. The method that Hofstede (1997) uses to examine cultural variations across nations is a great illustration of a composite-measure strategy. Several indices, such as power distance, uncertainty avoidance, individualism, and masculinity, are included into the methodology to capture cultural nuances. A society's level of inequality in its power structures may be evaluated using the power distance index.

The individualism score evaluates the prevalence of individualism in a culture, whereas the uncertainty avoidance index examines the degree to which a culture shies away from the unknown. It is the individual's duty to provide for him or herself and their immediate family

in individualistic society. Success at the individual level, freedom of action, and independence are valued more highly in these cultures than collective objectives. Members in collectivist societies, on the other hand, are obligated to put the group's demands ahead of their own because of the higher importance placed on the group. Loyalty to one's loved ones, one's community, or one's cause is a common trait among these people.

The masculinity index, often called "Achievement vs. Relationship," measures how much an individual values his or her own happiness above that of others. Male-dominated societies place a premium on excelling in one's field and comparing oneself to others; they also tend to evaluate people based on how well they've accomplished their objectives.

Feminine cultures, on the other hand, place a premium on interpersonal connections and evaluate people based on their contributions to group cohesion, collaboration, and compassion. Thus, while trying to operationalize a variable, it is important to think about how you want to measure it. Researchers must choose the methodology that is most appropriate for the topic being examined, since both single-measure and composite-measure procedures have their advantages and disadvantages. The composite-measure approach includes combining many indicators to capture distinct facets of a complex subject, and Hofstede's method for assessing cross-national cultural variations is a great example of this kind of analysis.

### **1.10. Reconciliation of Cultural Differences**

As an outcome of globalization, there has been a dramatic rise in cross-border trade and travel. Those who are sent abroad for business purposes should study up on both their native culture and the customs of the nation they will be working in. People in this situation need the freedom to choose whether or not they need to adjust their conduct to fit in with the norms of their new community. It's important to think about how people would typically be welcomed in different cultures. This is a social convention that members of that culture either intentionally adopt or unconsciously absorb. Employees working in a foreign nation, for instance, should be aware of cultural variations in problem-solving approaches and be ready to adjust appropriately. According to Mezirow (2003) the process of reconciling cultural differences necessitates a disposition towards transformative learning, which involves critically examining one's own cultural assumptions and being open to adopting different points of view. Developing a tolerance and appreciation for others' ways of life may be challenging at times, but it's essential in today's more globalized workplace. Reading about and talking to people of various cultures is a great approach to broaden one's perspective.

People need to be very careful about publicly expressing their views on these other cultures. This is due to the fact that such ideas and beliefs may sometimes be symbols of unfair generalizations, partial views of a larger community, or circumstances that have altered significantly since their inception. At other times, they remain true to the original context in which they were made. On the other hand, they might serve as emblems for conditions that have endured throughout much of history.

People need to have an open mind while discussing cultural differences and avoid making broad generalizations. It's possible for a cluster of cultural practices to form when numerous countries are impacted by the same culture. These numbers, collected from many different cultures, might be used to group countries by the norms and ideals that are widely shared amongst its citizens. Language, belief system, region, etc. might all serve as qualifiers. It's possible that people won't notice as many shifts if they keep to going inside a cluster rather than between them. Workers at multinational corporations need not demonstrate the same level of cultural sensitivity as their counterparts in smaller businesses.

In conclusion, those who are sent abroad for employment must be well-versed in the customs of both their own nation and the one they are visiting. They need to be able to assess whether or not and to what extent they will need to adjust their conduct to fit in with the norms of their new community. While it's crucial to broaden one's worldview and appreciate other cultures, one must tread carefully while expressing judgments or comments about other peoples and their ways of life. Individuals may broaden their perspective and be ready for the increasingly globalized workplace by tackling the topic of cultural differences with an open mind.

## **1.11. Conclusion**

Culture is a dynamic phenomenon shaped by interactions between diverse communities. Effective communication fosters diversity and inclusiveness, allowing individuals to shape their identity and surroundings. Interpersonal communication promotes tolerance and understanding, leading to an inclusive society. Cultural relativism and ethnocentrism help appreciate cultural distinctions through diverse indices. Education, communication, and respect foster cultural competence. Recognizing cultural differences while finding common ground promotes a harmonious global community. Education and open communication are crucial for cultural understanding. Valuing diversity and mutual respect enhance interconnectedness and peace globally. Next chapters will focus on learning analysis and methodology.

## **Chapter Two: The Learning Situation Analysis and Methodology:**

### **2.1. Introduction**

Effective cross-cultural communication is increasingly important in today's globalized world, where individuals from diverse cultural backgrounds interact regularly. This research study adopts a mixed-methods approach, utilizing qualitative interviews and quantitative questionnaires, to delve into the significance of cross-cultural communication. By gathering insights from experienced teachers, this study aims to uncover the complexities and nuances of intercultural communication, providing valuable perspectives and experiences. The findings of this research have the potential to inform strategies for improving cross-cultural competence and fostering cultural understanding, particularly in educational environments. By examining the impact of cultural norms, exploring methods to cultivate cultural awareness, and considering the influence of cross-cultural interactions on individuals and educational settings, this study contributes to the broader understanding of effective cross-cultural communication.

### **2.2. The Significance of the Study**

In research papers, choosing the right approach is crucial since the application is the focus of the whole thing. The descriptive approach uses in this research includes the use of a questionnaire to collect numerical data for statistical analysis. It is also decided that a structured interview works best for this study. Data gathered in this instance is quantitative in nature. The descriptive approach allows the researcher to distill the data and present it in a meaningful way, providing new insights into the study problem. Using a structured interview, the researcher ensures that all participants are asked the same set of questions in the same order, making it easier to compare and analyze their replies.

### **2.3. Research Methodology**

To accomplish these objectives, this thesis will employ a mixed-methods approach, incorporating both qualitative and quantitative research techniques. As part of the qualitative component, the researcher will conduct interviews with teachers who have experience working across cultural boundaries. These interviews will provide valuable insights and perspectives on the topic at hand. Additionally, the researcher will administer questionnaires to gather quantitative data from the teachers, allowing for statistical analysis and a more comprehensive understanding of the research subject. The results from both the interviews and questionnaires will be presented and discussed in later chapters, alongside a thorough evaluation of relevant existing research.

## **2.4. Data Collection Tools**

Data collection tools play a crucial role in conducting research, and one such tool utilized by the researcher was a questionnaire. In order to explore the topic of cross-cultural communication and minimize the risk of potential misunderstandings, a questionnaire was administered to a group of 12 teachers. The questionnaire, designed in a simple and straightforward manner, aimed to gather valuable insights from the participants regarding their perspectives and experiences. Additionally, interviews were conducted with five teachers who possessed prior experience of working or studying across cultural boundaries. These interviews, conducted in a relaxed and conversational style, provide further depth and richness to the research findings. The combined use of the questionnaire and interviews enables the researcher to collect comprehensive and diverse data, shedding light on the complexities and nuances of cross-cultural communication in an accessible manner.

## **2.5. The Interview**

Interviews constitute a fundamental qualitative research technique, particularly in academic disciplines such as sociology, psychology, and anthropology. The fundamental objective of an interview is to gather data from respondents through the exchange of dialogue in response to unstructured inquiries. Interviews serve as a valuable research methodology, allowing researchers to gather primary accounts of participants' perspectives and experiences. Typically, during interviews, the individual conducting the interview is regarded as the authority on the topic under discussion.

The interviewer poses incisive inquiries with the aim of extracting perceptive answers from the interviewee. The interviewer functions as a facilitator by directing the discourse towards subjects that are pertinent to the research goals. In addition, it is imperative that the interviewer



possesses the necessary proficiency to formulate inquiries that are broad in scope, non-coercive, and facilitate the respondent's ability to articulate their perspectives using their own vernacular.

The use of interviews as a research methodology presents various benefits. To begin with, case studies facilitate comprehensive investigation of a specific phenomenon or experience, furnishing intricate and subtle details that may not be attainable through alternative approaches. Furthermore, researchers are granted the opportunity to delve further into the responses of participants, thereby facilitating a more comprehensive comprehension of their experiences and viewpoints. In addition, interviews afford researchers the opportunity to establish a connection with study participants, thereby cultivating a sense of confidence and promoting candidness. Notwithstanding, interviews as a research methodology are subject to certain constraints. A potential limitation of the study is the possibility of interviewer bias, where the personal biases and preconceptions of the interviewer may impact the formulation of questions and interpretation of responses.

## **2.6. The Questionnaire**

The method of collecting information from respondents via the use of an instrument known as a questionnaire. "Any written instrument that presents respondents with a series of questions or statements to which they are to reply either by writing down their replies or picking from among existing answers" is referred to as a "questionnaire." Brown explains that questionnaires may take on a variety of forms (2001, p.6). It is a series of questions or other prompts designed to elicit information from the respondent in order to fulfill the purpose of the survey. When designing a questionnaire for a research study, it is common practice to include a mix of open-ended and closed-ended questions. Respondents are given the chance to comment more on their replies whenever a lengthy and open-ended question is provided to them to be answered.. One is able to gain both qualitative and quantitative information from a questionnaire that has been prepared specifically for the goal of data collecting. In spite of the fact that the information may not always be presented in the style of a questionnaire, a survey will typically contain a questionnaire as part of its overall structure.

## **2.7. Introducing the Interview**

The interview consists of six questions, all of which address the aforementioned problem head-on. The purpose of the first question is to investigate the many ways in which various cultures may have an effect on the various modes of communication. In the course of this investigation, you may investigate how people's cultural backgrounds impact the ways in which they utilize language, nonverbal clues, and other forms of communication.

The second question concerns the significance of being aware of the norms that are typical in a variety of different societies. In order to prevent misunderstandings and disputes, this investigation may entail learning about the social, religious, and cultural behaviors that are acceptable in a number of nations around the world.

The third inquiry focuses on the most effective means by which an individual might cultivate a greater knowledge, and respect for, the customs and traditions of other people. This investigation could entail investigating various methods to learn about other cultures, such as going to cultural events, going on trips, or reading about other people's experiences.

The fourth inquiry concerns the ways in which one might shield themselves from the influences that the traditions of other people can have on their personalities. This concept is sometimes referred to as the impact of other cultures on personality. This investigation can include looking at how being exposed to people from various cultures might change a person's ideas, values, and attitudes.

In the fifth question, we are asked to consider the factors that contribute to cultural safety. As part of this investigation, it is possible that we may investigate the ways in which people and groups might keep their cultural identities while adjusting to new settings.

The last question of the interview focuses on the influence on pupils that occurs when they are in an educational setting and interact with individuals of other cultures. As part of this investigation, it is possible that we will investigate the ways in which cultural variety in schools might improve the educational experiences of students and foster cultural understanding and acceptance. The purpose of this interview is, more broadly speaking, to give insight into how individuals might gain intercultural competence and handle the cultural disparities that arise in communication.

## **2.8. Introducing The Questionnaire**

Eleven questions have been posed by the interrogator, and they range in focus and depth throughout the subject. In order to properly react to the query, it is crucial that the response supply answers that are both clear and concise. The first inquiry considers how cultural norms, such as language use and social conventions, shape interpersonal interactions. The second sets out to discover how one goes about cultivating cultural awareness and learning to appreciate the many customs, tenets, and values of humankind. When doing so, it's important to stress the value of excellent cross-cultural communication in fostering connections with people from different cultural backgrounds. To minimize misunderstanding, insult, or conflict, the future

one emphasizes the value of cultural competency in communication. This one then urges people to consider how their own sense of self could be altered by their interactions with those from different cultural backgrounds, and to look for methods to lessen the negative effects of such differences. Last but not least, we look at what may go wrong if we fail at cross-cultural communication, stressing the need of understanding other cultures to prevent misunderstandings, offense, and conflict.

## **2.9. Conclusion**

This chapter introduces the learning situation analysis and methodology for the research study on cross-cultural communication. It emphasizes the significance of effective cross-cultural communication in today's globalized world. The study adopts a mixed-methods approach, utilizing qualitative interviews and quantitative questionnaires to gather insights from experienced teachers. The interviews provide valuable perspectives and experiences, while the questionnaires collect numerical data for statistical analysis. This combination of methods enables a comprehensive understanding of cross-cultural communication. The findings of this research have the potential to inform strategies for improving cross-cultural competence in educational settings. The chapter acknowledges the benefits of interviews in gathering primary accounts and establishing rapport with participants. However, it also highlights the potential limitations, such as interviewer bias. The subsequent chapters present the findings, analysis, and implications of the study, contributing to the broader understanding of effective cross-cultural communication.

# **Chapter Three: Data Analysis and Interpretation**

## **3.1. Introduction**

Researchers rely heavily on data because it allows them to make educated decisions, pinpoint issues, and uncover potential solutions. Data for this research came from questioner and interviews with professors at the University of Saida dr. Moulay Tahar. The purpose of this part is to assess and talk about the outcomes of different data gathering strategies. The questionnaire and interview were structured to elicit specific information from the participants, and the resulting data underwent many stages of analysis and interpretation. After administering the questionnaire and conducting the interviews with the participants, the next step was to analyze the results. Separating the data into understandable chunks allowed us to spot commonalities and trends. The findings were then addressed in relation to the study's aims.

## **3.2. Interview Transcription**

### **Question 01: Does culture affect communication?**

**T1:** for sure because if for example someone ignores the background, the cultural background of others, it will affect them because they are going to get like kind of negative attitudes because you're not going to alter in the correct way.

**T2:** So, you said that does culture affect communication. Of course, culture don't affect communication because there is a close relationship between language and culture. People using language is like behavior, right? And our behavior is the result of our cultural aspect. If you remember, while I was teaching, I've given the example. If you remember, while I was teaching you linguistics and social linguistics, we have, for example, given the example of Salaam alaikom, peace upon you, which is like if you greet somebody, an English person or an American person using this expression peace be upon you, they may not understand what you are saying. Because this is common, this is the translation of something Islamic, something Arabic, part of the Arab culture. It's a sculpture. all right. Particularly when it comes to greeting, because culture sometimes may create certain miscommunications between members. Okay.

**T3:** Yes, of course. I mean, communication between different participants. I mean, you're talking about oral communication. And in particular, in a cross cultural or cultural setting? In a cross-cultural setting, when you have a participant, whose culture is different from the other participant's culture, an Algerian participant, and for example, a British participant. So, we have here two different cultures. So, this is a cross cultural setting. However, in intercultural communication, we have more than two cultures. We have, for example, a participant from Algeria, a participant from Britain, participants from Congo, a participant from Egypt. So different cultures. And here yes. It is very important if you know cultural principles, you can handle that conversational activity appropriately, because pay attention. Sometimes problems occur in communication simply because the other doesn't know about the principles of conversation of the other culture. Okay? So, yeah, it is important. It is influenced, I mean, communication.

**T4:** Well, actually, you know, I can say that culture really affects or influence communication since we can find it sometimes when we communicate with the people from foreigners, right, then we make some mistakes to understand them or vice versa. So, in order to improve this communication, we need to know about their cultures. In their cultures we can find different, let's say, aspects like religion, economics, politics, traditions, cultures, etcetera.

**T5:** Yeah, of course, culture is going to affect communication. Through learning different cultures, we're going to have to learn different pragmatics of language. Because you know the languages are different from one background to another. For example, to learn the Arabic language is not the same to learn the English language. The cultures are very different. They help in learning communication and fostering the communication.

**Question 02: What are the benefits according to you if you knew other's culture principles?**

**T1:** for sure I mean, it's kind of the image of respect if you want to communicate with others. You should first of all respect their differences, you should respect their culture, you should respect the way they dress, the way they eat and the way they behave, the norms and all the values.

**T2:** Yes, as I have said, if I knew all others cultural benefits, this may have avoided me certain communication trouble. For instance, I give you an example. Once I was in morning, I was in abroad and I had a problem and I was complaining about this. My interlocutor, the one I was talking to, he said, I'm sorry for this. I was like, I couldn't understand why he is apologizing. That story actually didn't mean that he was apologizing, but it means that he is showing sympathy. It's not an apology, but it has another meaning.

**T3:** Yeah, you know, there are some what we call cultural norms in communication. I just give you an example. In a country, I think, Latvia, when you nod your head, when you nod normally, it means what does it mean? When you nod to someone, it means yes. Okay? If you shake your hand from the left to the right, it means no. But however, in Latvia, it's the opposite. If you nod, it means no. If you shake your head from the left to the right, it means yes. Okay, so if you don't know about these principles, you cannot continue with the and sometimes it creates problems. So when you have knowledge about the others culture, you can be successful, communicator and you can get your messages, you know, conveyed appropriately.

**T4:** Well, for me I can say that there are plenty of benefits according to me that you know knowing other cultures principles. For example, we can say that they can facilitate and improve

understandability between speakers first interrupt yeah the other thing it can make, let's say, friendships or personal relationships closer since they understand each other better. And we can say that if you know the cultures principles of the others, you can know or you will have an idea how to behave towards them or how to treat them.

**T5:** This is, let's say, the opening of the world. It's very beneficial to learn another culture. Whenever we ask, for example, since we are dealing with the English language, why do we learn the English language? We're not learning just the language for academic purposes. We're learning the language to learn the culture, to learn what's beyond the seas. So it's beneficial, of course, to learn another culture which is different from your own culture.

**Question 03: How can we improve our cultural awareness and sensitivity to other cultures?**

**T1:** I think that we should read more about other cultures and then we should be at first place respecting others for their differences and variety's, though we do not share some items like for example religion or language, but at the same time we should look to others under the circle of humility that's it.

**T2:** by being open to other cultures, by learning more about... You cannot read the just the language. You need to learn the language and learn more about the culture related to the language learners should learn about how language is used in context and how it is used by its native speakers and members.

**T3:** It is through learning about the others culture. Okay. And let's just give you an example, kind of very short story that happened to an American businessman. He went to Saudi Arabia to do business. Okay.

And when he entered, he sat on a chair, he crossed his legs, and he faced the sole of his shoe to the Saudi Arabian host.

Then the Saudi Arabian host asked him about the report. The American gave the report using his left hand, not the right one.

And then when the American guest was offered a cup of coffee, he refused. He said, no, thank you. The result of the meeting was that the American investor, businessman lost the contract because the Saudi Arabian was angry with him.

Angry with the behavior. He didn't like it when he gave him the reports using his left hand that the Muslim community consider as something not good. We prefer the right hand. When he offered him a cup of coffee, he refused. And it is a kind of lack of respect as if you're questioning

the Arab hospitality and that's it. Who got the contracts? A South Korean who had a better knowledge of the Muslim culture.

it's not a matter of behaving well or not. It's a matter of knowing about the other culture. If you know, if you are well versed, I mean, communication is going to be successful. Okay.

**T4:** You know, I can say that in order to improve our culture awareness and sensitivity to the other cultures, first we need to know about them. Which means we need to have an experience. Whether we can take this Spain by living in there, for example. I can give you an example like in a Great Britain. So speaker of English needs to whether to be integrated in their society in order to know a lot about them or sometimes we can read about them in different books, magazines and so on. And I can add something else like watching TV, like documentaries, in order to have an idea about this. So I think this one, it can, let's say, ease sensitivity and raise culture awareness.

**T5:** Of course, to study the language, but not to study the language only for academic purposes, as I said, like for example, for gaining marks or points, to study the language itself for studying the culture itself, to understand what lies beyond this language, to understand between the lines, et cetera, to better understand the pragmatic function, the competencies, the performances of people who are belonging to a second culture, etcetera.

**Question 04: How do you preserve yourself from other person's culture?**

**T1:** I mean we should not be affected or influenced by others if we are in shape to our culture I mean we think that we are satisfied by who we are if not that means we are going to dress another culture and which means getting culturally did especially for the younger generation I mean it won't be easy for an adult or old person but rather for young generation is more dangerous to get a culturally.

**T2:** Okay. This question probably needs some thinking, but probably by valuing your own culture. We do not need to alter, for instance. If this is the meaning of the question, right? We do not need to change or alter or change our behavior just to please others.

**T3:** I understand that you want to ask me how can we as individuals keep and maintain our cultural principles, our nature, identity. And not be influenced by the others culture. Well, it's up to the person. It's up to the person, and it's up to the personality of that very person. And I'll give you an example. The process of acculturation. When people immigrate, when people move to another foreign country to stay there forever. At the beginning, we have what we call excitement. They are happy, they see new things, another life. I don't know. Things are better

than their native country. They are happy. Excitement. And then after this period, there is what we call culture shock. Because they could not accept the difference between their traditions, their way of behaving, their lifestyle, and the ones they are confronted with, I mean, those of the foreign country. So they are shocked. After that, there is the third step, which is called recovery. People start to recover. they start to accept. But how? By being helped by their peers, by their friends. I don't know, new friends. They start to get a kind of new friendship, and then those friends are going to help them, let's say, balance, accept, live in harmony with the other culture, understand better the others. And this is the third step. The last step is what we call adaptation. And here, adaptation, it is preserving your culture. Your principles, your identity, and at the very same time, living peacefully with the people's. You preserve, you maintain your identity. Because we have a problem of identity loss with some people who those people who just remained in excitement. Excitement, excitement, excitement, excitement. No culture shock, nothing. Just excitement. Then they lose their identity. Okay. Which is not something which is not. Good, by the way.

**T4:** So we can say that simply we can preserve ourselves from the other cultures, right? Especially when we say that the farming cultures that in order to know first the self before knowing the other. So if I know the self, I will know which means I have beliefs, behaviors, characters, personalities, all these they should have solid principles, solid beliefs, basis, identity before knowing the others. Then I can choose what is needed for me and reject what is not or what is against my religion or my beliefs, right.

**T5:** Generally, we do not preserve ourselves from other culture, depending on the value of the culture we need to have to take or to acquire or to learn, etc. For example, when we compare between the Arabic culture and the English culture, we're going to find that there are some topics in the English culture we're not tackled in the Arabic culture. Of course, we're going to hear to value the first, for example, the Islamic values are first of all. I'm going to limit my culture within just the Islamic values. What I need to learn from this culture that will count for my Islamic values and Arabic values.

**Question 05: Culture is inherited from our ancestors. According to you what keeps it safe?**

**T1:** depending here on the society itself for example for the collectiveness society it is much easier to preserve cultural background or in heritage, but the individualistic countries for example were globalization in liberalism and individualism is set on, so you cannot I mean keep it safe because of the variety of ideologies.



**T2:** Which keeps us safe? Yes, you have already answered the question in the first part of this fifth question. Culture is, passing, right? Passing on your traditions, your cultural behaviors, right? Particularly the linguistic ones. But for example, if we teach our children to say, Salaam alaikom, this way to greet each other by saying Salaam alaikom or by saying, for example, شكرًا instead of mercy or right away. Yeah. This way, we are maintaining certain values inherited from our ancestors.

**T3:** You know, again, it depends on people. It depends on that group of people. If you keep your cultural principles, if you keep telling things to your children and grandchildren about your cultural orientation, if you reinforce your cultural orientation, belief through practice, then you are preserving it. Okay, that's It.

**T4:** Well, we know that. So we can say that this one is somehow correct since we can say that the culture is inherited from our ancestors well before the emergence of the social network, social media, we can say that it was like 100%, which means that we can say the sons and the grandsons, they inherit everything. Or usually we can say that majority from their parents and their grandfathers. Like, for example, how to eat, how to celebrate, how to let's say to live with each other. But now many things change according to the social media people today they are not learning or taken, let's say traditions, cultures from their ancestors or fathers or from the family. We know that they are taken these, let's say cultures, customs, say beliefs from these media every day they keep watching for example, say Turkish series or American series. So that's why they are influenced by the others. So here we can say that the same as Ibn Khadun said, that the human is part of his society but today something changed, that person is a part of social media.

**T5:** The values, of course. The values will keep the culture you're going to inherit from your ancestors or precedence, et cetera. And of course, the practice of this culture. This is like, for example, since we are language learners, we are obliged to be exposed to a second culture. But this doesn't give you the opportunity or doesn't push you to forget the first culture. You need to manage between how to deal between these two cultures. Specifically, this happened for immigrants. When they go to another country, a different culture. Generally, we find that immigrants are going to, let's say, adopt the new culture and they forget the first culture, specifically in raising children, etc. So the most important way here and the most important solution is to not forget the first culture and try to learn the second culture in limits what count for you in the second culture, that's all. So not to take all the culture as it is.

**Question 06: How have you seen cross cultural communication impact student in your classroom?**

**T1:** I mean I think that we should start at very young age for example in the middle schools they should I mean make kind of images of culture to show that others are different in language in culture in values in traditions, I mean we should start like step by step to showing the differences for example in food in dressing in celebration, but at the same time we should also look for language from the part proverbs which means the daily use of language very important to show like the linguistic cultural background.

**T2:** Can be something good and it can be something bad. It depends. As I said, if it's something that is probably completely different, something that goes against the principles of our culture, we may find it something negative because it threatens our own culture, which we are supposed to preserve. But it won't represent a harm to our culture, so I don't mind. For example, today I'm having an all expression session and you will be singing. I don't think that singing will be harmed in any way our culture or our principles. Because if this goes beyond our principles, here, yes, it can be that you will be little bit of a tried way to prepare.

**T3:** Yeah, it's very important in fact in fact, in all oral sessions.

. I mean, students need to be trained in cultural issues. We need to tell them that culture is an important determinant of conversational activities. We need to show them how culture operates. I can give you an example. We have what we call high context culture and low context culture. And countries in the whole globe belong either to high context culture or low context culture. A high context culture emphasizes on the context of communication. For example, if you want to say something, I mean, if people if a group of people are discussing something, they they understand a lot of things without saying them through the context. Okay they have some kind of common knowledge of lot of things a background this is their culture orientations. They rely on so they don't talk a lot they just say a little, but a lot is understood, simply because they focus on context. Countries who belongs to high context culture like Japan, China, African countries, Arabe countries and Spanish speaking countries I mean Latina nice. Countries that belongs to low context culture. In low context culture, it is the opposite, everything is based on the words, if you want to say something, say it directly straight forward don't use hidden messages. Okay. You need to you need to spell things out, you need to be precise exactly word by word like English culture, deutsch, the German culture. Okay. The French Canadian, Swiss culture. Imagine a Japanese engineer meeting a German engineer, a Japanese engineer belongs to the high context culture. The German engineer belongs to low context culture, so the Japanese doesn't say lot of things I mean the Japanese relies on the context just say a little, so

the result of this meeting the German may say what's this Japanese, he is secretive and hideous, he doesn't want to show me, he doesn't want to tell things and sometimes they appear to be gloomy, however, the German engineer when discussing the Japanese, the German relies on words word by word, so the Japanese engineer, he may be angry he may say, he talks a lot may be he thinks that I'm stupid that I don't understand, is he questioning my intelligence, he's explaining word by word, so this is so important. We have to show this thing. We need to train them in how culture operate communication. We need to help them learn about the others culture, because after all why are learning foreign language, in order to be good communicators to deal with other people, so we need to handle our communication.

**T4:** I think that the impact of a cultural communication on students in classroom so the impact of the cultural communication so we know that the impact of it is they can improve or influence positively how student will learn a language since from the beginning. So we teach them about the four language skills because they are the basics of language in order to communicate. Yes, however yeah, however in general, English, so they need to know the culture, which is another skill in order to communicate well, in order to understand the others, in order to, let's say, avoid problem or let's say the problem of understandability.

**T5:** Generally, I do not believe in this. You know why? Because what we have as students, they are just learning a second language just for gaining marks, for gaining points. That's all. They do not care about culture. Really, we find some students who care about culture. But of course, learning a second language is very important in learning, in having cross cultural communication, et cetera. According to language, schools or generally, whenever we want to learn a language, we need to learn the competence, the whole knowledge of this language. When I say the whole knowledge, here we're talking about the competence. We were talking about the culture of the language that lies beyond this language. We need to understand these cultures. We need to understand the knowledge related to this language so as to have a cross cultural communication.

### **3.2.1. The interview analyses**

#### **Question 01: Does culture affect communication?**

Based on the question "Does culture affect communication?", the responses provided by T1, T3, T4, and T5 all suggest that culture does indeed affect communication. They emphasize that communication is not just about language, but also involves behavior, attitudes, and social norms that are shaped by culture. They point out that cultural differences can lead to

miscommunications and misunderstandings, particularly in cross-cultural or intercultural settings, and that understanding cultural principles can help to facilitate effective communication. However, the response provided by T2 suggests that culture does not necessarily affect communication. The argument made in this response is that language and culture are closely related, and that people's behavior and communication styles are shaped by their cultural background. Thus, the differences in communication styles between cultures are not a result of culture affecting communication, but rather a reflection of the cultural differences themselves.

**Question 02: What are the benefits according to you if you knew other's culture principles?**

It has gathered responses from five participants, T1, T2, T3, T4, and T5. The responses are presented in the form of personal opinions, examples, and anecdotes.

T1 emphasizes the importance of respect for others' culture and values, which is essential for effective communication. T2 highlights a communication issue that arose due to cultural differences and the need to understand cultural nuances to avoid such issues. T3 provides an example of communication norms in Latvia that differ from those in other cultures, emphasizing the need to be aware of these differences to communicate effectively. T4 highlights the role of cultural knowledge in improving understanding between speakers and in building personal relationships. T5 explains how knowledge of other cultures can broaden one's perspective and facilitate learning.

The responses provide a range of benefits of knowing others' culture principles, including effective communication, avoidance of misunderstandings, building personal relationships, and broadening one's perspective. The responses also highlight the importance of cultural sensitivity and understanding, which are essential for intercultural communication.

**Question 03: How can we improve our cultural awareness and sensitivity to other cultures?**

The question asks how cultural awareness and sensitivity to other cultures can be improved. The responses given by the individuals vary in their approach, but most of them emphasize the need to gain knowledge about other cultures. T1 suggests reading about other cultures and respecting their differences. T2 agrees with the need to learn about other cultures, but emphasizes the importance of learning the language and understanding how it is used in context by native speakers. T3 gives an example of an American businessman who lost a contract in Saudi Arabia because he was not aware of the cultural norms and customs, and emphasizes that

knowledge about the other culture is crucial for successful communication. T4 suggests that experiencing the culture firsthand, either by living in the country or integrating into their society, can be helpful in improving cultural awareness and sensitivity. T5 emphasizes the need to study the language and culture for a deeper understanding of the pragmatic function, competencies, and performances of people belonging to a second culture.

The responses emphasize the need for knowledge and understanding of other cultures in order to improve cultural awareness and sensitivity. They suggest different methods for gaining this knowledge, such as reading, watching documentaries, learning the language, and experiencing the culture firsthand. The example given by T3 emphasizes the potential consequences of not being aware of cultural norms and customs, and underscores the importance of knowledge for successful communication.

#### **Question 04: How do you preserve yourself from other person's culture?**

The question addresses the issue of cultural preservation, which is a complex and multifaceted topic that intersects with identity, belonging, adaptation, and communication. The responses provided by the participants suggest various approaches and perspectives that reflect their personal experiences, beliefs, and knowledge.

T1 emphasizes the importance of being true to oneself and resisting external pressures to conform to other cultures. The response implies that cultural identity is a source of satisfaction and meaning, and that adopting other cultures can lead to cultural dislocation or confusion, especially for younger generations. T2 interprets the question as asking how to preserve one's culture without compromising it or pleasing others. The response suggests that valuing one's culture and not changing one's behavior are ways to avoid cultural assimilation or dilution. T3 presents a more nuanced and informative response that draws on the concept of acculturation, which refers to the process of adapting to a new culture while retaining one's own. The response identifies four stages of acculturation: excitement, culture shock, recovery, and adaptation, and explains how each stage affects individuals' attitudes and behaviors toward their own and other cultures. The response also emphasizes the role of social support and friendship in facilitating adaptation and preserving identity. T4 offers a concise and straightforward response that highlights the importance of self-awareness and solid principles for preserving one's culture in the face of cultural diversity. The response implies that one needs to have a strong sense of identity and values before engaging with other cultures, in order to discern what is compatible or not. The response also implies that there may be some overlap or complementarity between different cultures, and that one can choose selectively what to adopt or reject based on personal

criteria. T5 provides a broad and relativistic perspective that challenges the premise of the question itself. The response implies that cultural preservation is not always feasible or desirable, and that cultural value is subjective and context-dependent. The response also suggests that cultural exchange and adaptation can enrich one's cultural and religious values, and that one should be selective and critical in what one adopts or learns from other cultures.

**Question 05: Culture is inherited from our ancestors. According to you what keeps it safe?**

The responses provided by the participants vary in terms of their viewpoints and approaches towards preserving culture. T1's response suggests that collectivist societies have an easier time preserving their cultural heritage as compared to individualistic societies. T2's response focuses on the importance of passing down cultural traditions and behaviors, such as linguistic ones, to maintain cultural values. T3's response emphasizes the role of individuals in preserving culture through reinforcing cultural beliefs and practices. T4's response highlights the impact of social media on cultural inheritance and suggests that people are now influenced more by external sources than their families. Finally, T5's response talks about the importance of values and managing between different cultures, specifically for immigrants.

the responses cover a range of factors that can impact cultural preservation, such as societal values, individual beliefs and practices, external influences, and managing between different cultures. They also highlight the complex nature of cultural inheritance and preservation, which is subject to various internal and external factors that can impact its continuity over time.

**Question 06: How have you seen cross cultural communication impact student in your classroom?**

It seems that the responses to this question differ from one to another. T1 believes that cross-cultural communication should be introduced at a young age by highlighting differences in language, culture, values, traditions, food, dressing, and celebration. T2 suggests that cross-cultural communication can be positive or negative depending on whether it threatens our own culture or principles. T3 emphasizes the importance of cultural training and understanding high-context and low-context cultures in order to be good communicators and handle communication. T4 believes that cross-cultural communication can positively impact language learning and understanding, and that students should be taught about language skills as well as cultural skills. T5 believes that some students do not care about culture, but acknowledges that understanding cultural knowledge is important for cross-cultural communication. It seems that cross-cultural communication can have a significant impact on students in the classroom, and

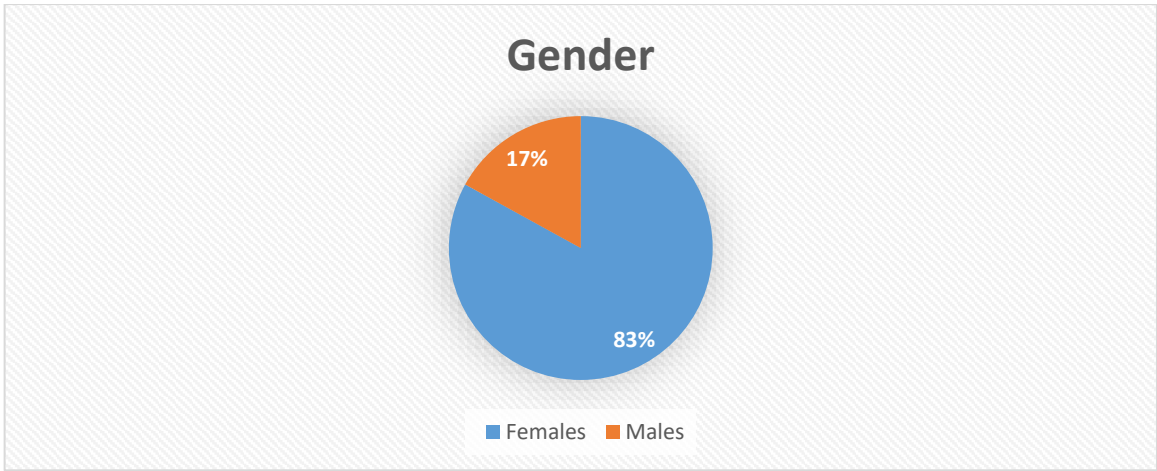
it is important for educators to teach both language skills and cultural skills to promote effective communication and understanding.

3.3. Analyses of The Questionnaire

Q 1: Gender Male ☐ Female ☐

Gender	N	%
Male	02	17
Female	10	83

Table 01: Gender



Graph 1: Teachers Gender

Based on the information that has been provided, we are able to draw the conclusion that the percentage of female teachers greatly exceeds that of male teachers (83.33% vs 16.66%). This patterns could be explained by social and demographic reasons, such as the fact that women, on average, put more effort into furthering their education than males do.

Q 2: Does culture effect communication?

<b>Options</b>	<b>N</b>	<b>%</b>
<b>Yes</b>	<b>12</b>	<b>100</b>
<b>No</b>	<b>00</b>	<b>00</b>

**Table 02: the effect of culture on communication**

Yes ➡ 12

No ➡ 00

The unanimous agreement among all 12 teachers that culture affects communication underscores the significance of understanding the relationship between the two. Language is often seen as an essential aspect of culture, and as some teachers pointed out, the two are closely interwoven. Language not only reflects a culture's values and beliefs but also shapes them. Thus, learning a language entails learning its culture, and vice versa. Other teachers highlighted that culture has a broader impact on communication, influencing our values, norms, and perceptions. For instance, different cultures may have different attitudes towards time, personal space, and directness in communication. Failure to understand these cultural nuances can lead to misunderstandings and conflicts. As such, developing cross-cultural communication skills is crucial in today's interconnected world, where people from diverse cultural backgrounds interact regularly. In conclusion, the teachers' collective response highlights the importance of recognizing and respecting cultural differences to enhance effective communication.

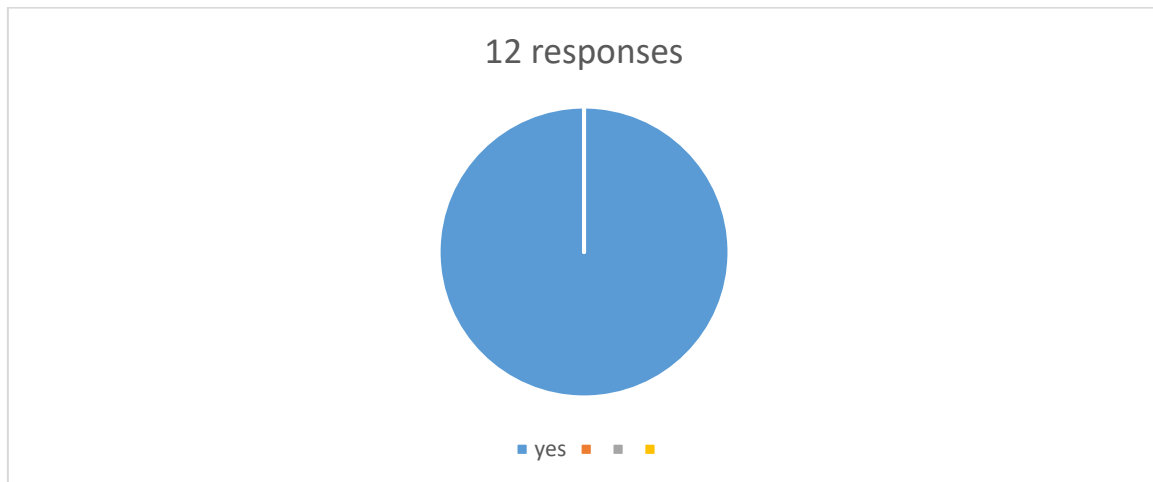
**Q 3: Do you think language barriers can effect cross-cultural communication?**

<b>Options</b>	<b>N</b>	<b>%</b>
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<b>Yes</b>	<b>12</b>	<b>100</b>
<b>No</b>	<b>00</b>	<b>00</b>

**Table 03: language barriers can effect cross-cultural communication**



**Graph 2: language barriers can effect cross-cultural communication**

The response which provided highlights the important relationship between language and culture in cross-cultural communication. It emphasizes that language serves as a manifestation of culture and plays a crucial role in transferring and expressing cultural values, beliefs, and practices. Without a shared language, individuals may find it difficult to understand and appreciate the cultural nuances of others, leading to stereotyping, mistrust, missed opportunities, and misunderstandings. The response also suggests that low proficiency in a language can be a significant barrier to effective cross-cultural communication. When individuals cannot express themselves clearly or understand others' messages, they may feel excluded from the conversation or community, leading to a sense of isolation and frustration. Overall, the response suggests that language barriers are a significant obstacle to cross-cultural communication and can have a range of negative consequences. To address these barriers, it may be necessary to invest in language education and training programs that promote linguistic proficiency and cultural awareness. Additionally, the use of translation tools and techniques can help bridge the language gap and facilitate communication between individuals from different cultural and linguistic backgrounds.

**Q 4: How do you think cultural awareness is achieved?**

The responses presented in this discussion suggest that individuals can achieve cultural awareness through various means. One of the most effective methods is by having an open-minded approach towards different cultures and being willing to challenge one's own beliefs and assumptions. This requires individuals to acknowledge that their own cultural background may have biases and limitations and to actively seek out opportunities to learn from other cultures.

Another answers suggest to develop cultural awareness by learning about different cultures through various mediums, such as books, documentaries, and attending cultural events. By immersing oneself in the cultural experiences of others, individuals can gain a deeper understanding of the nuances and complexities of different cultures. They can also learn to appreciate the unique perspectives and traditions of other cultures and recognize the importance of cultural diversity.

Other teachers see that Interacting with people from different cultures can also provide firsthand knowledge and experiences, which can help to develop a deeper understanding of cultural differences. Through meaningful conversations and shared experiences, individuals can learn about the beliefs, customs, and values of other cultures. This type of personal interaction can break down cultural stereotypes and build empathy, respect, and understanding.

Finally, some answers imply on reading about nations and travels can also broaden one's cultural awareness. Traveling to different countries, reading about their history and cultural practices, and exploring their landmarks and traditions can provide a rich and immersive cultural experience. It can help individuals to gain a deeper appreciation of the complexities and diversity of different cultures and to understand the impact of historical events on contemporary cultural practices.

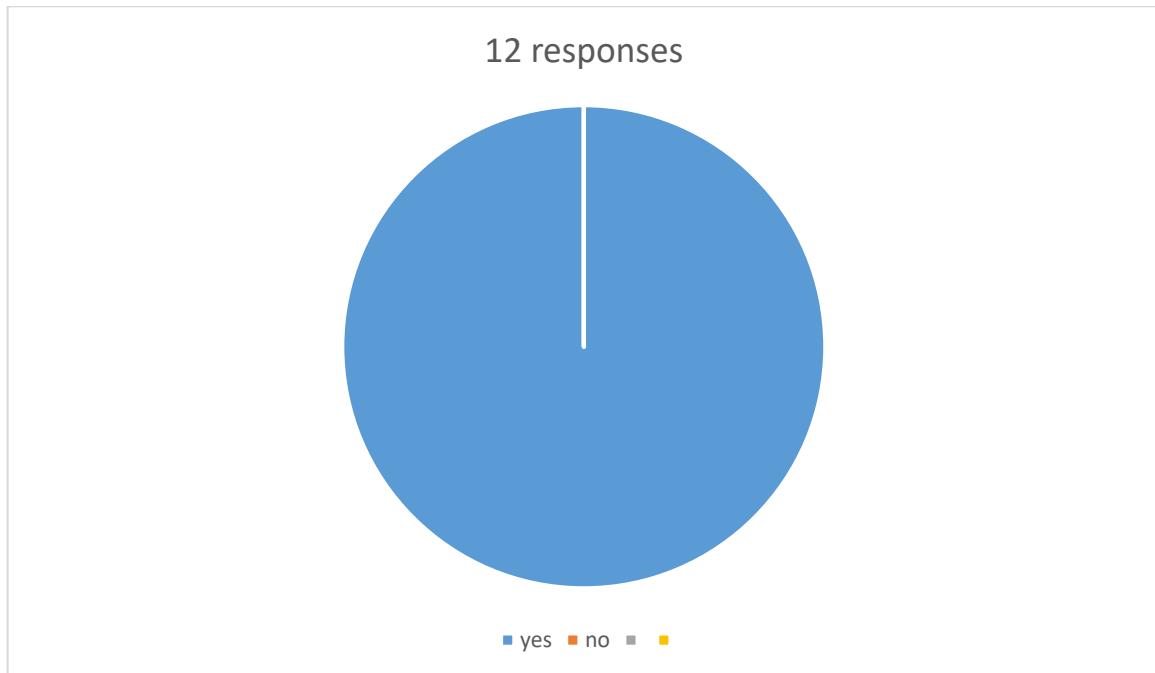
**Q 5: Do you think cross-cultural communication is important in building relationships with people from different cultures?**

**. Yes**

**. No**

<b>Options</b>	<b>N</b>	<b>%</b>
<b>Yes</b>	<b>12</b>	<b>100</b>
<b>No</b>	<b>00</b>	<b>00</b>

**Table 04: the influence of cross-cultural communication in building relationships**



**Graph 3: the importance of cross-cultural communication in building relationships**

The reasons given for this viewpoint include:

**Cultural tolerance and acceptance:** By engaging in cross-cultural communication, individuals can develop a deeper understanding and appreciation for different cultures, which can lead to greater tolerance and acceptance.

**Facilitating exchange:** Cross-cultural communication can help facilitate exchange of ideas, information, and resources between individuals from different cultures. This can lead to greater collaboration and cooperation in various domains.

**Providing understanding:** Cross-cultural communication can help individuals understand the different perspectives, values, and beliefs of people from different cultures. This can help in avoiding misunderstandings and conflicts and can foster empathy and respect for different cultures.

**Interacting carefully:** Being aware of the target culture can help individuals interact more carefully and appropriately with people from different cultures, which can lead to smoother communication and better relationships.

The responses suggest that cross-cultural communication is an essential component of building relationships with people from different cultures. However, it is important to note that there may be challenges and limitations to effective cross-cultural communication, such as language barriers, cultural differences, and misunderstandings. Therefore, it is important to approach cross-cultural communication with an open mind and a willingness to learn and adapt.

**Q 6: why is it important to understand another person's culture in communication?**

it is important to understand another person's culture in communication based on the responses which provided by some teachers:

Understanding another person's culture is a sign of respect: This is a very valid point as it shows that when you take the time to learn about another person's culture, you are showing that you value and respect their way of life. It demonstrates that you are willing to put in the effort to understand their customs and beliefs, which can lead to a deeper level of trust and rapport in communication.

To avoid cultural misunderstanding: This is another important reason why it is important to understand another person's culture in communication. By learning about their cultural norms, you can avoid making assumptions or mistakes that could offend or alienate them. Cultural misunderstandings can often lead to miscommunication, which can damage relationships and hinder progress.

To be able to communicate effectively: When you understand another person's culture, you are better equipped to communicate with them in a way that is respectful, clear, and effective. This can be especially important in cross-cultural communication, where language barriers and cultural differences can make communication more challenging. By learning about their culture, you can adapt your communication style to better suit their needs and preferences, which can help to facilitate more productive conversations.

To show your ability to deal with people from diverse backgrounds: In today's globalized world, being able to work effectively with people from diverse backgrounds is becoming increasingly important. By demonstrating your ability to understand and communicate with people from different cultures, you can showcase your skills as a culturally competent communicator, which can be a valuable asset in many different settings. It can help you build strong relationships with people from different backgrounds, and it can also help you stand out in a competitive job market.

Understanding another person's culture is important for several reasons. It demonstrates respect, helps to avoid cultural misunderstandings, enables effective communication, and showcases your ability to deal with people from diverse backgrounds. By taking the time to learn about other cultures, you can become a more culturally competent communicator, which can benefit you both personally and professionally.

**Q 7: how can cross-cultural communication and diversity affect individual's identities?**

The given answers see that individuals can choose to adapt to new cultural principles and adopt new identities, but it is important to recognize that this process is not always easy or straightforward. When individuals adopt new cultural principles and values, they may need to let go of some of their own cultural practices and beliefs, which can be challenging and cause conflict within themselves and with others.

Furthermore, other teachers notice that the influence of money and welfare fashion can also impact an individual's identity and cultural practices. In some cases, individuals may be motivated to adopt new cultural practices simply because they perceive them as trendy or fashionable, rather than because they genuinely identify with them. This can lead to a superficial and incomplete understanding of the culture, which can ultimately be damaging to both the individual and the culture itself.

while individuals have agency in shaping their own identities, it is important to recognize the complex and dynamic ways in which cross-cultural communication and diversity can impact the development of one's identity. It is crucial to approach new cultures and identities with respect and understanding, rather than solely for personal gain or to follow trends.

**Q 8: If we consider there are effects on human identity by cross-cultural communication, how can we avoid these influences?**

It appears that there are different perspectives on how to avoid the influences of cross-cultural communication on human identity according to the responses:

Awareness and respect for one's origins: Some of the responses suggest that the key to avoiding the influences of cross-cultural communication is to be aware of and respectful towards one's own culture and origins. By being proud of one's identity and cultural heritage, individuals can avoid the temptation to imitate or assimilate to other cultures. This approach emphasizes the importance of maintaining a strong sense of self and personal values.

Assimilating cross-cultural influences: Other responses suggest that it may be difficult, if not impossible, to avoid the influences of cross-cultural communication entirely. Instead, individuals should aim to assimilate these influences in a way that aligns with their goals and values. This approach recognizes the potential benefits of cross-cultural communication, such as increased empathy and understanding, while acknowledging the need to be discerning about which influences to adopt and which to reject.

Personal values and principles: Another response suggests that having strong and well-defined personal values and principles is essential for avoiding the negative effects of cross-cultural communication. This approach emphasizes the importance of being aware of the potential pitfalls of cross-cultural communication, such as the temptation to imitate or lose oneself in the face of cultural differences. By having a clear sense of personal values and principles, individuals can navigate cross-cultural communication in a way that aligns with their own goals and values.

These responses suggest that avoiding the influences of cross-cultural communication on human identity is a complex issue that requires a nuanced approach. While there may be different ways to navigate cross-cultural communication, the common thread in these responses is the importance of being aware, discerning, and respectful towards one's own identity and cultural heritage.

### **3.4. Discussion of the findings**

It is clear that culture plays a significant role in communication, and understanding cultural principles can help facilitate effective communication and avoid misunderstandings. The benefits of knowing others' culture principles include effective communication, building personal relationships, avoiding misunderstandings, and broadening one's perspective. To improve cultural awareness and sensitivity, the responses suggest gaining knowledge about other cultures through various means such as reading, learning the language, experiencing the culture firsthand, and studying the pragmatic function, competencies, and performances of people belonging to a second culture. When it comes to preserving one's culture, the responses suggest the importance of being true to oneself, valuing one's culture, retaining one's identity while adapting to a new culture, and having solid principles and self-awareness. The participants also offered a broad and relativistic perspective on cultural preservation, highlighting that cultural exchange and adaptation can enrich one's cultural and religious values, and that one should be selective and critical in what one adopts or learns from other cultures.

there are various ways to develop cultural awareness. One of the most effective methods is by having an open-minded approach towards different cultures and being willing to challenge one's own beliefs and assumptions. This requires individuals to acknowledge that their own cultural background may have biases and limitations and to actively seek out opportunities to learn from other cultures. Another way to develop cultural awareness is by learning about different cultures through various mediums, such as books, documentaries, and attending cultural events. By immersing oneself in the cultural experiences of others, individuals can gain a deeper understanding of the nuances and complexities of different cultures. Interacting with people from different cultures can also provide firsthand knowledge and experiences, which can help to develop a deeper understanding of cultural differences. Finally, traveling to different countries, reading about their history and cultural practices, and exploring their landmarks and traditions can provide a rich and immersive cultural experience. It can help individuals to gain a deeper appreciation of the complexities and diversity of different cultures and to understand the impact of historical events on contemporary cultural practices.

### **3.5. conclusion**

In the concluding chapter of this research paper, the findings gathered from both the interview and questionnaire methods have been synthesized to provide a comprehensive understanding of the research topic. Through analysis, the study has unveiled several significant insights into the field, illuminating the most critical issues that need to be addressed. Particularly, the interview responses have proven to be particularly enlightening as they provided an in-depth understanding of the participants' perspectives and experiences. The richness and depth of the interview data made it possible to delve deeper into the complexities of the research topic and to obtain a more nuanced understanding of the cultural dynamics involved. Conversely, the questionnaire responses allowed for a wider scope of investigation, given the larger sample size that was reached through this method. By incorporating both methodologies, the study was able to paint a more comprehensive picture of the research topic.

## **General conclusion**

The present study has provided compelling evidence highlighting the profound influence of culture on communication dynamics. Through an in-depth exploration of the interplay between culture and communication, this research illuminates the critical role that cultural awareness and sensitivity play in fostering effective interpersonal interactions in our increasingly globalized world.

The findings of this study reinforce the notion that a thorough understanding of cultural principles is crucial in facilitating successful communication while mitigating the occurrence of misunderstandings. By delving into the intricate nuances of various cultural frameworks, individuals can navigate diverse communication styles, norms, and values more adeptly. This heightened awareness allows for the development of strategies that foster mutual understanding, empathy, and respect across cultural boundaries.

One of the primary implications of this research is the multitude of benefits that arise from embracing cultural diversity. By actively seeking to comprehend and appreciate different cultural perspectives, individuals can enhance their communication effectiveness. By acknowledging and valuing the cultural principles of others, personal relationships can be nurtured and strengthened. Moreover, the study underscores the significance of cultural competence in avoiding misunderstandings that may arise from cultural clashes or misinterpretations.

To cultivate cultural awareness and sensitivity, the study advocates for the adoption of an open-minded approach towards diverse cultures. This mindset encourages individuals to challenge their own beliefs and assumptions, fostering an environment conducive to cross-cultural understanding. By recognizing the limitations of their own cultural lens, individuals can develop a willingness to learn, adapt, and accommodate the diverse communication practices and expectations of others.

The research findings also emphasize the importance of diverse learning experiences to broaden cultural horizons. Engaging with various mediums such as books, documentaries, and attending



cultural events provides valuable insights into the historical, social, and artistic aspects of different cultures. Additionally, interacting with individuals from diverse cultural backgrounds can offer first-hand experiences, enabling individuals to develop a more nuanced understanding of cultural intricacies and effectively navigate communication barriers.

Furthermore, the study highlights the transformative potential of immersive experiences in deepening one's understanding of cultural differences. By immersing oneself in different cultural contexts, such as through international travel or extended stays in foreign countries, individuals gain invaluable insights into the complexities of other cultures. Exploring local traditions, landmarks, and engaging in conversations with locals enriches one's cultural knowledge and enhances cultural sensitivity.

Importantly, the study also sheds light on the delicate balance between cultural preservation and adaptation. It emphasizes that individuals should value and celebrate their own cultural heritage while remaining open to embracing aspects of new cultures. By embracing this approach, individuals can maintain their cultural identity while actively integrating and appreciating elements from other cultures. The findings underscore the significance of having solid principles and self-awareness to navigate the challenges associated with cultural assimilation and maintain a sense of personal and cultural integrity.

The research participants further emphasized the importance of discernment and critical evaluation when adopting or learning from other cultures. It is crucial for individuals to approach cultural exchange and adaptation with a thoughtful and reflective mindset, selecting and incorporating elements that align with their values and aspirations while respectfully engaging with cultural differences.

In this comprehensive study, both research hypotheses regarding the interplay between culture and communication were empirically supported, further strengthening the validity of the findings. The first hypothesis, which posited that culture and communication influence each other, was confirmed through the analysis of the data. The research demonstrated that individuals' cultural background and socialization significantly shape their communication patterns and preferences. Conversely, individuals' communication practices and interactions also have the potential to impact and shape the culture in which they participate.

The second hypothesis, asserting that individuals who aim to communicate effectively must be aware of cultural differences while preserving their cultural identity, was also substantiated by

the research outcomes. The study underscored the importance of cultural awareness and sensitivity in facilitating successful interpersonal communication. Participants highlighted the significance of guarding one's cultural identity while remaining receptive to diverse cultural perspectives and practices. The research findings revealed that individuals who possess a strong sense of self-awareness and principles are better equipped to navigate cultural exchanges and adapt to new cultural environments without compromising their cultural identity.

### **Suggestions for further research**

The goal of this study is to examine the idea of cross-cultural communication. Additionally, language challenges prejudices and biases, and cultural misconceptions have all been noted as obstacles to efficient cross-cultural communication. Researchers advise fostering cultural competency via instruction that encourages awareness and comprehension of many cultures in order to get over these obstacles.

To further explore the importance of cross-cultural communication, it may be useful to examine specific case studies or real-world scenarios where cultural differences caused misunderstandings or miscommunications. This could include analyzing cross-cultural communication failures in international business deals, intercultural conflicts within multicultural teams, or misunderstandings between foreign students and their professors. Additionally, a comparative analysis of different cultures' communication styles and norms could provide valuable insight into effective cross-cultural communication strategies. Further research on the role of empathy, emotional intelligence, and cultural sensitivity in successful cross-cultural communication could also be beneficial, exploring the impact of technology on cross-cultural communication could shed light on how technological advancements can either hinder or facilitate effective communication across cultures.

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## Appendices

### Appendix A: Questionnaire

The current era is characterized by intercultural communication where individuals from several cultures and different countries meet to communicate about miscellaneous matters. The purpose of this study is to explore the importance of cross-cultural communication in avoiding potential misunderstanding. It would mean a lot to me if you complete my survey. All answers are kept anonymous. Thank you for taking the time to participate in this questionnaire.

1- Male ☐ Female ☐

2- Age.....

3- Profession .....

4- Does culture effect communication ?

Yes

No

Justify!Please.....  
.....  
.....

5.Do you think language barriers can effect cross-cultural communication?

a. Yes ☐                      b.no ☐

Justify!Please.....  
.....  
.....

6.How do you think cultural awareness is achieved?

.....  
.....  
.....

7.Do you think cross-cultural communication is important in building relationships with people from different cultures?

a.yes ☐                      b.no ☐

If                      yes,                      please                      explain                      why?

.....  
.....  
.....  
.....

8.Why is it important to understand another person's culture in communication?

.....  
.....  
.....

9.How can cross-cultural communication and diversity affect individual's identities?

.....  
.....  
.....

10. If we consider there are effects on human identity by cross-cultural communication, how can we avoid these influences?

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.....

If it was the case with you, please describe your experience with language barriers and how it affects your communication with someone from a different culture?

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...

11.In your opinion, what are some of the potential consequences of miscommunication or misunderstanding in cross-cultural interactions?

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.....

**Appendix B: Interview questions**

- 1.Does culture affect communication?
- 2.What are the benefits according to you if you knew other’s culture principles?
- 3.How can we improve our cultural awareness and sensitivity to other cultures?
- 4.How do you preserve yourself from other person’s culture?
- 5.Culture is inherited from our ancestors. According to you what keeps it safe?
- 6.How have you seen cross cultural communication impact student in your classroom?