



Intercultural Communication. A literature Review

By Swen Beyer

GRIN Publishing Feb 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Research Paper (postgraduate) from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 2,0, European School of Business Reutlingen (Business Administration), course: Lecture, language: English, abstract: Intercultural communication is becoming more and more essential in a globalized world. A couple of years ago, only international managers or diplomats needed to think about intercultural communication and its challenges. Today, this has changed and ordinary people from all over the world and different cultural backgrounds come into contact with each other on a regular base. The different reasons, primarily driven by technology and globalization as well as the related challenges are presented in the following pages. This paper presents different frameworks, which help to describe and understand the important elements and issues in intercultural communication. The presented models accept as a prerequisite that all individuals are being affected or interrelated by multiple cultures in various amounts and purposes. The Intercultural Communication Model, the Rainbow Model, A Contextual Model of Intercultural Communication as well as the recent Dimensional Value Framework will be presented and explained in this paper. All of the four frameworks theorize the relationship between communication...



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