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Abstract. This article develops a theoretical framework for intercultural business communication which sets it apart from intercultural communication and international business. In the past, discussions on the theory of

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business

communication have

mostly focused on

intercultural

communication using

business as examples

rather than including

business as a distinct

variable.

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One of the central aims

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of theorizing

intercultural

communication is to

explain effective

communication and

effective group decision.

A good example of this

kind of theories is the

anxiety/uncertainty

management theory

developed by William

B. Gudykunst and

discussed in Chapter 5.

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~~THEORIES OF
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Communication in
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presents foundational
concepts for
communicating between
cultures and a
framework for
understanding any
culture, including your
own. Understanding and

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applying the concepts
presented here will help
you to enhance your
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competence, critical to
success as a global
project manager in our
borderless world.

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Intercultural theory may
be derived from several

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independent lines of research. The area of intercultural communications focuses on speakers' effectiveness in fulfilling their intentions to achieve...

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Many people in intercultural business communication argue

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that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted. With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds interact. Aside from language,

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communication focuses on social attributes, thought patterns, and the cultures of different groups of people.

Intercultural

communication

Wikipedia

April 29th, 2018 - Ms

SEKKAL Faiza 2013

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outlook, MSc

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Communication attracts students from a wide range of cultural

backgrounds. By the end of the course, you'll have a systematic understanding of intercultural business communication and competing theories of culture and

communication. You'll also have the ability to

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critically and flexibly
apply theoretical models
to cross-cultural
business contexts,
including those of
international marketing,
commerce, advertising
and tourism.

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Napier

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Communication in

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Practice applies
intercultural studies to
the business or
professional context by
considering the
relevance of theory in
real or realistic
scenarios. The module
encourages a deep
analytical insight into
communication
practices in the
overlapping contexts of
business, the workplace,

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professional cultures,
globalisation and
language and local
cultures.

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a critical understanding

of the key issues and
theoretical constructs
surrounding

intercultural

communication; an

increased awareness of
how various dimensions
of culture act as barriers
to successful

communication; an

enhanced understanding
of how to interact

successfully in

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unfamiliar settings,
particularly within
academic contexts;

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This article develops a
theoretical framework
for intercultural
business communica
tion which sets it apart
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EB4602 Theory Practice

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Communication (Essay

Sample) ... In a society,

men and women have

different perceptions in

terms of how to

approach certain issues.

For example, men see

communication as a way

of having control and

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independence while

women take

communication as

essential in relationships

(Onea, 2012).

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