



Nakhon Pathom Rajabhat University

Unit 3
Cultural Intelligence in Business Context
Part 3

1554400
Intercultural Communication in the Business World

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**Learning
Outcome**

Identify the term cultural differences in Thai and other societies.

Compare the cultural differences in international business context

Introduction





01

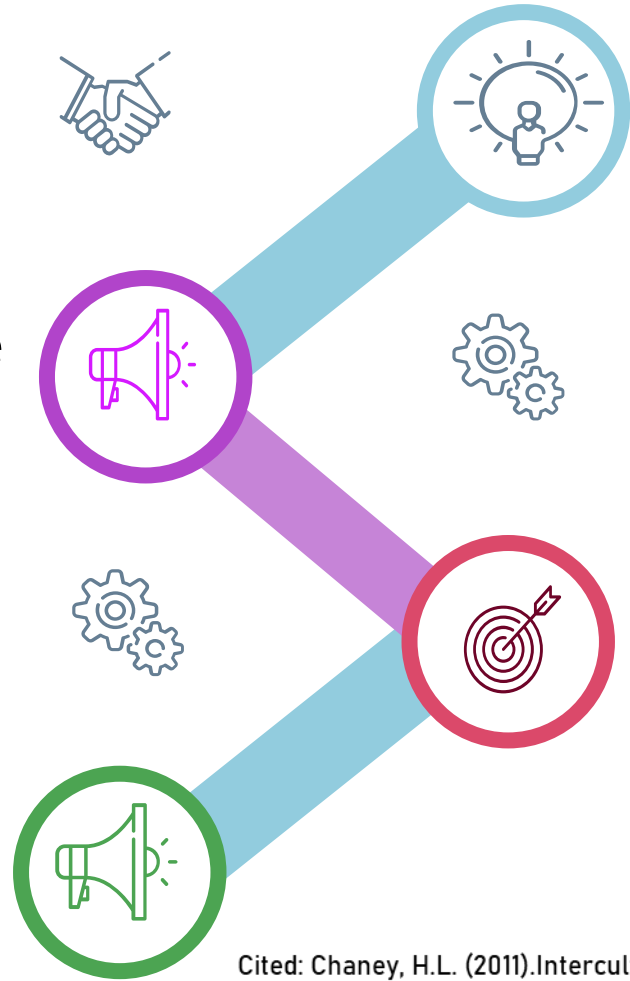
Language Diversity in Business contexts

Language in International Business

N P R U

English as the language of global business.

International business scholars treat language as an issue at the heart of their subject area.



A multilingual model in action affords a plurality of perspectives and ensures that objects and phenomena are seen through different prisms.

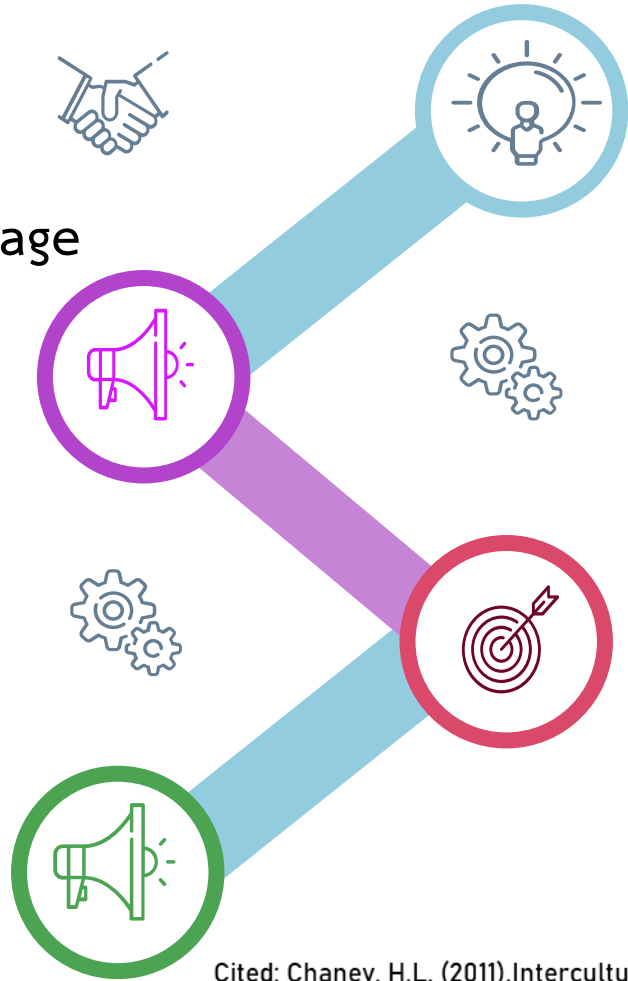
Cited: Chaney, H.L. (2011). Intercultural Business Communication. New Jersey: Pearson

Language in International Business

N P R U

English as the language of global business.

The notion of global village and the process of globalization pose more questions than answers



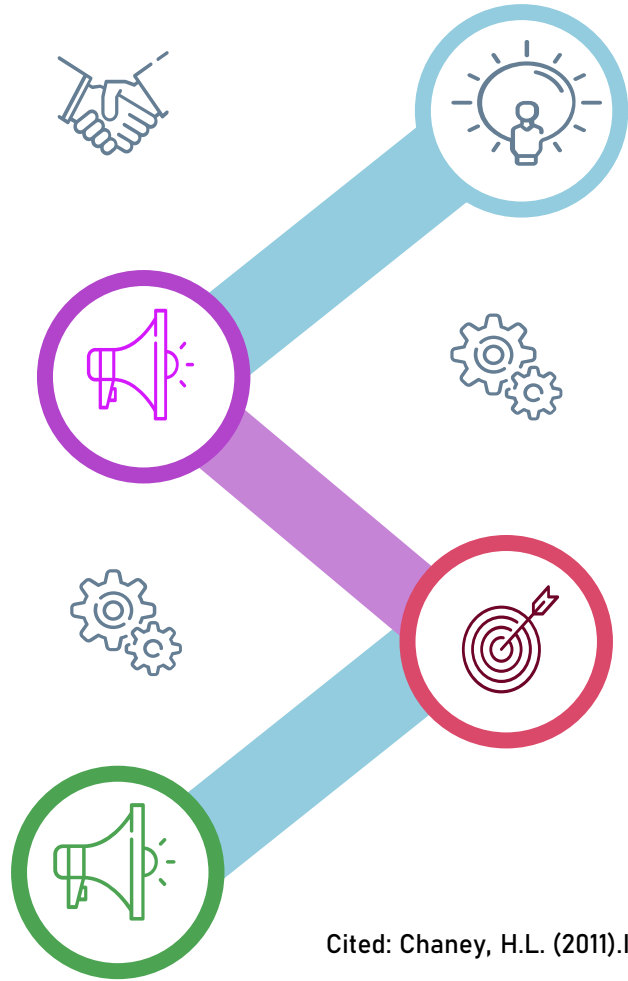
People who speak English as a second language retain much of their foreign accent.

Language in International Business

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English as the language of global business.

There are so many variations exist in the English language.



Example

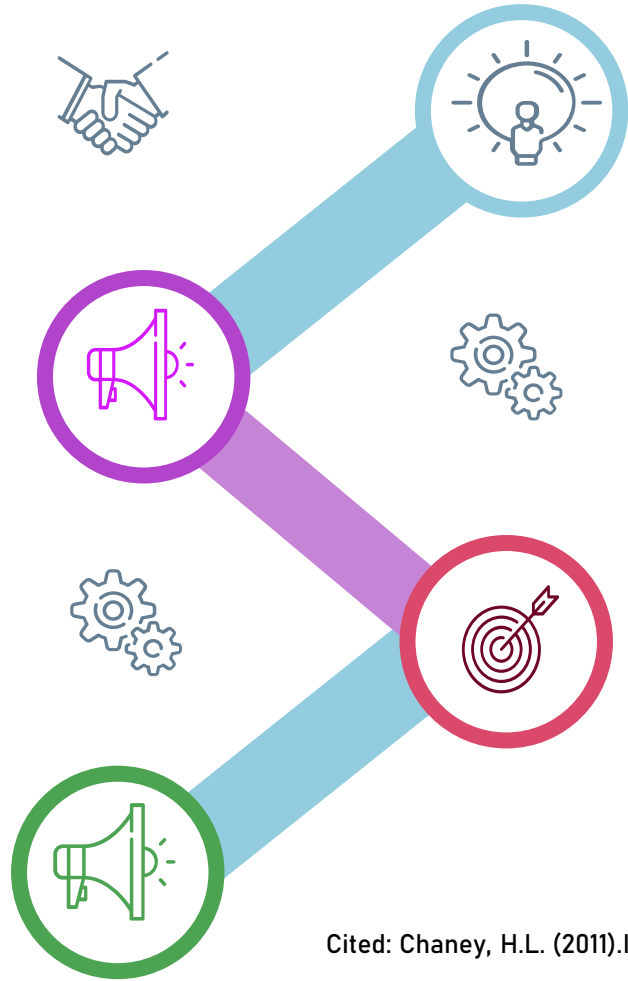
Australian English, British English, Caribbean English, Indian English, African English, and Irish English.

Language in International Business

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Communication with Nonnative Speakers

Language as a reflection of values



Using Additional Foreign Language expertise

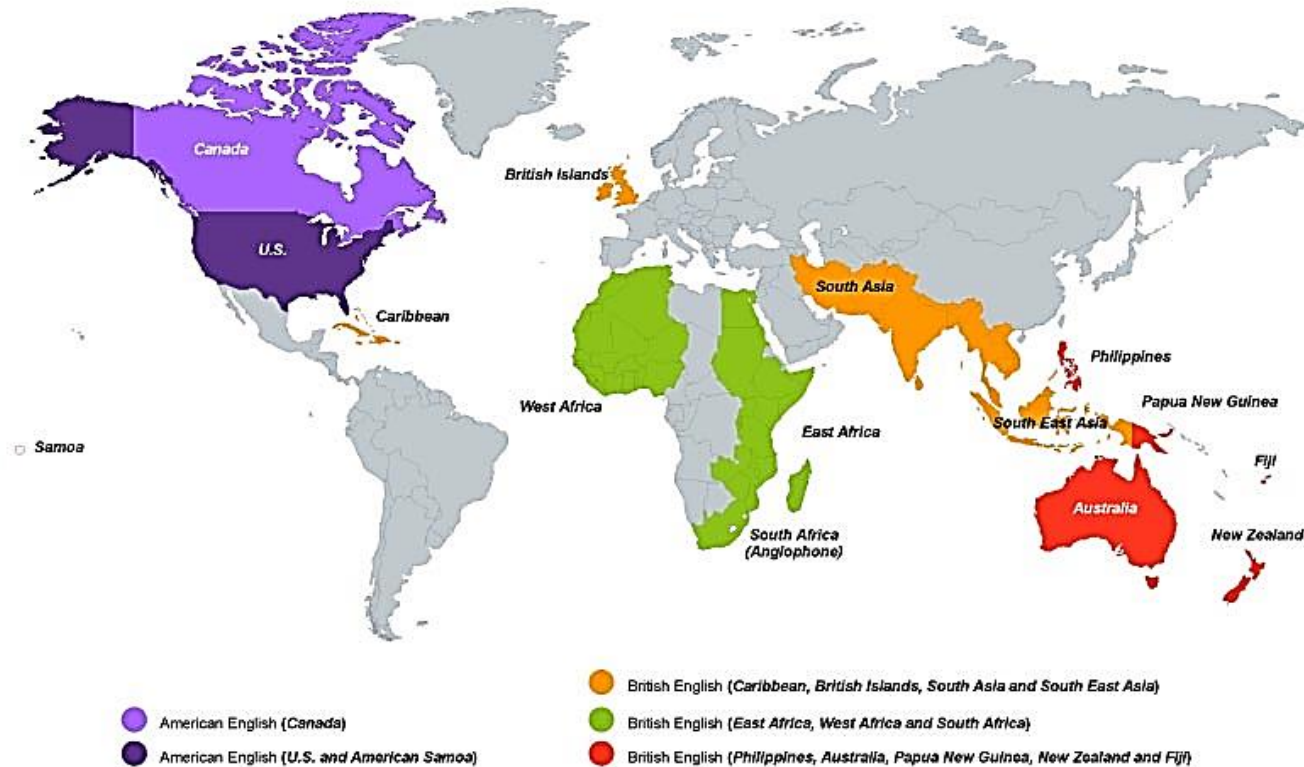
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Language in International Business



English Speaking Countries

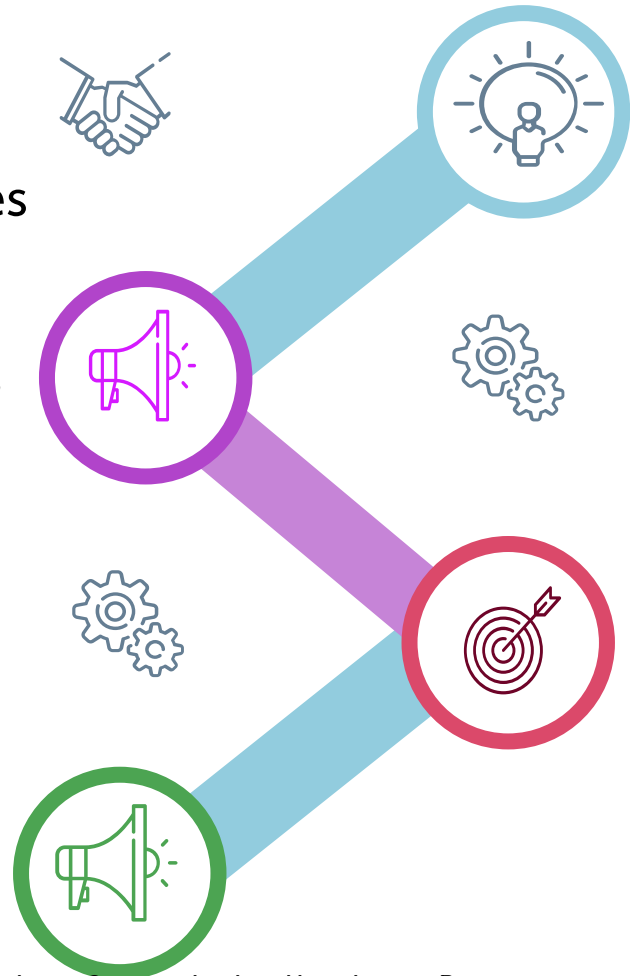
Five Branches of World English



Negotiation As the Way of Engagement in Intercultural and Lingua Franca Communication



To bring people together in communities and to share language, discourse, or value. It is also interests to be accomplished.



These mutual interests would permit individuals to move in and out of multiple communities to accomplish their goals.



02

Culture Shock

Culture shock: Definition

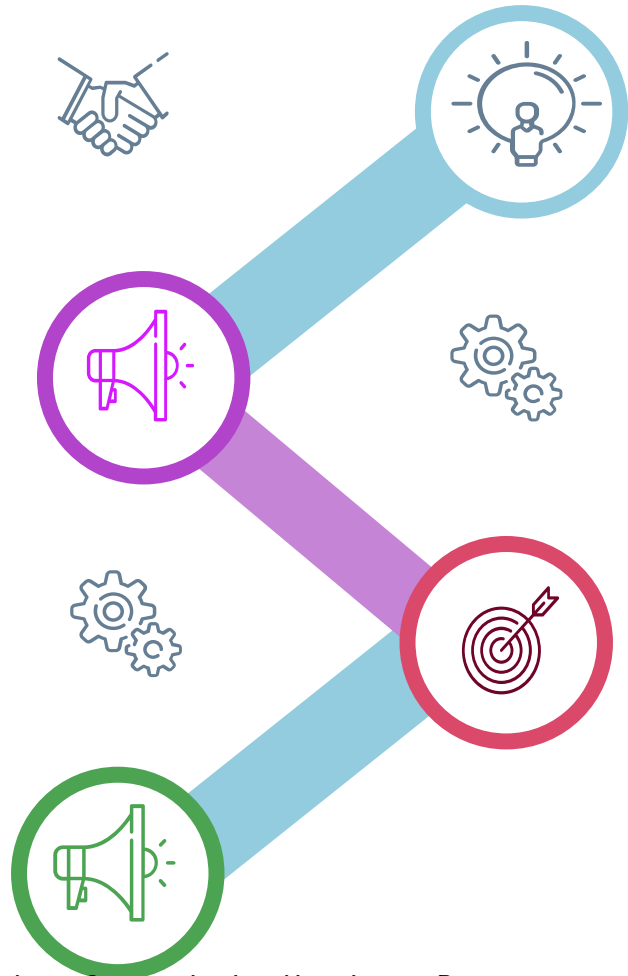


Culture shock can be defined as an emotional, psychological, and physiological reaction to the loss of or an inability to experience his or her own culture.

Negotiation As the Way of Engagement in Intercultural and Lingua Franca Communication



Therefore, you should understand the role of cultural stress, social alienation, social class and poverty–wealth extremes, financial matters, and relationships in dealing with cultural shock.



Personal qualifications needed when working in an unfamiliar culture include adaptability, flexibility, empathy, and tolerance. Good interpersonal skills and high self-esteem are also important.

Stages in culture shock

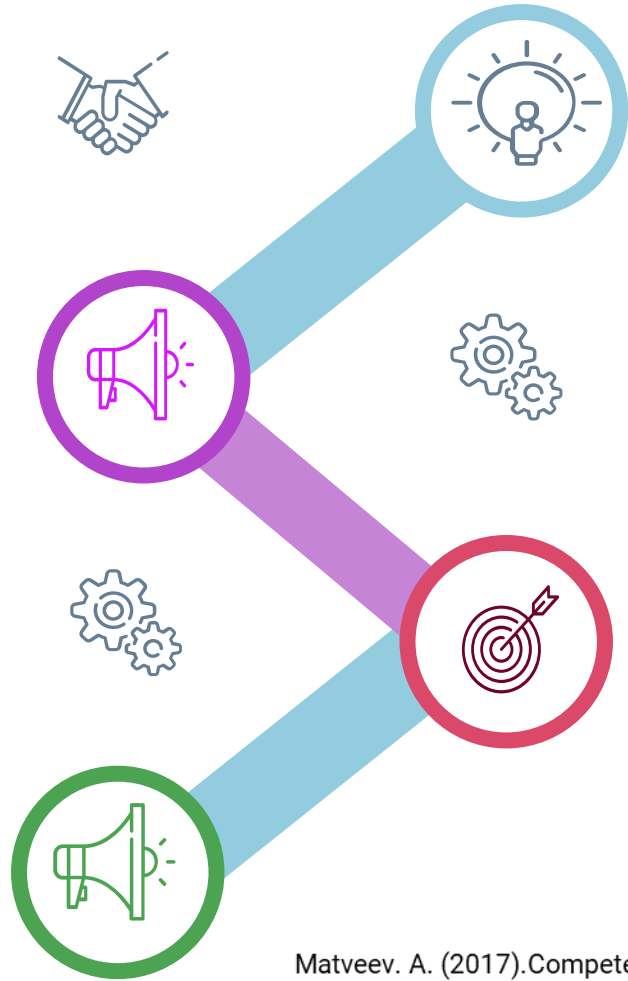


- Unacceptance of the host culture
- Substitution
- Addition
- Synthesis
- Resynthesis

Culture Shock and Intercultural Competence

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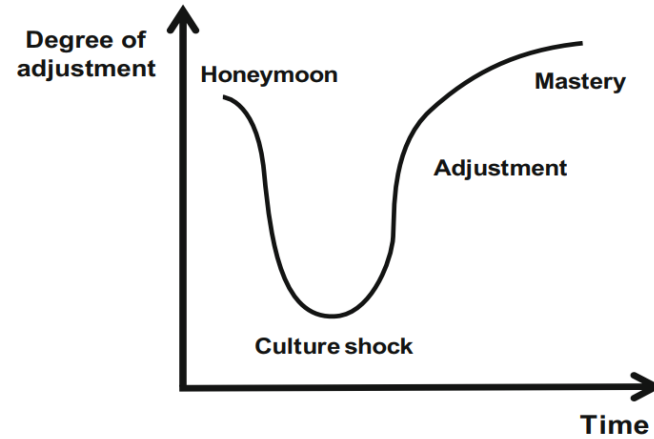
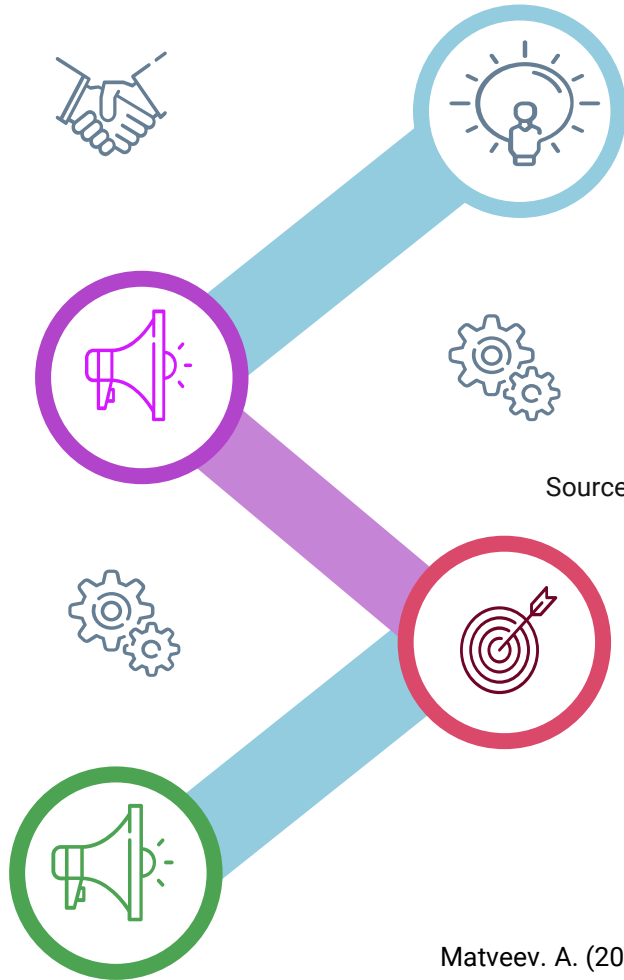
An employee working abroad misses culturally familiar signs, symbols, and social interactions (Mooradian, 2004).



A person can experience culture shock when he or she is not able to interpret and respond to the new cultural cues.

Culture Shock and Intercultural Competence

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Source: Adapted from Uwaje (2009), after Oberg (1960) and Black and Mendenhall (1991).

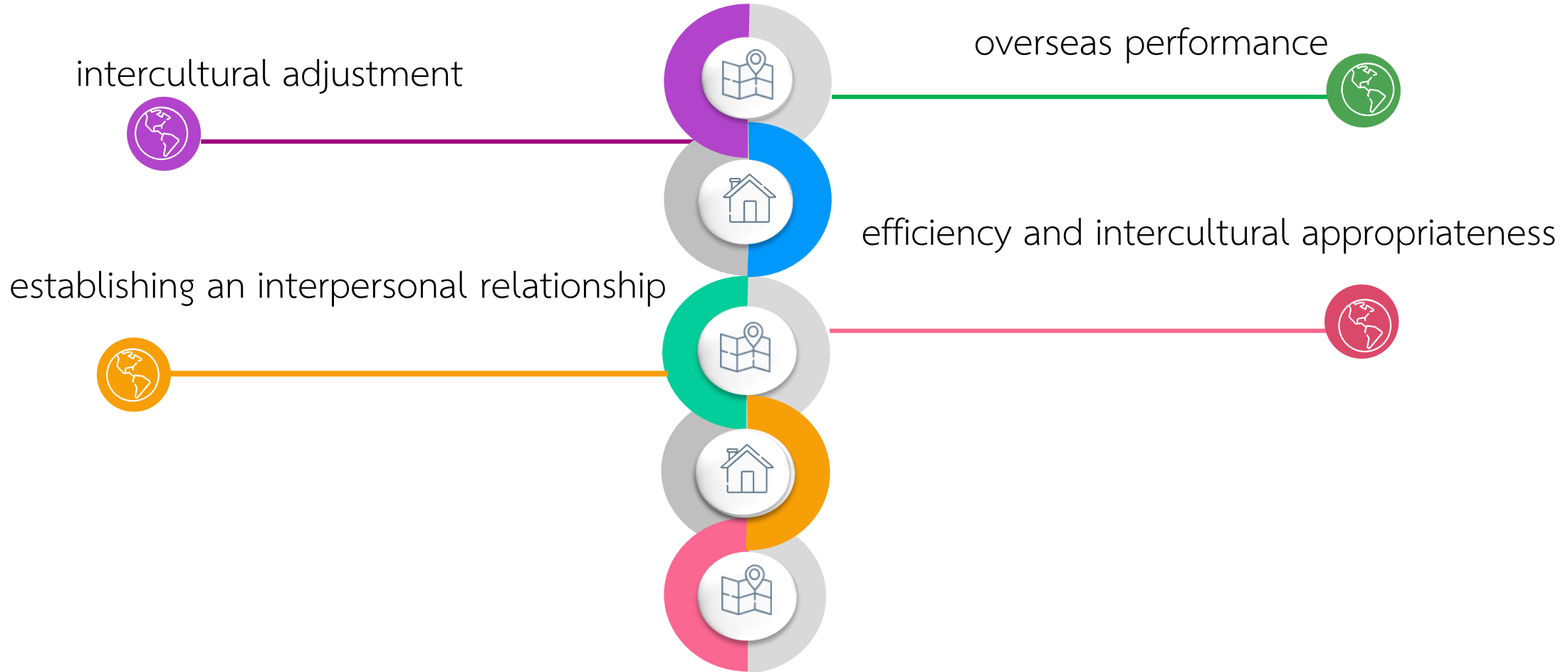


03

Cultural Adaptation

Effective Performance in Intercultural Contexts

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Becoming competence

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people get to take pride in themselves while also living with people who may be different



people get to enjoy and learn about the history, music, style and dining of other cultures



people enjoy the commonalities and difference



people of all cultures become used to one another and learn more about each other.





04

Unit Summary



05

Exercise

Exercise



1. Explain what is meant by the term cultural shock.
2. Identify and discuss the stages of cultural shock.
3. How can multinational firms alleviate cultural shock?
4. Identify and describe the approaches to intercultural training offered by multinational firms.
5. Identify types of cultural stress that may confront persons who are living abroad.
6. Identify positive coping skills that may be used to alleviate stress.
7. How can social class and poverty/wealth extremes be sources of cultural shock for U.S. Americans in overseas assignments?
8. What types of financial adjustments may be associated with cultural shock?
9. Explain how the Johari Window is related to cultural shock.
10. What types of reentry problems are often encountered by persons returning to the home culture? How can reentry shock be alleviated?

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Thank you