

CROSS CULTURE COMMUNICATION

Tejasvini V. Kulkarni

Yashwantrao Chavan Maharashtra Open University,

Nasik, Maharashtra, India

ABSTRACT: Universally speaking we are living in the world of sharing and interdependence in the family, society or nation. The violent strides of modern science and technology has made a mark and influenced our materialistic world. The sharing has crossed the boundaries of Individual Nation, may it be a developed country or developing country or under-developed countries. The value of nationalism is an important value, no doubt, but now the more important is internationalism which comes through international understanding that begets Universal Brotherhood with this mental disposition, the entire world becomes like a nest or a "Global Village". If we want to keep peace, harmony in society; the approach for increasing knowledge, understanding between individual or society members of two cultures is necessary. If we want to dispense with the tribal character of religion or culture we have to develop Cross Cultural Awareness.

Key words: - cross culture, equality of religions.

Culture in ordinary daily conversation, we often see it as equivalent to 'higher things of mind-art, literature, music and painting. However culture refers to the ways of life of the members of a society. Anthropologists have defined culture in a variety of ways. A society is a system of inter-relationships which connects individuals together. Without culture we would not be "human" at all in this sense in which we should usually understand the term. We would have no language in which to express ourselves; no sense of self consciousness and our ability to think. Cultural variations among human beings are linked to different types of society. It refers to the aspects of human

societies, which are learned, rather than inherited. In fact, culture is an adaptive behavior. In the process of adaptation to the environment man forms his life-styles, which include food-habits, shelter, pastimes, dresses etc. Thus culture can be learnt, can be transmitted. Preservation, maintenance and transmission- these are the natural phases of culture. The natural aspects of human life are common and uniform. Functional uniformity of nature is the basis of science as well as life. The elements of culture are shared by members of society and allow co-operation and communication to take place.

In short, as **Swami Vivekananda** said in the last session of Religious

Parliament at Chicago is noteworthy, **“The Christian is not to become a Hindu or Buddhist or Muslims, nor a Hindu or Buddhist or Muslims to become a Christian. But each must assimilate the spirit of the others and yet preserves his individuality and grow according to his own law of growth”**. It means that he believed in “Equality of Religions”, instead of “Unity of Religions” and thus advocated for religious pluralism.

Thus one has to maintain the identity in such a way that the window of his mind is not closed and airs of other faiths and cultures are also allowed to provide a sort of soothing and consoling affects to one’s own conscience.

It’s true that cultural values vary from time to time and place to place and so from country to country depending upon the cultural postulates of the groups. The rate of change in cultural values very much depends upon various socio-economic phenomena prevailing at particular phase of the development as well as basic inclination of the group or nation. This concept of development must be understood.

As the ideals of the ancient Indian culture are not only ‘Atmoddhara’ but also ‘Jagath hithaya’. Mahabharata has rightly enjoined: - “Do unto others as you would like to be done to you”. This is such a

common thread that is found in almost all the religions of the world. Hinduism lays special emphasis on courtesy and kindness and respect for all life and tolerance to all men. They are also pioneers in Bhakthimarga as it is called. The religion of Islam lays special emphasis on the Brotherhood of man. The Mahomedan faith has bound all its members in a close bond of brotherhood and they are ready to help each other at all times. The Buddhist religion has taught us to respect and love all gods’ creatures and to hold fast to the doctrine of ahimsa. The Christian religion has taught us that God is a loving Father and that He loves us individually and cares for each one of us. This fatherhood of God implies the brotherhood of man. In short, “Values are beliefs about how one ought or ought not to behave, or about some end state of existence worth or not worth attaining.

Besides these central values of the respective religions of the world there are many common values in the Eastern cultures which are found in almost all the religions. They are brotherhood, deeds, duty, faith, familial values, forgiveness, friendship, justice, love, obedience, peace and sincerity. Each one of us had a religion and its values, one behaves accordingly. To maintain relation and establish peace, love etc. it is necessary to know and study the above things which are important

factors for Cross Cultural Communication. In short communication consists in transmitting information. The information not only about tangible facts, ideas and opinions but also about emotions, feelings and frame of Communicator's mind. In some cases facial expressions also plays an important part. Communication is natural to all living creatures. It is a skill. It is an art. There are different types, modes, methods of communication process. However, it differs from individual to individual, but it motivates to establish and keep the relations with one another. In a culturally and linguistically pluralistic society; clear and transparent Communication is very essential. Gap in communication leads to prejudice and distortion that most often bring about greater mischief in the world.

Conclusion:- "Pure Being and nothing are the same". It means, pure culture is no culture, we can understand our own culture by relating it to other cultures and perceiving its similarities and its differences. Until and unless the total perception will not be there our

understanding will not be clear and unless understanding is clear, we may be victim of prejudices, biased, in turn, which may lead to discrimination. Cross cultural communication can go a long way in the quest of new world-order as its focus is on cultural self-awareness. Persons will achieve a psychological balance between cultural pride and identity on the one hand and appreciation of the other cultures on the other hand. The quest is un- ending and may continue till the human exists on this planet. This quest is going on, and let's hopes with Arun Mitra, that it will go on. It is not a matter of being victor or vanquished, achieving success or unsuccessful, loss or gain, but of working for it with full zeal and confidence and waiting with tolerance and patience, as he says:-

**Torrents of rain and gusty wind
I can't make out your words in
their midst
Wet with tears and besides, the
whirlwinds within!
Will assume the true image of
Your words....
Now let me wait!**

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