

e
by E E

Submission date: 12-Jul-2020 06:03AM (UTC-0700)

Submission ID: 1356418303

File name: intercultural_communication_cvd19.edited.docx (19.24K)

Word count: 1222

Character count: 7038

How Covid-19 has Impacted Intercultural Communication

1

Student's Name

Institution

Course

Instructor's Name

Date

How Covid-19 has Impacted Intercultural Communication

Intercultural communication plays a critical role in the development of societies as well as businesses. People have adopted easy means of communication and travel in turn communities becoming diverse and thus the need for more intercultural communication strategies. As a result, this will ensure individuals understand each other irrespective of different cultures. Furthermore, globalization has made people depend on each other for survival through trading. However, the emergence of coronavirus disease has changed the way people communicate with each other as well as the way things are done unlike there before. Different cultures have been forced to change the way they operate due to the regulations such as physical distancing and isolation set to deal with COVID-19 disease. This paper will focus on how coronavirus disease has impacted intercultural communication. With intercultural communication being affected due to the emergence of COVID-19 people have come out strong in deriving new ways to communicate, however, there are still more communication barriers among individuals.

Different cultures have diverse cultural behaviors that make them respond in diverse ways (Patel et al., 92). Therefore, these allow other people to have an understanding of the different cultural messaging, gender partialities, people's viewpoints as well as group behavior and authority discrepancies and socialist. Furthermore, these individuals can realize the best way that people utilize their cultural patterns towards enhancing their communications. The coronavirus disease has changed the way cultures operate and perform their activities, for instance, several cultures believe that when a visitor comes, they have to greet each other by holding hands. However, COVID-19 has changed how this is done and shaking hands is no longer a tradition. Communities have been forced to adopt alternative means of greetings and handshaking was discouraged in a bid to limit the spread of the disease.

Moreover, passing greetings has changed and now people greet each other using different modes of communication. First means is through the "Namaste" greeting which has been adopted from the Hindu culture. The phrase is used to mean "I bow to the divine in you" rather than handshake greetings. Notably, going forward more modes of communication will be adopted from different cultures to maintain hygiene and physical distancing. For instance, the use of bumping elbows to those who do not know about Namaste greetings. Besides, this type of communication entails spacing the fingers to create a V-shaped between the middle and ring fingers.

According to Patel et al. (93), culture is a man's medium, therefore, making every aspect of an individual's life affected by culture. The personality of individuals, as well as expressions, is presented through communication. Also, there has been changed cultural expectations about a circumstance and suitable behavior intentions within it as well as different structuring of information that everyone can understand in society. Although there have been meetings and podcasts available online, not all people have the capacity to access the internet especially the vulnerable population. For that reason, even though coronavirus has interrupted the means of communications that people could meet and express their emotions, the way they think as well as how problems are solved, they have emerged to be stronger than ever through speaking in different ways and ensuring people from different cultures get the information correctly. For instance, to cope with anxieties and challenges of verbal communication, people have adopted other symbols of communication that everyone can understand such as putting images of rainbows in the windows of their homes to spread the color and positivity in a world that is considerably dark at the moment. Besides, the use of this symbol has not only created creativity

in intercultural communication but also passing a message of love and care to other individuals which everyone can understand irrespective of diversity in languages.

Transportation has enhanced the global workplace and cultural diversity. People can move from one place to another easily through air transportation which has transformed travel times and flexibility in populations moving within continents for business purposes (Patel et al., 101). When people move within the continents they interact with other cultures and develop ways of communicating thus having the same understanding. However, the coronavirus pandemic has resulted in changes in travel such as travel bans regulations to restrict people from traveling especially from COVID-19 red zone regions. For instance, travel bans were implemented and I could not travel to visit my family. Although the situation was implemented for the benefit of citizens, I was affected a lot as we could not see each other and only depended on technology tools of communications such as Skype and Zoom.

Although technological advancement has resulted in increased communication channels among individuals there is still much to be done. The use of radio television and other digital technologies such as the internet has influenced the way different cultures interact (Patel et al., 121). Nonetheless, there have been different notions about technology, for instance through technology several social interactions challenges have emerged such as racism aimed at Asian people ranging from cyberbullying to physical attacks. However, despite advancements in technology helping solving communication issues among families and enhancing social interactions within different cultures, negative influences are evident as many criminals have shifted to getting unsuspected individuals online and exploiting them. Societies have norms set to guide how people interact as well as controlling interaction among individuals of different ages,

however, through the internet people meet and communicate with individuals of diverse cultures and share immoral information.

People live by following the values and beliefs that they have. Patel et al. (142) emphasize that investigation and research of different cultural values and beliefs on how people think the world should be and not the way it is aids in understandings the variations of different cultures. For instance, there are several religious beliefs that people follow and every religion has certain values and principles that people stick to. Therefore, through understanding them one easily realizes how they each have a different world view. Although religious beliefs always strengthen social interactions among communities, coronavirus diseases have affected the way religious services are performed. Churches have been closed down in several states and services are not done normally, although other states have not banned social gatherings in churches the mass gatherings are prohibited making religious services to have few people with not more than fifteen. Consequently, people are experiencing a hard time in getting religious teachings as it was regarded as a culture to them. Furthermore, cultural values influence an enormous range of people's behaviors and events including business and interactions with each other.

In summation, with the increase in intercultural communication people from different cultural backgrounds have been able to interact with other individuals around the world. Additionally, communication is very critical because it ensures people share their emotions, beliefs and values and be understood, however, not all people get to understand the message being passed. Covid-19 has increased the gap in communication barriers despite the development of new ways of communicating such as use of Namaste in communication and bumping elbows when communicating. Nonetheless, other challenges have come along such as travel bans and cyberbullying hence affecting social interactions.

Reference

Patel, F., Li, M., & Sooknanan, P. (2011). *Intercultural Communication: Building a global community*. SAGE Publications India.

ORIGINALITY REPORT

1%

SIMILARITY INDEX

1%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

1

www.coursehero.com

Internet Source

1%

Exclude quotes Off

Exclude bibliography On

Exclude matches Off