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Abstract. This article develops a theoretical framework for intercultural business communication which sets it apart from intercultural communication and international business. In the past, discussions on the theory of intercultural business communication have mostly focused on intercultural communication using business as examples rather than including business as a distinct variable.

~~The Theoretical Foundation for Intercultural Business...~~

One of the central aims of theorizing

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intercultural communication is to explain effective communication and effective group decision. A good example of this kind of theories is the anxiety/uncertainty management theory developed by William B. Gudykunst and discussed in Chapter 5.

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Intercultural theory may be derived from several independent lines of research. The area of intercultural communications focuses on speakers' effectiveness in fulfilling their intentions to achieve...

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Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium they choose for transmitting them, and the way messages are interpreted. With regard to intercultural communication proper, it studies situations where people from

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different cultural backgrounds interact. Aside from language, intercultural communication focuses on social attributes, thought patterns, and the cultures of different groups of people.

~~Intercultural communication~~ — Wikipedia
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a critical understanding of the key issues and theoretical constructs surrounding intercultural communication; an increased awareness of how various dimensions of culture act as barriers to successful communication; an enhanced understanding of how to interact successfully in unfamiliar settings, particularly within academic contexts;

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communication and international business. In the past, discussions on the theory of intercultural business communication have mostly focused on intercultural communication using business as examples rather than including business as a distinct variable.

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EB4602 Theory Practice Intercultural Business Communication (Essay Sample) ... In a society, men and women have different perceptions in terms of how to approach certain issues. For example, men see communication as a way of having control and independence while women take communication as essential in relationships (Onea, 2012).

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