ANALYSIS OF CULTURAL COMMUNICATION AND COMMUNITY SOCIO-ECONOMIC DEVELOPMENT

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ABSTRACT

This paper seeks to identify the impact of cultural communication on socio-economic development. The ability to communicate across cultures in society is becoming more and more of a necessity as it expands numerically. Communication Organizations are located in every corner over the world. It is imperative that individuals, regardless of their cultural background and ethnic heritage, understand the implications of global communication. Cultural Communication involves communicating to individuals or groups of varying backgrounds. There are positive and negative implications for cultural communication in organizations. Cultural communication is one of the most important factors for organization and people socio-economic development. Contributing to socio-economic development of people, culture should possess the appropriate place for itself for the community and organization development.

Keywords: Culture, Cultural Communication, socio-economic development

INTRODUCTION

The term culture refers to the collection of information, tradition, dialect, convention, rituals, behaviors, lifestyle, attitude, values, and ethnicity that link to common characteristics of people in particular space of territory.

Culture is the group’s understanding on common issues for future use. Culture is a blueprint of life, a set up for society adapts to physical, social, and ideal environment that include food production and all technical familiarity of people.

Anthropologists define culture as a common set of ideals, beliefs, and notions and guidelines regarding behavior that ensure the operation and the perpetuation of a social group [5].

Culture is very dynamic and exists in the minds of social group members. It is the adhesive that allows effective communication among group members. In addition, in any given culture, there is a number of co-existing and combative subcultures. These varying subcultures may either work together or work against each other through communication.

Communication is a process that allows individuals exchange ideas through verbal and nonverbal messages. Effective communication removes ambiguity whereas ineffective communication creates a large degree of uncertainty in the mind of the recipient. Knowledge can only be gained when one understands a message that has been conveyed for transmission of knowledge between two or more individuals with or without same cultural characteristics [7].

Cultural Communication is the ability to communicate across cultures not limited by social, economic and spiritual factors, but to maintain contact with individuals or groups of varying cultural backgrounds [7].

Culture is created through exchange of ideas, cultural characteristics traditions, system, ritual, and other patterns of individuals. It is not an individual set out to create a way of life when they communicate with others but rather it is a natural result of community relations. Without communication and exchange of ideas, it is unfeasible to preserve and pass along cultural characteristics from one place to another [2].
Groups also develop cultures, rules, rituals, customs, and other characteristics that give them identity to the social unit. Where a group traditionally meets, whether meetings begin on time or not, topics are discussed, decisions are made, and the group’s characteristics and attitude over time become its culture. Organization’s culture includes characteristics such as layout of workspaces, meeting styles and functions, ways of thinking, talking, directions of the organization, leadership styles, and so on of the leaders organization’s members.

Social unit of group or organization develops over time characteristics of unique culture for common functions and goals of the organization. Functions are particularly important from a communication perspective that link individuals to one another, providing basis for a common identity, and creating a context for interaction and negotiation among members.

The rapid growth of knowledge, community networks and mobile platform have transformed classical notions of group of people and cross-cultural communication to offering new ways to disseminating ideas for socio-economic development. In this study we will explore the role of developing community cross-cultural change for community socio-economic development.

PURPOSE OF THE ARTICLE

The purpose of this paper is to provide a framework of factors that are important cultural communication within a general model of community socio-economic development.

CULTURAL COMMUNICATION

Cultural communication is viewed as individual’s thoughts and behavioral patterns of exchanging ideas, experiences that are expressed during group or community meetings. Interaction of individuals and exchanging ideas with other members in groups creates a set of common sharing for decision-making. Lack of agreement and not sharing common characteristics that result from different members of the group creates differences between group members. New members would come in the group with different ideas and would like to influence the group culture by their differences to take away their characteristics due to misunderstanding of interaction and group principles. In a reciprocal fashion, culture communication practices shapes current and future group members socio development [2].

Cultural communication is an interaction of people differences that takes into consideration the exchange of ideas, supporting each other, moneymaking activities, for community development, spiritual and moral support, ethnicity protection, and other group values. Individual’s differences have influence on organizations cultural development without changing its common goal and objectives. You did not all come from the same place, but you are all in the same workplace.

Life is a result of communication and interaction with others. In Central Africa and specifically in the Democratic Republic of Congo, people use to communicate with tree sounds (used as drum) to alert the neighbor about events (death, wedding, any other ceremony) that happened or will happen in the village/family.

Whistle, drums, trees, and all other means that could bring up a loud sound to reach and go in distance, were used as means of communication in the past 50 years ago. This way of cultural communication has been upgraded to modern technology tools (television, radio, mobile phones, internet, etc.)

Communication is cultural that draws on ways people have learned to speak and give nonverbal messages. People do not always communicate the same way from day to day, there is a communication change since factors like context, individual personality, and mood interact with the variety of cultural influences people’s style of living and interacting. Communication is interactive, so an important influence on its effectiveness is people’s relationship with others. Do they hear and understand each other?

The challenge is tat even with all the good will in the world; miscommunication is likely to happen, especially when there are significant cultural differences between communicators. Miscommunication may lead to conflict, or aggravate conflict that already exists. People make whether it is clear to them or not quite different meaning of the world, their places in it, and their relationships with others [6].
Cultural communication will be discussed based on the following factors: cross-cultural communication, cultural communication, developing awareness of individual cultural communication, tolerance and cultural communication, and cultural communication barriers for socio-economic development.

Cross-Cultural Communication

Cross-cultural has enabled the community and organizations work with people of different background. People are forgetting their background and adopt what is present today in the world. After all, communication has become more electronically to make easier work with someone in another country, as it is to work with someone on the next table. People have changed their way of communicating and have adopted new culture of using modern technology (mobile phones, television, radio, internet, etc).

Language of communication is not easy to detect in our days. Dialects are facing challenges due to the cross-cultural communication. For those who are native English-speakers, it is fortunate that English seems to be the language that people use to reach the widest possible audience. However, even for native English speakers, cross-cultural communications has solved the problem that could happen for mutual incomprehension that is encountered and take place between people from different English-speaking countries. Although speaking English with differences from different cultural background and countries, there is good understanding and interaction with each other.

Cross-cultural communication is a must to facilitate organization’s development. People were limited to their dialects and could not express when meet with other cultures. Cross-cultural communication is not only what happens or what is said that is important, but what count is how participants interpret and interacting individuals and group’s messages. It is this interpretation, which guides people’s perception of meaning and their memory of other people’s reactions. Most of people draw conclusions about others from what they say, rather from what they think or mean.

Collaboration is a beautiful thing, but it demands communication and understanding across great cultural differences. Considerate listening, openness, and tolerance are key character traits to develop in order to prepare for cross-cultural communication experience. Cross-cultural Communication change is a key aspect of community intervention internally and externally for socio-economic development.

Effective cross-cultural communication is knowledge. Therefore it is essential that people understand the potential problems of cross-cultural communication, and makes a conscious effort to overcome these problems [1].

Cultural communication

Different cultural contexts bring new communication challenges in the workplace. Employees located in different locations or offices speak the same language (for instance, American English-speakers and British English-speakers both in Africa), there are some cultural differences that would be considered to optimize interactions between the two different parties to understand each other.

Cultural communication is an effective communication strategy of understanding between sender and receiver of a message with same or different cultures and backgrounds. Getting into cultures, it is important for people with basic understanding of cultural diversity as a key to effective cultural communication with consideration of individual cultures and languages. Interaction with individuals does not require knowing where he/she is coming from but the understanding of group language as first priority. In the organization is not the culture working but everyone speaks the language of the company regardless their background, which is to reach and achieve goals of the organization.

Communication skills needed for exploring multicultural issues are a special case used to understand the patient’s perspective (both in gathering information and in explanation and planning) and build the relationship. In the present day world, one of continuous fluctuation is that people’s migration facilitates social interaction of different people from different cultures.

Communication is not a one-way street. To have others open up to you, you must be open yourself. By overcoming these barriers to communication, you can ensure that the statement you are making is not just heard, but also understood, by the person you are speaking with. In this way, you can be confident that your point has been expressed [9].

People should be aware of their cultures and how individuals interact and communicate with one
another with different background and from different places.

**Developing awareness of individual cultural communication**

Culture development for individual communication is the learning and understanding of language and ways of communication from different communities. This is one of the important factors to take into consideration while dealing with different cultures.

Companies organize meetings, seminars, and professional trainings for developing awareness of individual different cultures to each other. People, coming from different places come to know each other while interacting and sharing experience during events organized by the companies. This requires the ability to see that a person's own behaviors and reactions are oftentimes culturally driven towards organization’s goals and not individual’s interest.

Considering any special needs that individuals develop on your team may, for instance, they may observe different holidays, or even have different hours of operation. Be mindful of time zone differences and work to keep everyone involved aware and respectful of such differences.

Communication cannot be taken for granted: it doesn't always happen. For an audience and a speaker to understand one another, they must share some frame of reference or comprehension of one another's way of life (for example, culture).

Communication for development and social change is a multi-faceted, multi-dimensional and participatory process through which people are empowered to control their own destinies. Culture is central to development and deserves greater emphasis in communication for development and social change [14].

Transnational cultures may play an important role in the success of efforts to develop and implement global environmental agreements. To have a positive effect, such institutions must have institutional cultures that facilitate expression of the aims of the agreements that they are supposed to implement. If we want to realize sustainable development, implementing agents must be rewarded for achieving intended outcomes, rather than spending the requisite amount of resources [3].

An essential skill in the provision of culturally appropriate services, cultural awareness entails an understanding of how a person's culture may inform their values, behaviour, beliefs and basic assumptions. Cultural awareness recognizes that we are all shaped by our cultural background, which influences how we interpret the world around us, perceive ourselves and relate to other people. You don't need to be an expert in every culture or have all the answers to be culturally aware; rather, cultural awareness helps us to explore cultural issues with your care recipients more sensitively.

**Tolerance and cultural communication**

People must cultivate and not demand understanding and tolerance for their different cultural communication. This is the foundation of socio-economic development.

Appreciation of the information is hard work of individuals understanding different needs and different means used to reach common goals, regardless their education, social status, etc. However, tolerance is essential, people need to maintain standards of acceptable behavior.

Tolerance helps employees build bridges and capitalize on the differences present in the workplace, such as those related to diverse cultural backgrounds. A lack of tolerance thwarts team and company progress and encourages a breeding ground for misunderstandings and unethical behavior. For a small business, tolerance is an essential part of working toward goals and developing creative solutions to a wide range of workplace issues and difficulties.

Demonstrating tolerance in the workplace requires a concerted effort to develop an understanding of another’s background, experiences and beliefs.

No matter how different someone else may seem, the reality is that we all share the common bond of humanity. Our emotions and life experiences bind us together, and we often have far more in common with one another than we might think. This is why tolerance is so important. When we have an attitude of inclusion, a world of possibilities can open up.

Tolerance encourages open and honest communication, promotes creativity and innovation, fosters respect and trust, improves teamwork and
cooperation, and encourages good work relationships [12].

Organizations that reward tolerance and cross-cultural understanding will create pressure among their members to adopt similar ways of thought. Individuals are constrained by the institutions of their culture, but they are also capable of altering those institutions within certain bounds [3].

**Communication barriers for cultural socio-economic development**

When you communicate, keep in mind that every thought and word you can say is considered in your community. When you communicate cross-culturally, make particular efforts to keeping your communication clear, simple and unambiguous.

Effective communication with people of different cultures is especially challenging. Cultures provide people with ways of thinking, ways of seeing, hearing, and interpreting the world surroundings. Thus the same words can mean different things to people from different cultures, even when they talk the same language. People with different languages and cultures, these create potential misunderstandings and barriers for socio-economic development.

Cultural barriers are a result of living in an ever-shrinking world. Different cultures, whether they are a societal culture of a race or simply the work culture of a company, can hinder developed communication if two different cultures clash. In these cases, it is important to find a common ground to work from. In work situations, identifying a problem and coming up with a highly efficient way that can quickly bring down any cultural or institutional barriers. Quite simply, people like results.

Most people would agree that communication between two individuals should be simple. It's important to remember that there are differences between talking and communicating. When you communicate, you are successful in getting your point across to the person you're talking to. When we talk, we tend to construct barriers that hinder our ability to communicate [9].

People need something in common to communicate with each other. If your organization is hiring people with vastly different language skills, miscommunication is inevitable. Interviewers should ensure that new recruits have the proper command of the languages used, and company policy should always be made clear to put employees on equal footing.

Communication barriers are natural and often inevitable it’s how we respond to them that count. By understanding good interpersonal communication skills and implementing a comprehensive plan to identify each step in the process, you can understand how each audience prefers to communicate, reduce misinformation, and promote a steady and well-received flow of information.

Cultural diversity, communication and barriers to effective communication works hand in hand. Barriers of effective communication can sometimes be simple or complicated. Effective communication on the other hand is simply a matter of listening courteously, in the way we would like others to listen to us. On the other hand, we each have our own plans, which hinder our ability to fully listen to someone with conflicting rationales. Can cultural diversity and communication lead to barriers to effective communication? Effective communication in the workplace can be in an inferior position by certain barriers, including the closed office door or mistrust between people.

**CULTURAL COMMUNICATION AND SOCIO-ECONOMIC DEVELOPMENT**

Communication sectors have an effective role in contributing to socio-economic development of countries.

According to Mobit, telecommunication has been a great success with a lot of benefits to the individuals, society and the Government for financial inclusion to improve socio-economic development of organizations and community [8].

People get access to financial services, regardless the area and age through mobile phone money transfer that has been a successful communication system for financial services to promote socio-economic development in the remote areas [11].

The development of transportation and communication technologies has linked the world together. People really are moving into a new global age, which affects most aspects of human life, such
as social, economics, politics, environment and entrainment.

The exposure to media and forms of communication help spread many of these cultural elements [4].

Cultural diversity is the power, which motivates the socio-economic development of the thing that makes us different. Cultural diversity is the economic growth, which means leading a more fulfilling emotional, moral and spiritual life. It captures the culture principles, which provide a sturdy basis for the promotion of cultural diversity. Cultural diversity is an asset that is necessary for poverty reduction and the achievement of sustainable development.

Successful economic development, namely basic physical infrastructure is a reflection that culture plays through social and human capital. This includes the relationship between various cultures and forms of economic activities and different attitudes towards education in particular, and cultural attitudes towards socio-economic development [10].

Culture is the most impotent factors of development. The role of culture in development should be treated as full of meaning: first as an intrinsic value, secondly as a real factor of regional development leading to increased attractiveness of regions for tourists, residents and investors, and thirdly as an active factor of social development based on knowledge, tolerance and creativity. Culture also belongs to a fundamental reference point in relation to metropolitan functions and the significance of cities in spatial, socio-economic arrangements [13].

Culture comprises one of the primary elements of preparation to life in society, which plays a particular role in the development of social capital. Culture related undertakings contribute to an increase in the intellectual potential of regions and the building of a conscious, open and tolerant citizen society. Therefore emphasis on culture should be based on initiating cooperation and human communications, performing numerous education functions and thereby activating various layers of society [13].

**CONCLUSION**

Cultural communications have an important effect on the implementation of sustainable socio-economic development because people do not only adapt to the culture that surrounds them, but also they help to make it to they surrounding. Communication from different cultures can dictate normalcy of mind and body, and scholars have shown how institutions can establish the categories of thought and memory for their members: by constraining the categories of thought that are acceptable, institutions establish the ways in which people come to know their culture and themselves. Thus, individuals think, establish preferences, and understand justice through the categories provided by the culture of their society.

The internal values, rules, and reward structures in governing cultures have an important impact on what and how cultural communication policy is formulated and implemented. To the extent there is cultural plurality in society, there will be pressure upon organizations to accept cultural plurality as well. Organizations that reward tolerance and cross-cultural understanding will create pressure among their members to adopt similar ways of thought. Individuals are constrained by the institutions of their culture, but they are also capable of altering those institutions within certain bounds.

Cultural communication is considered as one of the most important factors for organization and people socio-economic development. Contributing to socio-economic development of people, culture should possess the appropriate place for itself in the community and organization. However, there is a need to take the following concrete study on the following questions:

- Do certain cultural traits promote socio-economic development?
- Are culture and socio-economic development relatively autonomous?

**REFERENCES**


