

UNDERSTANDING CULTURAL INFLUENCES IN THE COMMUNICATION PROCESS

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ABSTRACT

One has heard about Globalization shrinking the world to a village ; but experiencing it through every aspect of - dealing with multi-nationals, having social media channels and conversing through them every day, using technology to connect across the globe , has truly given it, meaning. While interacting with culturally divergent people, it becomes imperative to understand cultures, orientations, individuals' conceptual filters, the thought patterns before and during the process of communication and many such variables. This paper aims to underscore the importance of knowing the culture of a language and how structure transfer of culture is responsible for causing facilitative or inhibitive impact during cross cultural communication.

KEYWORDS: Cross Cultural Communication; Culture; Communication; Deep Structure Transfer; Conceptual Filters; Surface Structure Transfer;.

Received: Mar 07, 2016; **Accepted:** Mar 22, 2016; **Published:** Mar 28, 2016; **Paper Id.:** IJELAPR2016010