



[Frequently Asked Questions]

Cultural Sensitiveness and Cultural Context

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 104 Business Communication
Unit No. & Title:	Unit – 5 International Communication
Lecture No. & Title:	Lecture – 1 Cultural Sensitiveness and Cultural Context

Frequently Asked Questions

Q1. Why have human beings been able to communicate with each other and travel extensively?

A1. The invention of wheel, fuel power, electricity, radio, telephone, cellular phone, internet, etc. has motivated the human race to be more powerful, more curious, more innovative, more exploring and this has led the human beings to travel extensively, communicate with each other and exchange knowledge with each other.

Q2. Which aspect has augmented the process of human interaction?

A2. The process of human interaction was augmented by the usage of one common language: English.

Q3. State the definition of cultural sensitiveness as given by Yolland Williams.

A3. We can define culture sensitiveness as Yolanda Williams states:

“Cultural Sensitivity refers to a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours.”

Q4. What do you understand by semantic barrier?

A4. Semantic barrier is generated when the sender uses a word to suggest one meaning but the receiver understands a different meaning of the same word. For example, if a daughter of a mother leaving in village demands for a log table, the mother may understand it as some table in terms of furniture.

Q5. How does semantic barrier lead to cultural sensitiveness?

A5. When a person leaving in one culture communicates with other without the background of their respective culture, there are chances of generation of semantic barrier, which may lead to cultural issues and so it is culturally sensitive.

Q6. Give examples of semantic barrier in communication, which leads to cultural sensitiveness?

A6. In one culture, usage of slang may lead to cultural sensitiveness as the slang in other language may be comprehended in an obscene fashion.

Q7. Which aspect of non-verbal communication leads to cultural sensitiveness?

A7. Body Language leads to cultural sensitiveness.

Q8. What should a cross-cultural communicator bear in mind before initiating the communication?

A8. The cross-cultural communicator should keep in mind the following:

- The communicator has to apply his or her wisdom to understand the situation, the person and the country in which or with whom the communication is conducted.
- The cross-cultural communicator should update himself/herself about the basic cultural differences of the country.
- The communicator should also make them feel comfortable that he will be ready to accept the cross-cultural differences and follow them.

Q9. How should a communicator proceed for effective communication?

A9. With the world, which has gotten into our hands, and with the accessibility of every part of the world, one should be completely aware of the cross-cultural condition of communication and proceed further for effective communication.

Q10. Why should the cross-cultural communicator be lucid and comprehensible?

Moreover, the communicator should distinctly keep the purpose of communication lucid and comprehensible. This will make the person focus on the business and not only on the communication pattern.