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### Intercultural Business Communication Reflection

Obviously, to maintain an operational level of communication, certain corporate customs must be enforced, but when helping a new employee ‘adjust’ to working in any company, this corporate culture must not demand one step beyond the necessary. Before proceeding to training another, managers must clearly see a distinction between the few truly essential adjustments and the overwhelming number of cultural elements that remain free to choose. Considering the effects of embracing cultural diversity in corporate communication and employee relocation invariably leads to this conclusion.

Personal communication preference is a cherished cultural element. While an international *lingua franca* may veneer corporate communication, the reality is that every expression encodes certain thought patterns. These thought patterns may draw on a variety of world views and degrees of emotional expression. Inclusive businesses would never make unyielding demands over such personal preferences by dictating every interaction syntax. To be so unyielding deprives the company of its own adaptability – the very trait a business needs to maintain a stable niche in its economy. Of course, balance is in order. The context displacement that business activity creates promotes a low-context-culture where “people rely more on verbal communication and less on circumstances and cues to convey meaning” (Bovee, 2013 128) Strict protocols are essential for warnings and domain-specific terminology naturally facilitates activity, but the general case is that open-domain conversation does not follow a rigorous ruleset. Instead, every employee must appreciate the benefit of adapting their language to suit its

recipient. Such a yielding, embracing approach not only promotes immediate communication but lays the foundation for synergetic benefits to come.

Considering how to effectively integrate employees from diverse backgrounds extends to personal relocation. Regardless of the present corporate environment, a physically displaced employee is not necessarily one culturally displaced. Identifying the many elements of one's culture that remain invariant, rather than those that have changed imparts a sense of stability. The observation of any familiar protocol gives positive reinforcement of one's own ability to reason on environment dynamics and softens the novelty of change. Employees may need to elevate back to conscious level a reflection of their own culture "so that [they] can recognize its influence on [their] communication habits", but doing so promotes language that is concise, clear, and simple – devoid of superfluous popular cultural references. (Bovee, 2013 124, 116-117)

Clearly, diversity is an ever-present characteristic of businesses. Whether in intercorporate communication or employee relocation, it is unavoidable, and therefore companies benefit by yielding to culture wherever possible. Beyond the oral and written codes in importance, however, is a profound respect for the culture and diversity of others. Seating this mutual appreciation and cooperation first in corporate cultural opens the doors to a globalized economy giving an international company the best chance at securing their niche in the global economy.

#### Works Cited

Bovee, C. L. (2013). Prologue [Preface]. In J. V. Thill (Author), *Excellence in business communication* (10th ed., pp. 31-36). Harlow Essex CM20 2JE, London: Pearson Education.