



# Why is intercultural communication regarded as being so important in our modern world?

*Tilman Baur*

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Essay aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Interkulturelle Kommunikation, Note: 2,3, AKAD Fachhochschule Stuttgart, Sprache: Deutsch, Abstract: In a more and more globalized world, it has become crucial to be able to communicate efficiently with business partners around the world. In order to do so, however, we need to understand foreign cultures on different levels. The essay's focus lies not only on theories that explain cultures, but also provides methods and practical tools that help us to deal with representatives of foreign cultures, understand what drives them and what different perspectives on the world they may entertain.

Some questions answered in the essay include:

- What are intercultural communication, intercultural awareness and intercultural competence?
- How can different cultures (and their respective communication patterns) be analysed?
- Why has intercultural communication become so important in our modern world?
- Examples of how representatives of different cultures perceive certain situations/attitudes/values differently and reasons for this phenomenon.
- How can intercultural communication be used effectively and efficiently?
- How could intercultural communication influence business negotiations?

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