



Nakhon Pathom Rajabhat University

**1554400**

# **Intercultural Communication in the Business World**

1554400  
Intercultural Communication in the Business World

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# Course Description

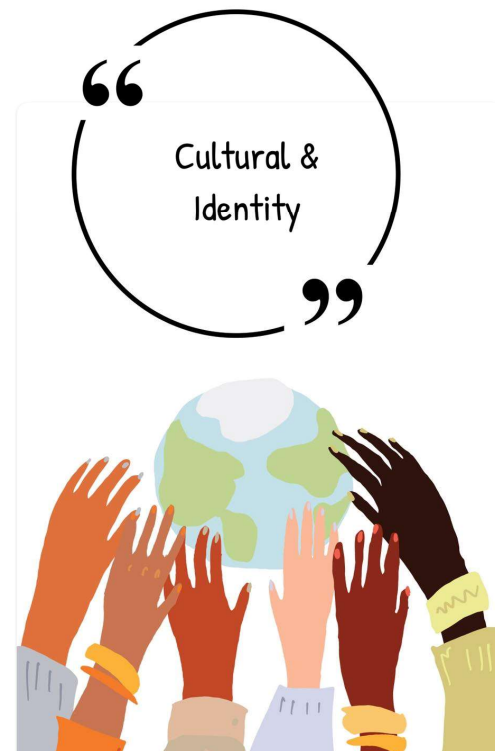
Exploring theories, research and current concerns in intercultural communication with an emphasis on issues related to countries anywhere in the world; examining studies associated with identity, business culture, and business ethics, particularly in the context of intercultural communication



# Contents



- Unit 4: Verbal and nonverbal communication
- Unit 5: Global etiquette in business context
- Unit 6: High and low context culture in business



# Contents



Lack of communication has given rise to differences in language, in thinking, in systems of belief and culture generally. These differences have made hostility among societies endemic and seemingly eternal.

ISAAC ASIMOV

BETTER  
*together*



## Learning Objectives

To explore theoretical approaches to intercultural communication in a globalizing world

To address current issues concerning business culture in intercultural contexts

To develop an understanding of the dynamic of identity and how it is relayed in intercultural communication

# What is culture?

N P R U

## Cultural Components



# Cultural topics

N P R U

Personal identification/identity & daily life

House & home environment & weather

Free time, entertainments & festivals

Travel & places

Relations with other people



# Cultural topics

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Health & body care

Religion, education & values

Shopping & services

Food & drink

Language, compensation strategies







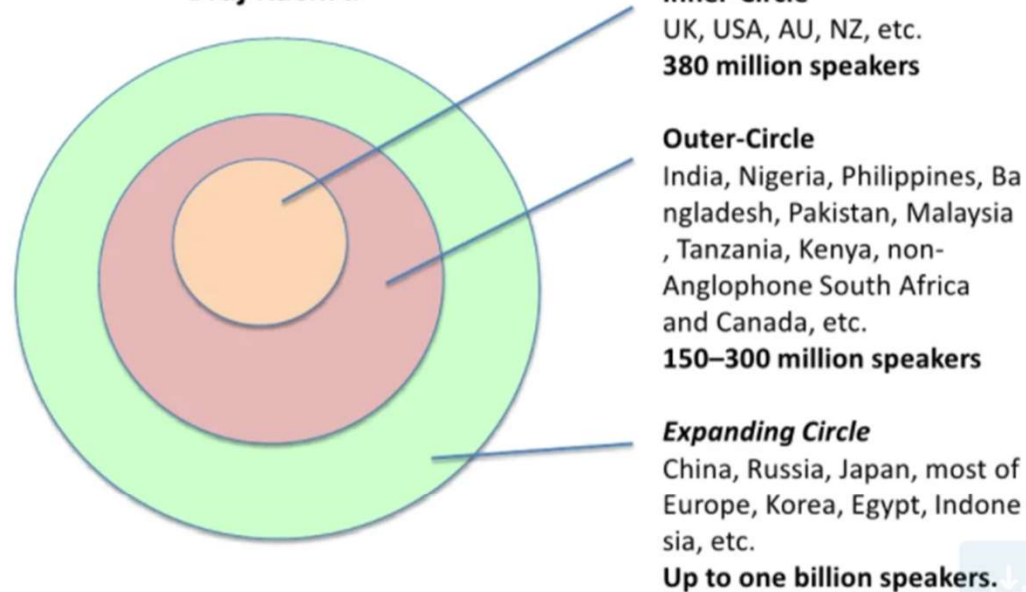
**01**

# English Speaking Countries

# English Speaking Countries

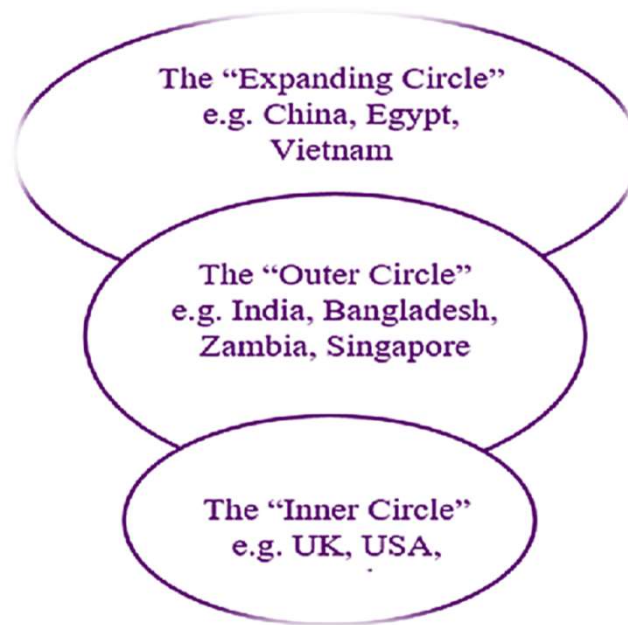
N P R U

**“Three Circles of English”**  
Braj Kachru



<https://pt.slideshare.net/ShoheiMatsukawa/2011-03-25-friday-disha>

# English Speaking Countries



Kachru's three-circle model of English

[https://www.researchgate.net/figure/Kachrus-three-circle-model-of-English\\_fig1\\_320798740](https://www.researchgate.net/figure/Kachrus-three-circle-model-of-English_fig1_320798740)



**02**

# **Cross Cultural Awareness**

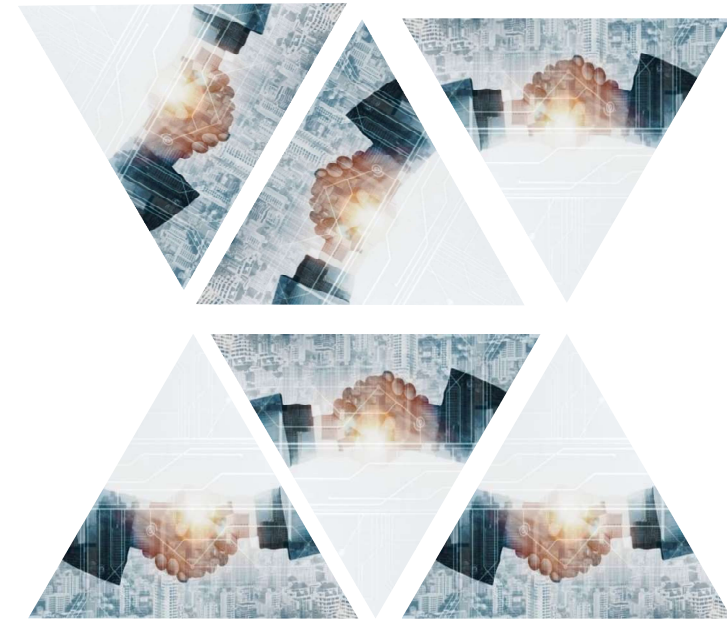
# Cross Cultural Awareness



**What do you think culture means?**

**Do you think it is important to understand other cultures rather than your own?**

**Identity the cultural differences that exist between your home country and another.**



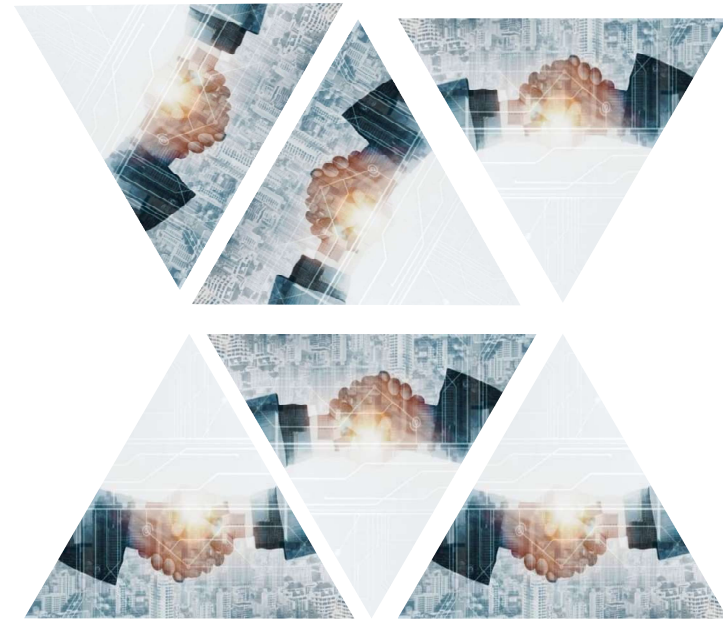
# Cross Cultural Awareness

**N P R U**

**Businesses are going global**

**Workplace etiquette**

**Developing your understanding of other cultures, or 'cultural awareness', lets you have more meaningful interactions with those around you.**



# Cross Cultural Awareness

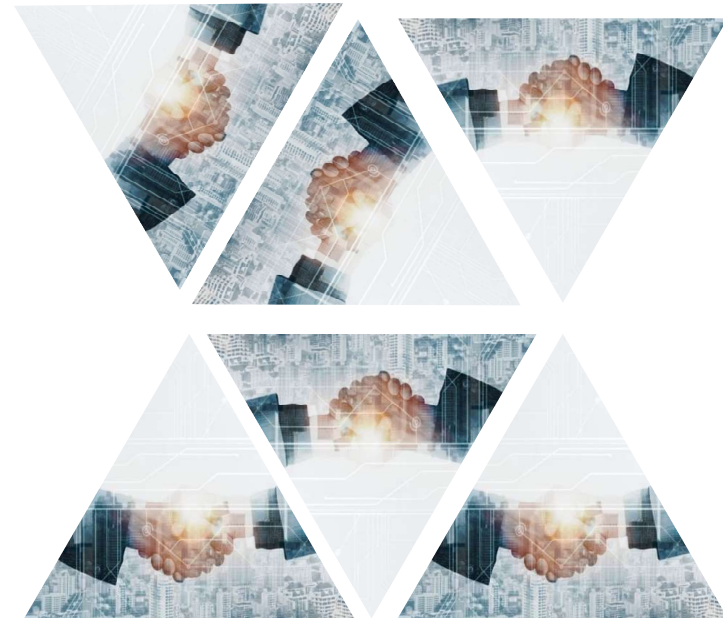
N P R U

Learning about different cultures can be a great way to develop an understanding of cultural diversity.



*Everyone is unique*

*Culturally different, with diverse opinions*





**03**

## **Unit Summary**



# What is intercultural communication (IC)?



'a situation where people from different cultural backgrounds come into contact With each other; or a subject of study that is concerned with interactions among people of different cultural and ethnic groups and comparative studies of communication patterns across cultures' (Zhu Hua, 2011, p.422)

# What IC and Why IC

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**World Trade  
and  
International  
Business**

**Globalization**

**Technology and  
Travel**

**Shifting  
Populations**

# What IC and Why IC

**N P R U**

multiculturalism

Dominant  
Culture

Co-culture

Cultural  
Exchange

## Exercise



Read the following statements and decide whether you agree or disagree with them. Put a check mark under “Agree” or “Disagree”. After that, discuss the answers together.

Statement	Agree	Disagree
1. Culture has a lot of influence over our lives.		
2. To be a successful businessperson in the inter-national marketplace, it is important to know the cultural differences between their own culture and the others'.		
3. It is recommended that we should be sensitive and attentive to other cultures for successful negotiation.		
4. Culture and language are totally different matters.		
5. Western culture is superior to Asian culture.		

**NPRU**

**Thank you**