

UNIT 7: BENEFITS AND CHALLENGES OF INTERCULTURAL COMMUNICATION

TIME FRAME: (70 MINUTES)

Benefits and Challenges of Intercultural Communication (15 minutes)

Key Issues in Intercultural Communication (10 minutes)

Intercultural Communication Styles (45 minutes)

WHY IS THIS IMPORTANT TO KNOW?

We live in a rapidly changing world both culturally and linguistically. Employees with different cultural norms are at risk if managers and co-workers have little knowledge of and sensitivity to different communication styles. Therefore, it is imperative for individuals to possess the ability to communicate effectively. This means to have the ability to convey ideas, to approach others and stimulate their curiosity, and to listen.

OBJECTIVES/PURPOSES:

1. Individuals will explore issues that should be considered when communicating with people of different cultural, racial, and ethnic backgrounds.
2. Individuals will review the benefits of cross-cultural communication
3. Individuals will gain a greater understanding of different communication styles.

HOW TO USE THIS INFORMATION:

The facilitator should combine both lectures (9 & 10) for discussion. Following the lectures, facilitate exercise (8).

SUPPORTING MATERIALS:

Information on Intercultural Communication

Lecture 9 (15 minutes) -- Benefits and Challenges of Intercultural Communication

Lecture 10 (10 minutes) -- Key Issues in Intercultural Communication

Exercise 8 (45 minutes) – Intercultural Communication Styles

BIBLIOGRAPHY OF ADDITIONAL RESOURCES, if applicable:

Anand, R. (2000). *Teaching Skills and Cultural Competency: A Guide for Trainers*. Fourth Edition. Washington, DC: NMCI Publications.

Lambert, J. & Myers, S. (1994). *50 Activities for diversity training*. HRD Press: Amherst, MA.

Odenwald, S. B. (1995). *Global solutions for teams: Moving from collision to collaboration*. Bun- Ridge, IL: Irwin Professional Publishing.

Raths, D. (November 8, 1999). Communication is key to cross-cultural success. *In/eWorld*, 21(45), 83.