



# CROSS-CULTURAL COMMUNICATION

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## Introduction

We live in the world that is becoming a global village. Advancements in communication technologies increase the opportunities to communicate with people from various cultures. As international contacts and cooperation are more regular, the awareness of differences in the process of communication starts playing a crucial role. Being able to transform a word from a native into a foreign language does not guarantee a trouble-free course of a conversation run by speakers from different cultures. To investigate differences in communication, to be able to recognize the true intention of the interlocutor, to see through the culturally specific patterns of communication, it is possible only if the ethnocentric view is abandoned.

The place where we grew up shapes the way we think, feel, and act. Communication and culture influence each other. The culture from which people come affect the way they communicate. The way they communicate can change the culture they share. The key to effective communication between countries is an understanding of each other's culture, especially the knowledge of how each society conveys meaning. Ignoring cultural differences, norms, and local habits may cause some communication problems or the lack of willingness to cooperate. It is worth remembering that good communication unites, rather than divides.

Experiencing all these various culture differences we do not ask questions such as *Who is right?* or *Who is wrong?* but *How can we see the same thing so differently that it results in not seeing "the same thing" at all?* Therefore, discovering, first of all, one's own and then other cultures is a challenge – nowadays it is a must.

It is believed that this e-book will help you to understand different people as well as cultures they come from better, to improve your cross-cultural communication, to develop cross-cultural awareness, and to facilitate cooperation in the diverse military environment. In this e-book there are five chapters referring to communication itself, cultural aspects of verbal and nonverbal communication, various cultural dimensions, as well as cross-cultural communication barriers we face while living and working in a multi-cultural world.

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