

**Employment Communication- A Lab Based Course**  
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**Lecture - 08**  
**Inter Cultural Communication – Introduction**

Hello friends. So, welcome back to the course on Employment Communication. Today, we will be doing lecture 8. And, this is a new topic called Inter Cultural Communication. We will introduce you to Inter Cultural Communication in lecture 8.

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So, I have divided this introductory lecture on inter cultural communication in 2 parts. The words on this slide there look similar. And, they are meant to be such. The first part is communicating inter culturally and the second part is cross cultural communication. So, I think the only difference is inter and cross. And, I do not think we have much objection to using these terms inter and cross.

So, basically I will be building your foundations on inter cultural communication in this lecture 8.

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So, why this topic, this topic because of 2 reasons mainly; the global marketplace, the globe has become a village and people from different cultures are working all over the world, wherever they are able to get job and working through. And, the second aspect is go to any office today, let say in India itself in a metro town or in a small town or (Refer Time: 01:44)mafarsal town. And, you will find that there are people from different cultures working together.

Even, if they are not working face to face in a 4 world structure and offices such a cubicle or a project. Let say that we are thinking about those people who are also working across the digital divide, that is through web conferencing and video communication these are people of different cultures. So, multicultural workforce and global marketplace is the, these are the 2 reasons why we need to be inter culturally updated.

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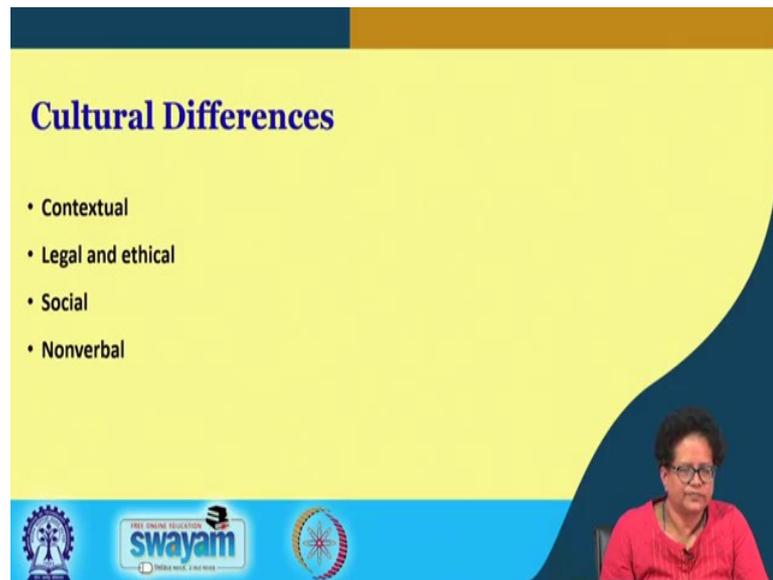


So, there is this idea of intercultural sensitivity. And, we will be telling in greater depth on these 3 terms on the slide here culture subculture and ethnocentrism, but as of now culture is the central term here. Culture is a system of beliefs, values, attitudes, behaviors, artifacts, our eating styles, our living lifestyles, our cultural festivals, our festivities, our holidays, how is it stand dress up, everything as such.

And, subculture is a part of the main culture. Say for example, I tell you that the main culture of we talk about the Indian culture. Now, India as such is divided into 2 parts culture let us say the northern part is the Aryan culture and the lower part the southern parts of the nation is the is the Dravidian culture. So, these 2 Aryan culture and Dravidian culture are the subcultures of India.

Ethnocentrism is a term which, we define as to be concentrated on oneself. So, the idea of ethnocentrism is that to think about your culture as superior and rest of the cultures as not material inferior rather. So, ethno centrism or ethnocentrism is to be avoided at any cost.

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**Cultural Differences**

- Contextual
- Legal and ethical
- Social
- Nonverbal

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Now, what are the kind of cultural differences you might face at the workplace? The first is context or situation based the second is the way in which our legal framework and our ethical standards are here. Let us say in India is different from the way the legal framework and the ethical standards are there in some other country. Even, if it is our next door country, the third is the social because man is a social animal.

So, the social society is one of the big ways in which cultures differ from each other and fourth is most important nonverbal communication. We have already done 2 lectures on nonverbal communication, but we will also be doing it at greater depth in 2 more lectures on body language.

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**Cultural Context**

- Decision-making practices
- Problem-solving techniques
- Negotiating styles

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So, cultural context, if we come to cultural context. The decision making practices of people who work in different cultures are separate unique from each other. Their problem solving techniques also are different.

So, some people may count 1 2 3 4 5, some may count 1 2 3 4 5, and some may count 1 2 3 4 5. I am just giving an example I am not telling that this is a problem solving technique, but I am telling you that, even in such minor things as counting 1 to 5 we differ, the last here is on the slide on the slide is negotiating styles. At the workplace most of the work is successful, because people are able to negotiate and negotiating styles differ from culture to culture.

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**Legal and Ethical Behavior**

- Seek common ground
- Withhold judgment
- Send honest messages
- Respect cultural differences

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Coming next to the second aspect of legal and ethical behavior of different cultures, the idea is to seek common ground, if you are working in a foreign country and you have to be legally safe and ethically good- try to get the common aspect from their culture. So, that you can act upon it more easily because it is common to your culture or the culture you come from, from which your background is.

The second is to withhold judgment, where you think that you are not sure you are not confident and you are among people of different culture. Better not to speak not to say anything. The third is to send honest messages you know that honesty is the best policy. So, the best way to to face a situation, let us say that we have 3 ways to face a situation fight, flight, freeze, but here I would say the best way is to be honest with whatever you are communicating verbally, as well as nonverbally, whether the message is verbal plus nonverbal. The fourth is of course, needs no explanation why it is so, important we must respect cultural differences if we are to survive and flourish at the workplaces.

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The slide features a yellow background with a dark blue curved shape on the right side. At the top, there is a dark blue and orange header bar. The title 'Social Behavior Differences' is written in bold blue font. Below the title, a bulleted list contains five items: Materialism, Roles, Status, Manners, and Time. At the bottom of the slide, there are three logos: a gear-like logo on the left, the 'swamyam' logo in the center, and a circular logo on the right. A small inset video of a woman in a red top is visible in the bottom right corner of the slide.

Let us come to the third aspect of social behavior differences. You see that any society is built on materialism, but the extent to which people of different cultures are materialistic is different from country to country. Let us move further to roles. The roles into which the society casts in a masculine or a male oriented society, the roles for the women would be lower, diminutive, weak not important on the other hand if you think about a matriarchal society.

Let us say I give you the example of Nepal or let us say deep down south way of Kerala. In matriarchal society the roles of the women are important and up they are regarded with much respect in society. And, they are given greater roles in performance, then you come to status and we have manners. The way in which we observe etiquette, the way in which we mind our Ps and Qs. This is different from different cultures because the paradigm or the we are talking about one level on which cultural differences occur which is social behavior manners of different social groups differ.

And, the last is time. Time is very important, because in the west people are very punctual and they value time, they respect time. Whereas, in our part of the world we have an attitude of it is all right, people come late for meetings because they think that it increases their importance. And, even when the meeting is going on if you observe then people will give lot of introduction have some social conversation and then come to the main business to be discussed.

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**Nonverbal Communication**

- Personal space
- Body language

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When we come to nonverbal communication -the fourth one, let us talk about personal space. We will be showing you a video in which you will see an Pakistani Lady and she is a student and the teacher is Londoner or westerner. And, in India we have minimum personal space at the workplace or even in the family depending on the intimacy of the relationship, but in the west this is not so. When you see the video you will understand the significance of what I am trying to tell you now. Body language is very important part of nonverbal communication .We have reserved 2 lectures on that coming soon.

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**Overcoming Ethnocentrism**

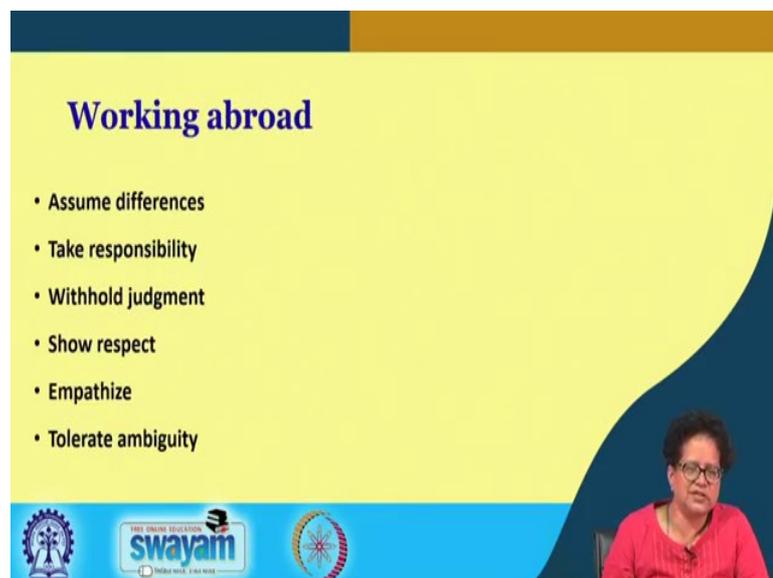
- Acknowledge distinctions
- Avoid assumptions
- Avoid judgments

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for UGC, swayam (Free Online Education), and India Skill Challenge. A small video inset in the bottom right corner shows a woman in a red shirt.

So, how do we overcome ethnocentrism I have said that, there are these 4 ways by which we are studying intercultural communication. And, a negative part of intercultural communication is ethnocentrism where people or communities or cultures believe that, their cultures are superior. And, the rest of the cultures are inferior or not to be recognized or given any importance .This does not happen , this does not work as such, it never works.

So, how do you overcome ethnocentrism? First by acknowledging that just as my just as my culture is unique so, also their culture is distinct. The second is to avoid assumptions that ok. So, so and so, is doing this. So, it might mean this.. this.. this and therefore, we avoid judgments.

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**Working abroad**

- Assume differences
- Take responsibility
- Withhold judgment
- Show respect
- Empathize
- Tolerate ambiguity

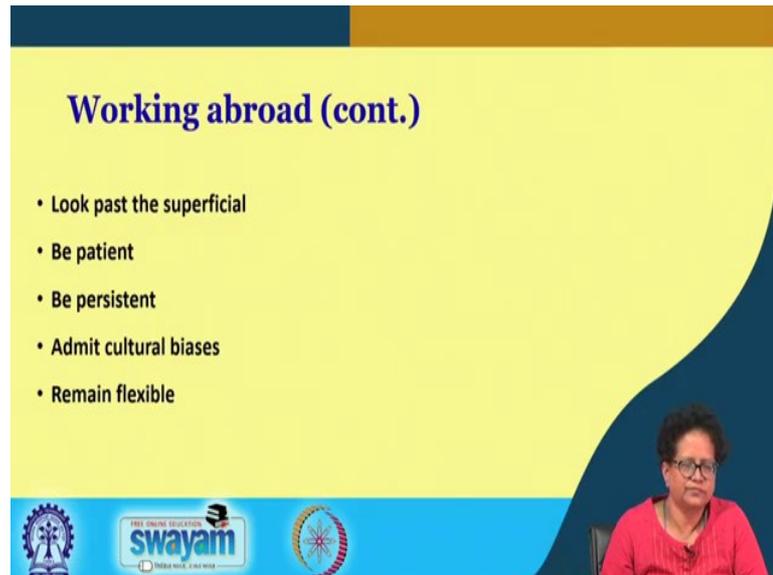
The slide includes logos for Swamyam and other educational institutions at the bottom.

Now, it is a time as you see in this slide it is a time when most students would like to work abroad. Not that we do not have jobs in India, but we would like to work abroad if possible.

So, this is for those who are who are attempting to work abroad the first of the 7 advises for those who are planning to work abroad is. The first is to assume differences to acknowledge distinctions. The second to take responsibility for your culture and where you come from and yourself as such, the third it has already been said to withhold judgment. Where you think the area is great, where you think it is not safe or correct or right or ethical to say something.

Number 4 is show respect to all cultures other than yours, number 5 very important empathize - empathy is a higher form of sympathy. So, we are requesting you to develop empathy and the last on the slide is to tolerate ambiguity. Because, just like nonverbal communication; intercultural communication is ambiguous. So, we have to accept it and tolerate it as part and parcel of life.

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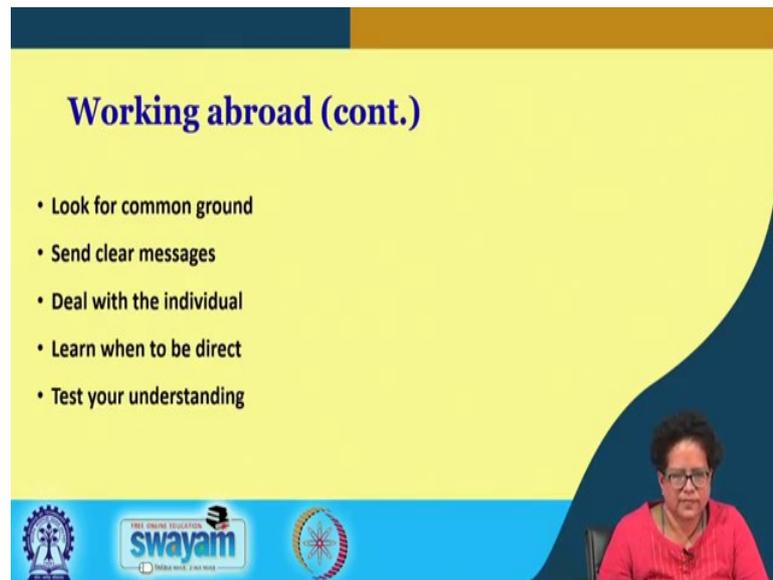
**Working abroad (cont.)**

- Look past the superficial
- Be patient
- Be persistent
- Admit cultural biases
- Remain flexible

The slide includes logos for 'swayam' and other educational institutions at the bottom. A small inset video shows a woman in a red shirt speaking.

We continue it is imperative that you learn to look beyond the superficial do not look at the upper meanings or whatever appears to the eyes or appears to the mind at first glance, be patient. Be persistent in what sense? To be persistent to increase your knowledge of cultural variations and differences where you are working? And admit cultural biases if, if I am an Indian and if I say or speak biased towards India. I must be able to admit that I am speaking or working or saying such, because I am an Indian and I am therefore, pro Indian and the last is to remain flexible.

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**Working abroad (cont.)**

- Look for common ground
- Send clear messages
- Deal with the individual
- Learn when to be direct
- Test your understanding

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We move further if you are going to work abroad the next 5 advices would be to begin with to look for common ground, where you have cultural..cultural mingling I would say. Not to look for uncommon areas on which you can quarrel or fight or debate or whatever or which could lead to interference or loss of working hours,loss of precious time in the workplace.

So, verbally as well as nonverbally you must send very clear brief precise exact messages. And, do not think about the culture in which you are working, think about the individual with whom you are working. There would be nothing more important than saying that it is you who are the best judge to decide when to be direct, but therefore, advises mostly be indirect, because sometimes directness might cause inflict it might cause tension and inflict more harm at the workplace relationships. The last one is to test your understanding of cultural awareness to be culturally upgraded to know about other cultures.

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**ESL Communication Barriers**

- Slang and idioms
- Accents and pronunciation
- Vocal variations
- Communication styles

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ESL on this slide is English as second language. For most of us who are going to be working abroad English is not the mother tongue, except for those who are from the Anglo Indian community, other than that we have most of us would have English as the second language.

And, this in itself creates many communication barriers at the workplace. The first is that we have to be aware of English Slang and Idioms. Number 2 what we what we generally teach in the language lab in English courses is accent and pronunciation. Accent is stress and pronunciation is the correct utterance of the word with the right stress at the right place on the right syllable.

So, accents and pronunciation are important of English as such, vocal variations because all the sound the way we are speaking oral communication is coming through our vocal cords. Therefore, the voice quality or the vocal level of different people would be different it is important to recognize these variations. Then, we can be free of this barrier of vocal variations. And, lastly is communication styles each human being is unique and everybody has his or her own special way of communicating or special communication styles and of this we need to be careful of.

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## Foreign Language Barriers

- Learn another language
- Use intermediaries or translators
- Offer training in English

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Then, the idea that if you are working abroad you have to pick up on a foreign language foreign language itself creates barriers in intercultural communication. The first is of course, you must learn the language of the country where you are going to work and if it takes time and at the workplace things have to be done, you must be able to get intermediaries or translators who will help you on the spot and the third is you can offer training in English.

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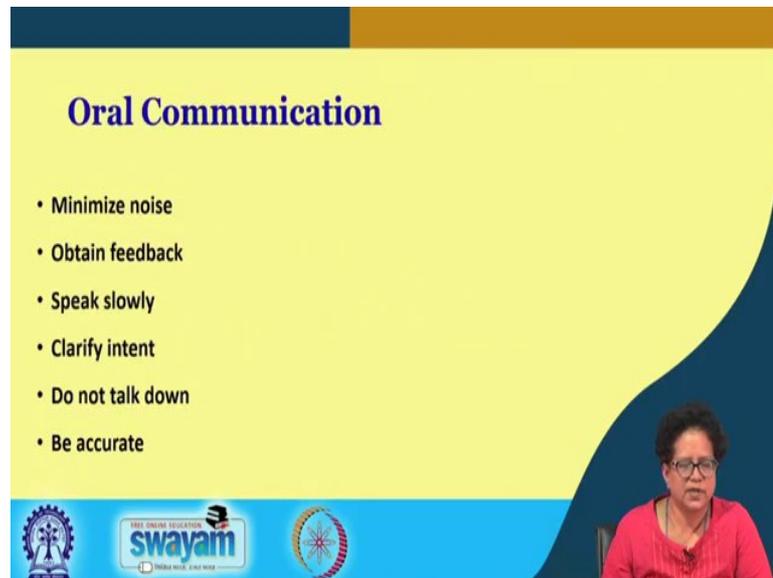
## Written Communication

- Use plain English
- Be clear
- Use proper addresses
- Cite numbers carefully
- Be brief
- Use transitions
- Avoid slang and idioms
- Use short paragraphs

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Then we come to written communication apart from oral communication which we have slightly covered. These are some 8 points here and I will not go in detail. These are all easy to understand.

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The slide is titled "Oral Communication" in a bold, dark blue font. Below the title, there is a bulleted list of eight points: "Minimize noise", "Obtain feedback", "Speak slowly", "Clarify intent", "Do not talk down", and "Be accurate". The slide has a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for "swayam" and other educational institutions. A small video feed of a woman in a red shirt is visible in the bottom right corner of the slide.

- Minimize noise
- Obtain feedback
- Speak slowly
- Clarify intent
- Do not talk down
- Be accurate

When, we come to oral communication the first point here to be remembered is to minimize noise. If, we go back to I think lecture 4 or 3 where noise is the communication barrier or the aspect which creates resistance in communication. So, when we speak we must work on minimizing noise or communication hiccups as such. We become better communicators if we are able to get feedback from others. We speak slowly so that since we are speaking English as a second language others can understand us is not it.

And, the fourth point here is to clarify or to make clear your intention in saying whatever you are saying. The next point here is do not look down upon do not be pejorative or treating the others in a condescending manner, do not talk down to others at the workplace I mean those who belong to other cultures.

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**Oral Communication (cont.)**

- Learn foreign phrases
- Listen carefully
- Adapt your style
- Check for understanding
- Clarify the next step
- Watch body language

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for Swamyam and other educational institutions.

And, the last is to be specific or exact. We continue further since you will be working abroad, learn foreign phrases of daily parlance of daily requirement. For example, where is this bus going to, where is the train going to, where can I get bread or butter, or when is the tea time, when is the break time, when is the movie show starting so, on and so, forth.

So, that you can survive be careful while listening because I think listening leads to great learning. The third point here is to adapt your style your communication style might have been like an Indian, but once you go abroad and you are going to work there for a long time, have some minor changes included in your communication styles. Fourth, I think we need to paraphrase whatever we have heard or we are not clear with what we have understood there is a need to paraphrase, so that you check your understanding of what is being said, think about the next step.

And, most important last, but not the least I would say take care of your body language as we have already said in the lectures on nonverbal communication. Verbal communication can be controlled and checked, but nonverbal communication or in the larger aspect in the most important aspect the body language. Body language is also going to be a series of 2 lectures soon. Body language is something which cannot be hidden. So, be careful how you are behaving nonverbally.

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I would like you to see this funny video on nonverbal and inter cultural communication

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## Part II: Cross-Cultural Communication

Why is communicating across cultures important today?

- Technological advances have made workplaces more global
- Understanding those who buy and use a company's products or services helps you design ones that fit your customers' needs
- Successful communication improves productivity and creates a comfortable workplace
- Communicating with those from other cultures enriches your business and personal life.

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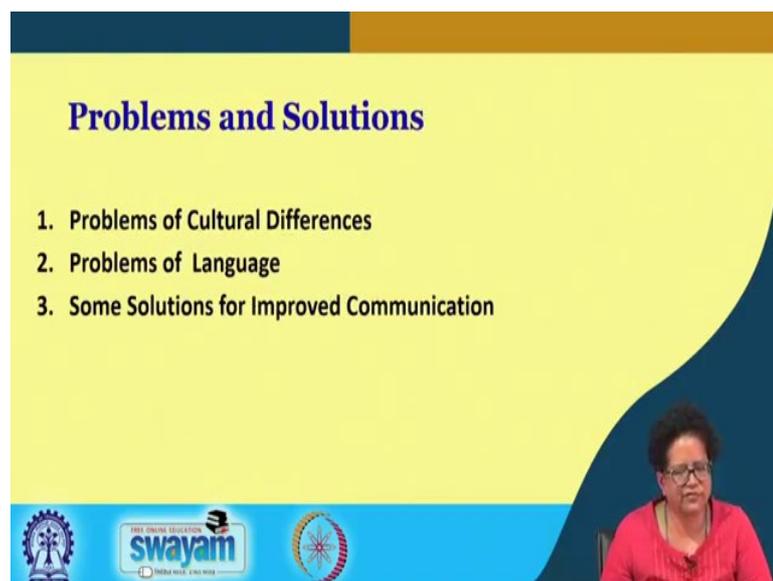
So, why I showed you this video is at the end of the first part of this introductory lecture I wanted you to understand that, culture is not only your racial ethnicity, or your ethnic background, or your national identity. It is also the language you speak, the way you speak; you are touching behaviors, your intimacy, your personal space you may maintain

between yourselves as workers or family members. So, anyway let us move to part 2 cross cultural communication, or communication across cultures.

Why this is an important topic today needs to be dealt with at the outset? The first is that technological advances have made the workplace very good very much a global; we have already mentioned this global marketplace. The second is we need to understand why we are using or buying a company's products, or service, or why we need to design something which will fit our customers' needs. Successful communication improves productivity and creates a comfortable good workplace.

And in case you are lucky enough to work in a multicultural workplace you are really in fact, lucky I would say because this would enrich your business as well as personal life.

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**Problems and Solutions**

1. Problems of Cultural Differences
2. Problems of Language
3. Some Solutions for Improved Communication

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The certain problems and solutions which need to be considered when cross cultural communication occurs at the workplace, and we have divided them on 3 parts. The first is cultural differences, the second are problems which are language based and the third is we will be offering some solutions for improved communication.

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**1. Problems of Cultural differences**

- Body positions and movement
- Attitudes toward factors of human relationships
- Effects on workplace communication techniques

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So, coming to the first one problems of cultural differences. These are of 3 parts body positions and movement in a multicultural workplace, what are attitudes towards factors of human relationship and the effect of the effect of all this on workplace communication, we will be telling it in detail.

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**2. Body positions and Movement**

- Body Parts
- Gestures
- Eye Contact
- Handshaking and Touching

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for 'swayam' and 'THE ONLINE EDUCATION' along with a circular emblem. A small inset video shows a woman in a red shirt speaking.

If, we think about body positions and movement. There are certain body parts which you are not supposed to touch of the other in public at the workplace. Gestures are very important the way you gesticulate with your hands and arms. Eye contact or gauge is the

next one which has to be taken care of and learnt to be effective at the workplace which is multicultural how do you shake hands, and what are your touching behaviors at the workplace is last.

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Some Gesture differences		
Gesture	Meaning 1	Meaning 2
Hand up, palm out, wrist stiff, back and forth motion	Good-bye (America)	No (Europe)
Raised hand with index finger extended, head high	Come here (America)	Rude to point a finger (Japan)
Raised hand, fingers in "V" position	Victory or peace (with palm out) (America)	Double, sexual, insulting (with palm in) (England)
Thumbs up	Fine, Good going, Everything is okay (America)	Strong, sexual, insulting (Nigeria and Australia)
Vertical horns	Hook 'em Horns (Texas)	Your spouse is unfaithful (Italy) Good luck (Brazil and Venezuela)

I will display this in this chart where some gesture differences across different nations are different. I will do the first and last only. This gesture of hand up palm out wrist stiff back and forth movement is goodbye in America, but this same movement is no in America in Europe, sorry .If we come to thumbs up this one with this means fine or good going everything is in America, but on the other side in say countries like Nigeria and Australia this is strongly negative it is sexual and it is insulting nonverbal a gesture communication.

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**Attitudes toward factors of human relationships**

- Time
- Space
- Odors
- Frankness
- Intimacy of Relationships
- Values
- Expression of Emotions

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there are logos for Swamyam (Free Online Education) and a circular emblem, along with a small video inset of a woman in a red shirt.

What are the attitudes towards factors of human relationship we need to take care of first is how do we value time? Are we punctual or not punctual do we respect time, do we value time, these are questions you must ask yourself. The second is space how much is the minimum respectable distance or space you maintain it workers at the workplace.

The second is odors, the third one odors, in the workplace some of us are used to spraying perfume and coming to the workplace, because they do not want their body odor to be reaching others who are all working in the same cubicle or projectile. Sitting in close proximity to each other how frank number 4, how frank or how much open you should be at the workplace with others. How much intimate in your relationships? What ethics you hold? What are your values? What are your philosophies, which dictate you and how do you express emotions?

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**Effects on Workplace Communication techniques**

- American Communication techniques are not universally acceptable.
- American Communication techniques do work with all English-speaking people.
- Problems can be overcome by learning about other cultures

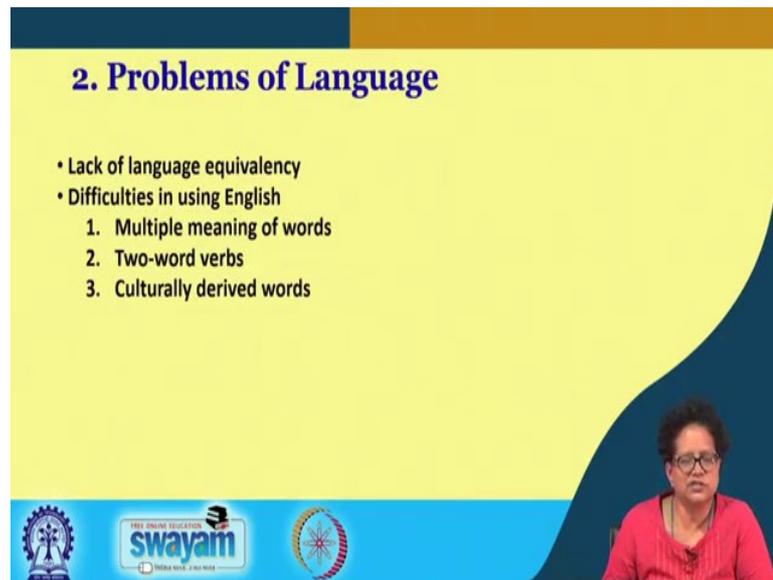
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What is the effect of all this you know body movements, body parts and movements. And, in the previous slide our attitudes towards factors of human relationships on the workplace communication. There are some generalizations here I will not ask you to hold it to your heart. American communication techniques are not universally acceptable. It is acceptable in America, rest of the world will have their variations.

And, these techniques may not work with all English speaking people just because America speaks English and the rest of the world. Many countries in the rest of the world US, Canada, Australia, New Zealand, and United Kingdom all of them are English speaking, but their communication techniques will be different from the American communication techniques, even if the language is one which is English.

So, such kind of problems, whether it is communication techniques or whatever can be overcome by learning about other cultures.

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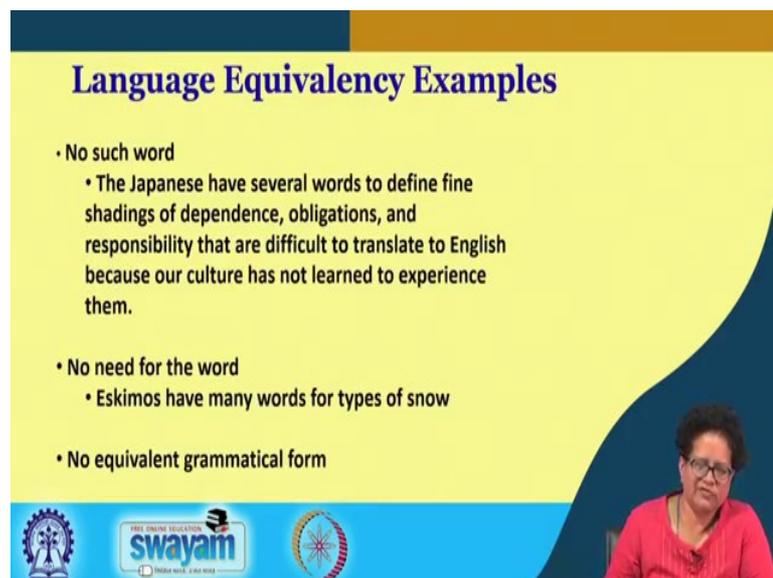
**2. Problems of Language**

- Lack of language equivalency
- Difficulties in using English
  1. Multiple meaning of words
  2. Two-word verbs
  3. Culturally derived words

The slide features a yellow background with a dark blue wave-like shape on the right side. At the bottom, there is a blue banner with logos for 'swayam' and 'INDIA WISE, LEARN WISE'.

Let us say we begin with language, because language has been defined as a means of communication. The first thing we remember to to..in fact, most important is lack of language equivalency. Our language will not have the exact language equivalent of some other language, it is very difficult. And, when it comes to English as a second language users and speakers like we are Indians. Then there are certain difficulties in using English at the workplace. The first is multiple meanings of words, the second 2 word verbs and we will show you examples, the third is culturally derived words.

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**Language Equivalency Examples**

- No such word
  - The Japanese have several words to define fine shadings of dependence, obligations, and responsibility that are difficult to translate to English because our culture has not learned to experience them.
- No need for the word
  - Eskimos have many words for types of snow
- No equivalent grammatical form

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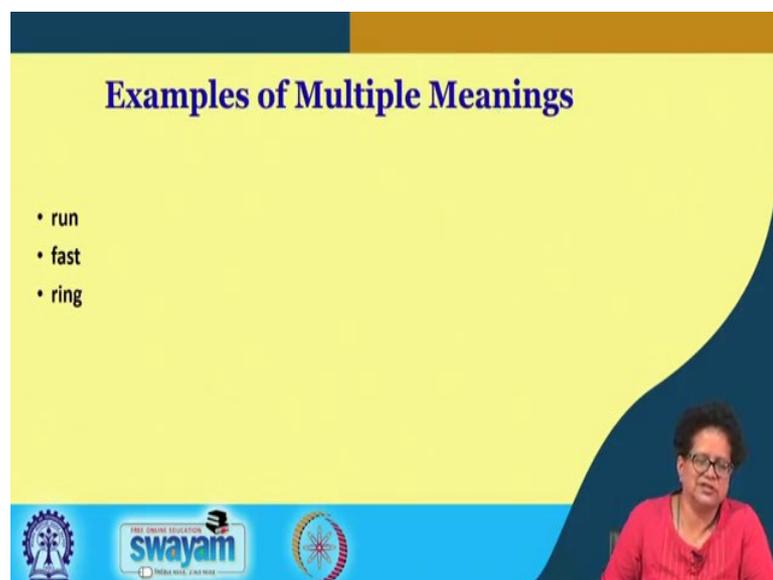
Moving first, let us say if you are speaking about language equivalency problems. There might be no same word for what word you are using in your part of the world. For example, the Japanese have several words to define fine shadings of dependence obligations, responsibility. They may have 7 words for relationship called uncle is not it.

Next sometimes there is no need for word. For example, the Eskimos or the people who have the language inuit, INUIT have in the inuit language, inuit there are many words for snows because they stay in snow throughout the year maybe 10 months, 12 months. And, they have many types of snow for example, flaky snow, soft snow, hard snow, rocky snow.

So, they have at least let us say 19 words for one word which we term as snow. And, sometimes grammatically, syntactically that is you know that grammar and syntax apart from vocabulary are the 3 parts of language; language has 3 parts vocabulary, grammar, syntax.

So, let us leave a part vocabulary which is diction or words, but syntactically and grammatically the equivalent forms may not be found between 2 languages.

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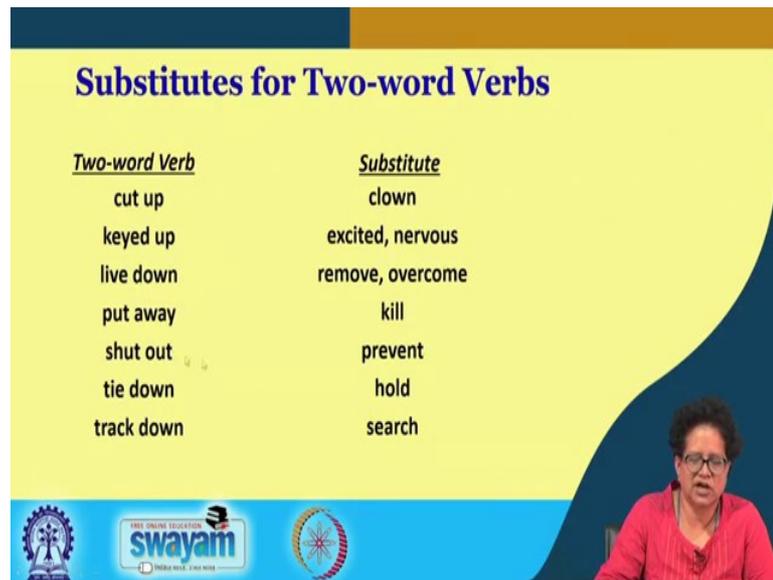
**Examples of Multiple Meanings**

- run
- fast
- ring

The slide includes logos for 'swayam' (The Online Education) and 'INDIA'S CHALLENGE' at the bottom. A small inset video shows a woman in a red shirt speaking.

Here on this slide we have an example of 3 words run, faster. ring. And, run the word might have multiple meanings to go for a run is only one.

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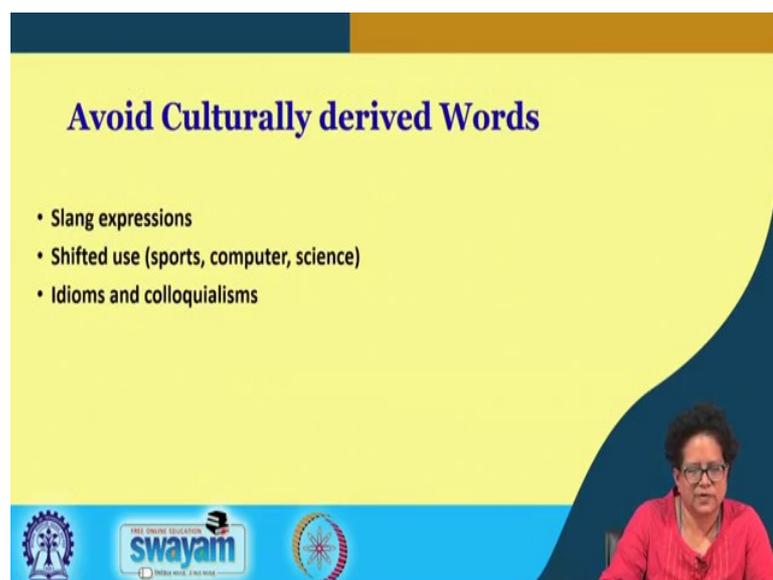
**Substitutes for Two-word Verbs**

<u>Two-word Verb</u>	<u>Substitute</u>
cut up	clown
keyed up	excited, nervous
live down	remove, overcome
put away	kill
shut out	prevent
tie down	hold
track down	search

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for 'swayam' and other educational institutions. A small inset video of a woman in a red shirt is visible in the bottom right corner.

Now, let us come to substitutes for 2 word verbs. For example, these are some 2 word verbs on the left hand side of the slide and the substitutes are here. It is very difficult to understand that substitutes are implying these 2 word verbs. We may have heard of track down, and tie down, shutout, but we may not have heard of put away or live down or cut up which means clown.

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**Avoid Culturally derived Words**

- Slang expressions
- Shifted use (sports, computer, science)
- Idioms and colloquialisms

The slide features a yellow background with a dark blue curved shape on the right side. At the bottom, there is a blue banner with logos for 'swayam' and other educational institutions. A small inset video of a woman in a red shirt is visible in the bottom right corner.

So, there is a need also the last point is to avoid culturally derived words like slang expressions and words which have been taken from the arena of sports, computer,

science, these 3 areas should not be transported to our daily language, idioms and colloquialisms need to be avoided because they are culturally bound.

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**Some American Idioms to avoid**

- cold turkey
- egg on
- goldfish bowl
- in a nutshell
- snow job
- stick in the mud
- through thick and thin
- tie the knot
- up a tree
- walk on air
- wheel and deal

The slide features a yellow background with a dark blue curved border on the right. At the bottom, there are logos for 'swayam' and 'INDIA RISE, INDIA RISE' along with a small inset image of a woman in a red shirt.

Some American Idioms to avoid are given in this slide and I will not go into the details of what they mean, but the only advice is to avoid these.

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**3. Suggestions for Communicating across Cultures successfully**

- Talk or write as simply and clearly as possible
- Word questions carefully
  1. Avoid double questions
  2. Avoid yes/no questions
  3. Avoid negative questions
- Use continuous confirmation
  1. Use back translating when possible
  2. Use technology to assist with written and oral communication

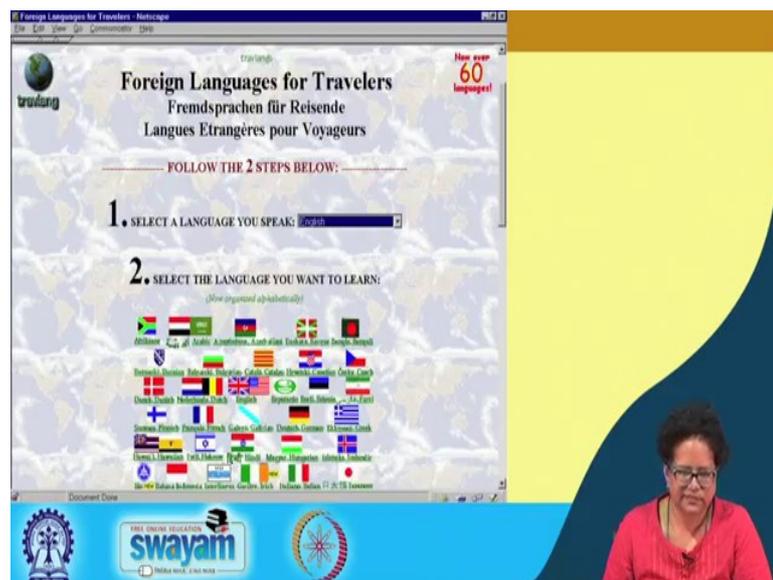
The slide features a yellow background with a dark blue curved border on the right. At the bottom, there are logos for 'swayam' and 'INDIA RISE, INDIA RISE' along with a small inset image of a woman in a red shirt.

Next, we come to the third aspect the third part some tips for communicating across cultures successfully. The first it is slightly repetitive also to talk and write as simply and plainly and clearly as possible with your power and control over language. When you are

going to put questions across to somebody from other culture? There are 3 things to be noted the first to avoid double questions; to have 2 separate questions instead of one question after another, to avoid close ended questions which are yes no type of questions or which can be answered by yes or no. So, number 2 avoid closed ended questions, number 3 is to avoid negative questions.

Since, you are not proficient with the language which is something different from which is totally different from your language. Therefore, there are 2 ways in which you can continuously confirm whether you are linguistically on the same plane with the other who has a different language. Use back translation when possible and use technology to assist with written and oral communication. Nowadays, we have many software's and applications which assist you with written and oral communication of different languages.

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Here on this slide I am just advising you that in case you are going to go abroad for work, you can surf across such websites and learn foreign languages in short time. First is to select a language to speak and then try to learn it online. Online learning or self-learning is the shortest way to pick up a language before you reach abroad to your workplace.

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And, this slide shows some of the common words which are use in France for English, yes we for no non for thank you merci so on and so forth. So, this has a list of common words which you use day in and day out and which can make you settle in your new workplace let us say it is France for example.

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These are few of the references I have used in preparation of this topic.

Thank you and we shall be meeting you soon.