



VII Международная студенческая
научно-практическая конференция

*«Молодые акулы
бизнеса»*



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Direct and indirect communication in multicultural organization

A very important aspect of a multinational company's performance is communication between its employees as well as managers and subordinates who represent different cultures, mentalities and national characters.

There are many ways in the organization to communicate with people who came from different countries and work together. Actually there is no ideal way to be an "Intercultural communicator". Employees have to understand there is no right way for interact between cultures, and successful "intercultural communicator" should know the difference between direct and indirect communication.

Indirect communication is when a worker is acting or meaning not the same as directly saying, what a person is thinking about or feeling, using facial expressions, tone of voice, and gestures. Indirectly, the people can't interact and misunderstand each other, and the power of pronunciation could bring to talented leader the authority of working staff or create confuse among employee and employer. Otherwise, direct communication is the process when the true intentions are revealed in the verbal messages by both sides, leader and working staff. Direct also includes the sender's wants, desires, and needs to be expressed and also properly received by receiver.

To control subordinates is about to get people to do the things what employer requires and do it on time. Direct and sharp orders can illustrate employees like there is no choice was given and do totally as the boss said.

The fact is inside the international or intercultural organization, even when people speak the same language, for example English, they are usually experiencing misunderstanding. For instance, let's take into account that American and British can express totally different meanings even if they use same language.

There is some interesting fact in British speech and their meaning. Usually British people would say: "I heard what you said" but they may mean

that "I disagree and will not discuss it further" and surely staff receive it as "he accepts my point of view". One more example is British like to implement the phrase "With the greatest respect sir, but ..." and of course they mean "you are an idiot" and when they say that, employees get it as "Great, he is listening to me".

As you can see the British, in generally, imply the mystery meaning of their words a bit with joke but in direct type. For instance the phrase said by boss "Get it done by Friday" but workers would like to hear "Is there any way you can done by Friday". Many times when the willing of company's head is expressed not as employees wanted to hear, what brings to trouble the communication.

Typical an American manager who led a project to build an interface for a U.S. and Japanese business system explained the issues her team was having this way: "In Japan, they want to talk and dialog. Then we take a break and they talk. They want to make sure that there's harmony and concord in the rest of the organization. One of the most difficult lessons for me was when I thought they were saying "yes" but actually they just meant "I'm listening to you." As we can see the differences in communication can cause serious detriment to relationships in organization when team projects run into problems.[3]

We should remember that all functions and phenomena can be found in all mentalities, and there are no «typical» people. Using directness and indirectness varies, depending on whether the situation is formal or informal.[4]

To sum up it's clear from the above that, that cultural difference and even common language can be the main reason to communicate wrongly and interpretation can be mistakenly received. China, Russia, England, India and America are the most multicultural countries where organization face such problems in cultural communication and that is why companies must pay attention on direct and indirect communication and take into account the way of understanding people.

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