



[Summary]

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

Summary

We can understand that the cultural context in the communication leads to cultural sensitiveness and in the absence of the understanding of the cross-cultural communication patterns, the communication may end up in a major debacle. 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.