

CROSS CULTURE COMMUNICATIONS AND AWARENESS WITH TECHNOLOGY AND MEDIA

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Abstract

Increasingly, the role of media and technology are growing day by day and youth around the world communicate with people, consume content and create many new meanings. We see that use of media and technology among the youth continuously increasing and young people of the world with different cultures and communities are afforded more opportunities for collaboration across previously unbridgeable distances. We can understand that the need for cross cultural awareness and communication is thus more important than ever before. The role of new technology and media give support in the development of communication skills and intercultural competencies among the group of people across many countries. More and more researches are required in this area. Technology and media are rapidly changing and influencing youth participation in cultural production, communicative skills and negotiations on a global level. We have to understand the relation between digital media and learning on the level of the speed of the changes. We talk about the role of media and technology how it can play in the development of cross cultural awareness needs to be explored in formal education and informal learning spaces. The technology and media have a place in the creation of meaningful user generated content for improved cross cultural awareness and communication. Certainly, the media and technology perform its big role in cross cultural communications and awareness.

Keywords: culture, media, technology, communication, awareness

INTRODUCTION

Cross culture communications are increasingly extended on a large scale and in this work, media is performing its fundamental role. First, we need to understand the meaning of culture; it is the integrated pattern of human behavior that includes actions, customs, beliefs, values, thoughts, communications, and institutions of a racial, ethnic, religious or social group. Culture reflects the values and norms of a given society and constitutes, to a large amount, the way in which individuals in that society views the world and shows their institution. Some other elements of culture are also there which include the language, inter personal relationships, dress and appearance, food and eating habits, music and dance, time and time consciousness, beliefs and attitudes. We notice that there are multiple cultures in this world and each culture has its own language and attitude of voice. To communicate internationally inevitably involves communicating intercultural as well, which probably leads us to encounter factors of cultural differences. Such kinds of differences exist in every culture which is different from other culture. Here, technology and media perform its important role to communicate with others cultures and make it easy to understand different cultures.

NEED OF THE STUDY

Each culture is different from other culture and they have different customs and rules. Some of the most common cultural differences communicate to the use of names – how and why people are named and called and how they are addressed in certain situations and how they are behaved in different situations. An example is placing the family name first or the clan name first when addressing someone in many collectivist cultures. Greetings such as handshakes, family structures, interaction between men and women, different types of signs of respect, attitudes to education and body language also play important and central roles in most cultures and are where most common misunderstandings occur. We see many examples related to these points. For example for many African and Asian cultures avoidance of eye contact can indicate respect rather than discomfort for a lack of interest. In many cultures, it is not usual to ask questions of teachers and service providers. Sometimes, when issues are raised, the expectations of both parties will often fluctuate in relation to acceptable outcomes and the level of concern displayed. Knowing these cultures and getting information about these cultures with the help of technology and media become moderately easy because media and technology are broaden almost all the parts of the world and we can acquire all information related to the cultures very well. We can understand the every aspect of these cultures and can connect these cultures with modern world.

Except that some points are here which are also required like to acknowledge the experiences of different culture, to acknowledge the different realities of the culture and to acknowledge the value of different tradition.

DIFFICULTIES IN CROSS CULTURE COMMUNICATIONS

More than 80% of the world's people live in those societies that the collectivist in nature and the other side those people living in Western societies live in societies that are individualist in nature. Here, we can observe that this is a fundamental difference that has the potential to generate constant misunderstanding and there for miscommunication happens. Remembering that we are all human beings driven by the same emotions, ambitions and instincts may also help us to distinguish cultural difference as something that is on the surface and not so threatening. Acceptability of these differences become very difficult when the cultures are quite opposite with one another. We also understand the differences between the cultures that social variables as age, sex, social class, and places of residence affect the way people think speak and behave. Though we witness the difference among the cultures but people start communicating after understanding the points and values of the culture and exchange of culture communication becomes easy when things become clear after knowing the reality of the cultures. People start learning the languages of different culture and also start accepting their tradition from the beginning of their life. One thing is very significant in cross culture communication and that is language. Language is the fundamental constitute of culture and through language culture is recognized very well and this is evidently proved that language perform its role at a big and vast level.

ROLE OF MEDIA AND TECHNOLOGY

When we use media in our routine life then we get to know much information from different places, different cultures and traditions. The forms of address, greetings, formulas and other utterances found in the dialogues and models we hear and read and the allusions to aspects of culture found in the reading, hearing, watching represent culture knowledge. Our curiosity is aroused and satisfied also when we read the culture, tradition and literature of foreign country. For depth of cultural understanding it is necessary to see how such patterns function in relation to each other and to appreciate their place within the cultural system. With the help of media when people communicate at personal level with individuals from the other cultural backgrounds, they will need not only to understand the cultural influences in the behavior of others, but also to recognize the profound influence patterns of their own culture exert over their thoughts, their activities. Now days, it becomes very easy to connect with any culture or tradition very easily with the help of new technology and media.

Media is developing cross cultural communication continuously and achieving also the goal of attaching cultures and traditions worldwide. It works like a bridge among many cultures and traditions and connect them also. It is also known that the people, who are in need of developing cultural awareness and cultural sensitiveness, are normally those who are least disposed toward these goals. People are learning many new languages which support them to understand many cultures and with that it becomes easy for them to examine also the different point of view of the people. Media and technology help us in many ways like:

- Develop the communicative skills,
- Develop intercultural and international understanding,
- Understand the linguistic and behavioral patterns and the native culture at a more conscious level,
- Adopt a wider perspective in the perception of the reality.

CONCLUSION

Increasingly, the role of media and technology are growing day by day and youth around the world communicate with people, consume content and create many new meanings. We see that use of media and technology among the youth continuously increasing and young people of the world with different cultures and communities are afforded more opportunities for collaboration across previously unbridgeable distances. We can understand that the need for cross cultural awareness and communication is thus more important than ever before. The role of new technology and media give support in the development of communication skills and intercultural competencies among the group of people across many countries. More and more researches are required in this area. Technology and media are rapidly changing and influencing youth participation in cultural production, communicative skills and negotiations on a global level. We have to understand the relation between digital media and learning on the level of the speed of the changes. We talk about the role of media and technology how it can play in the development of cross cultural awareness needs to be explored in formal education and informal learning spaces. The technology and media have a place in the creation of meaningful user generated content for improved cross cultural awareness and communication. Certainly, the media and technology perform its big role in cross cultural communications and awareness.

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