

The Effectiveness of Cross-Cultural Video-Mediated Communication

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Abstract

People are increasingly using advanced communication technologies such as videoconferencing to collaborate across geographical boundaries and time zones. This paper presents problems because cultural values, attitudes and behaviours influences how a given group of people perceives, understands, communicates and interprets information and knowledge. This explores how various factors including technology and cultural differences of participants affect their perceptions of the effectiveness of cross-cultural communication in videoconferences. This identifies factors that most influence the effectiveness of cross-cultural video-mediated communication.

Key Words: Cross-Cultural communication, technologies, cultural Values, people perceives, effectiveness of communication.

1. Introduction

The use of video mediated communication has grown far beyond facial framed transmissions for video telephones and people are expecting more and more from available technology. Economy of scale has made videoconferencing a low-priced medium of choice because it precludes travel and easy to get on governments, businesses, universities and international organization are using videoconferencing systems to make possible meetings otherwise just would not happen and to increase the (wasting very little while working or producing something) of communication across (land-area-based/location) edges/borders. Business people in huge company (surrounding conditions) deal with a variety of situational barriers and cultural differences, such as time zones, languages and common practice differences. Government agencies use national videoconferencing networks to communicate with local area associates for conducting meetings during which they update ongoing projects and make important decisions. Universities deliver distance learning courses to remote.

2. Organisational Issues

Identified four facilitator roles:

- 1) Technical – ensuring comfort with the technology.
- 2) Social – Creating a friendly environment.
- 3) Managerial –administering and organizing.
- 4) Pedagogic or educational–ensuring that the educational task is accomplished.

These roles apply to videoconferencing. Inexperience, poor preparation of planning, teaching strategies and incompetent training on the part of facilitator have a bearing on the quality of teaching and learning in videoconferencing.

3. Culture's influence on communication

Communication theories are based on the idea that communication is purposeful. There is a sender, a receiver, content to be communicated, a medium for transmitting the information, and a social and cultural context. Communication involves the exchanges of meaning between individuals, it also includes individual's behaviour which is perceived and interpreted by others. To understand how people from different cultures communicate with each other, it is necessary to understand how culture influences the way we behave believe that behaviour does not exist separately from thought and emotion although the primary emphasis of intercultural communication is on behavior.

4. Videoconferencing in Organisational Communication

In this globalizing world, business professionals more and more using advanced

communication technologies to work together across many cultures, locations and time zones. The business communication surrounding has changed because more than 80 percent of the all the workers in a company or country work across locations crossing different borders, so that managers are more and more people, manage projects, and engaged people who are interested in a project or business around the world.

The key goals behind the installation of videoconferencing systems in organizations are the need to improves decision-making processes within meeting are held without reducing decision making quality studies on organizational uses of videoconferencing discovered that video meetings are (producing more or little waste in that the communication is task-oriented, therefore bad organized row of organizational communication tasks can be successfully managed and did/done via video conferencing.

Communication (producing more with less waste), extremely easy and improves the quality of group work. Users pointed to/showed a positive relationship between videoconferencing usage and personal standing in the organization because it increases one's personal visibility within the organisation and enables greater access to important employees.

5. Training Programs Should Focus

Organization should provide training and paperwork that proves or supports something on the technology, clearly communicate strong management support for this system and explain the advantages of video over existing channels, provide opportunities for workers to gain experience and higher effectiveness in using this system, and secure/make sure of that workers understand any privacy controls built into the system. The training programs should focus on 'winning the hearts and minds' of possible users, rather than on technology handling because an interest and state of mind where someone will definitely do something if needed workers to use and experiment with the technology is critical in effective use of videoconferencing system in the long run. Managers willing to create effective virtual teams should think about the features, qualities, traits of the particular team members because in order to be successful in computer-settled surrounding conditions, people who were part of a study must possess patience, constant trying not going away the quality of continuing to do and try something for a long time with certain degree of tolerance, flexibility and understanding.

6. Videoconferencing in Development Communication

The role of ICTs is recognized not only as a medium of communication, but also as a development enabler, and as a tool for accomplishing or completing something challenges in other countries agreed development goals. Besides

opening up new possibilities and visions on how the information technologies can provide a flat form for improving countries social and money-based development, it has proven to be an important driver for the delivery of e-government, e-learning and other services doesn't have empirical evidence of using videoconferencing for the purposes of communicating development across cultures.

7. Perceived Effectiveness of Video Conferencing

In the perceived effectiveness of video channel is discussed from different perspectives:

- As a worldwide information system.
- As a knowledge management tool.
- As a technology for virtual team working together.
- As a medium for organizational communication.
- As a medium for teaching and learning on national level.

People from the same cultural and language-based group may find it very hard to communicate effectively. However, added/more problems arise when interactions stretch across cultures because in order to communicate effectively in the intercultural conditions, it is extremely important to be full of knowledge about the cultural factors that affect the situation. Such cross-cultural interactions increase in frequency given the internationalization of business and social life, which has been enabled mostly by advances in information technology.

8. Communication Effectiveness

Communication effectiveness is influenced by five factors; Source, Message, Channel, Receiver, and Destination.

This directly goes along with up to for instance, when people communicate using computer-helped settle an argument information technologies such as videoconferencing, the effectiveness and style of their communication in video condition. Effective communication involves making something as small as possible, something important as unimportant.

9. In organisational Communication

Globalization of business highlighted the need for huge company and transcultural organizations to use information technology to accomplish coordination and communication. In fact, globalization and information technology continuously reinforce each other. Globalization improves the need of invention of new things in information technology since huge companies need to coordinate their worldwide operations through information systems are very improvement in information.

10. Technological Force

Technology forces the firms to become more worldwide in their business because the advanced technologies feed and care for capable competitors on a related to being big enough to reach or serve the whole world. In the big picture of organizational communication has focused on the effectiveness of videoconferencing for different communication task, comparisons between different communication media, in the point of view of users and their acceptance of technology and effect of meeting processes and results. The choice of communication medium and decision support systems really affects group perceptions and performance of teams in disturbed settings managers are encouraged to increase existing communication systems such as audio-conferencing and teleconferencing with electronic meeting systems for more effective communication. Many different kinds of people was reported as a major strength that gives effectiveness of including people of different backgrounds.

In organizational big picture, the clear goal of videoconferencing is often stated as one of testing out face-to-face meetings that understood ideas you think are true is that the ability to see the moving picture of the person with whom one is starting/working at conversation is an extremely important part of the communication process. Users of videoconferencing systems perceive added value, reporting that video ability facilities effective interaction and back and forth between people understanding.

11. Video- Mediated Interaction

The language difference among the participants was an important factor that influenced the effectiveness of cross-cultural videoconferences. Hence, the outcome of video-mediated interaction was highly dependent on the knowledge and professional skills of the simultaneous interpreter. The translators faced many challenges different pace of speech (native speakers versus people for who speech is the second language different accents of English, use of various professional terms and technical/organizational jargon, etc.

12. Conclusion

Understanding the effectiveness of media is necessary to the understanding of effective organizational communication but the effect of cultural differences on the perception of media effectiveness has not been described. Communicating but effectiveness of cross-cultural communication on developing issues that happens through videoconferencing technology is influenced by many different kinds of people of national and organizational cultures, unexpected difference in the levels of knowledge and experience of people, the technology, language differences and organizational aspects such as help in doing something moderation.

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