

Campus, Caliber and Cross Cultural Communication: A Critical and Cultural View

Anuradha Singh

Research Scholar, Department of English and
Modern European Languages, University of Lucknow, Lucknow, India
Email - shisodiaanuradha@gmail.com

Abstract: *Now, internationalization is the key factor of every institutional boundary; each institution has national and international students so as their diversities. The presented paper will deal with the cross cultural communication at campuses under communicational and cultural perspectives. Confrontation with different diversity on educational level has numerous dimension of discussion. Local to global is now the important concept of our life and cross cultural studies are now the demand of our time. Every institution has its own set of hegemony and ethical and cultural aspects so as communication pattern and these sets of skill frame the fame of that campus and culture.*

Cultural system of every campus is diverse in nature and through cross cultural study it generalizes the cross cultural adaptation and potential of communication. 'Unity in diversity' is our motto since ancient times and it will continue to influence us till mankind. Cross cultural communication affects the personality of faculty as well as students and projects a novel figure of campus, so all the possible dimension of cross cultural communication will be the central point of the paper, it will also study all the pros and cons of cross cultural communication both locally and globally and all imprints over personal and professional growth.

The presented paper will try to analyze transcultural and interpersonal communication at campuses and role of campuses in binding the potential by adopting cross cultural terms. It will also provide a critical and cultural aspect of cross cultural communication process at campuses with all pros and cons and also try to find out various confrontations and performativity of cultural terms at practical level of learning. The presented paper will also try to find out that at what parameters campus credos teaches about universalism and also try to analyze why cross cultural education is essential in campus learning.

Key Words: *Campus, Cross cultural communication, Culture, Local, Global, Campus Learning, Diversities, Faculty, Students.*

Local to global now became a brand concept in every field, perhaps it is because of the demand of the time that every sphere of human life, society, culture and human belonging must be touched by cross cultural potential to become an updated version of this modern era. It has become a general tendency to adopt cross cultural credos in life and because of the demand of our time our campuses assimilates it totally. Craze for campuses beyond the boundaries of own state is not new among students and it is now speedily growing up and up in every institution. Every institution has national and international groups of students, and has mingling of cross cultural diversities. It has been matter of discussion that how and which sense these cultural diversities took place. Presented paper will try to analyze cross cultural communication on Indian campuses, how all the confrontations and their diversities work, at which parameter it affects the tenure of student's life as well as atmosphere of campus.

Campus shapes the personal and professional life of learners, and molds them into better future citizens, so that they will bias neither culturally and religiously nor politically. In a single sentence, cross cultural campus credo teaches about universality. Not only the campus but also hospitals, temples, parks, shopping centers, transportations, etc. have also cross cultural set up and all these organizations are inter connected in this communicational process. Campuses aka educational campuses play an important role in shaping future citizens by learning, research and practicality of knowledge, by inculcating morality and solidarity. It is most important sector of civilized life and key to open the path of change and development. All the research outputs lead towards sustainable development in cross cultural community.

In a very general sense, cross culture refers to the mingling of cultures across cultures, and studies that how people from different culture and background communicate with each other and analyze all the positive and negative variances. In a broader term, cross cultural communication studies human endeavor across culture and offers very crucial

platform to learn about the understanding of the world, and it results in personal growth which adds professional growth in further life.

A lot of attitudes, norms, behaviors, values and beliefs got exchanged and interacted with new variations and understanding. Cross cultural communication studies about paralinguistic signals, gestures, facial expressions and symbols, it tries to find out that what is said by not saying and tries to understand the conflict behind tone or pitch of the voice.

Culture is a way of thinking and living life where cross cultural concept provides new dimensions to the way of thinking and living. Every type of learning requires communication either it is via symbols or gestures or via bodily expressions or languages. So the important question is that why it is essential in campus learning? Youth are the pillar of society and they took active part in the building of the nation, and they cultivate these types of thoughts during their learning period so far the cross functional cultural communication gives a better understanding and better perceiving quality for the world around them. Campus learning sows the seeds of entrepreneurship among students, which needs a lot of knowledge and communication skill and by cross cultural communication it becomes possible. It provides hot ways to learners and wings to their social dimensions. Raymond Williams says:

We use the word culture in these two senses: to mean a whole way of life- the common meanings; to mean the arts and learning- the special processes of discovery and creative efforts. Some writers reserve the word for one or other of these senses; I insist on both, and on the significance of their conjunction. The questions I ask about our culture are questions about our general and common purposes, yet also questions about deep and personal meanings (P 04).

Cultural evolution is now on its peak. Luckily, we are witnessing all the changes and concerns, which open warm doors of opportunities in front of us. It has led to a new kind of interest and even improved the quality of academia, by improving the atmosphere of campus to become more universal, by fostering to become a good citizen by improving efficiency and moral. This mingling process of the cultural communication provides professional understanding of the world.

Let us discuss all the pros and cons of cross cultural communication on Indian campus. Our campus has so many various classes of students which have persona of different caste, creed, value, norms and behavior and when they got interacted with different type of culture and norms, their minds start observing and conceiving a new type of belief, both the communicators got affected in this process by exchanging their culture, value, creed, belief, behavior and life style with each other and these rendering of different communication skill can be considered as a progressing unit of society. Cultures are in veins of our body and through cross cultural skill it inculcates mind to speed up modern inventions in a tender and peaceful way.

Cultural system of every campus is diverse in nature. Cultural comfort zone is vast but learners always try to find an equivalence who sounds like him/her because emotional wellness helps in establishing a home like or a comfortable atmosphere. It is possible that cultural anxieties may access the campus platform because handling with a lot of cultural diversities is not so easy. Wittgenstein also observes that language is neither a metaphysical presence nor a coherent system but a tool used by human animals to co-ordinate their actions in the context of social relationships and we learn language as an integral part of our learning process. A type of learning which provides to react and encounter with some other culture is very important because it provides a type of good sense which helps in enhancing a better understanding from the very beginning of growth. Cross cultural learning provides a field to think over different prejudices, manners, opinions and all socially transmitted activities. Culture can also be considered as a critical wing, which primarily gives a new way of looking and social solidarity as well. It is a tool of mechanisms of attitudes, beliefs and social formations. Cross cultural values engaged themselves in adapting and changing the receiver's beliefs for considering the meaning and place of other culture. Cultural world approaches the practicality of learning and mirrors own self to educate ourselves to dispense with universal value. Barker argues:

Culture is a matter not of representations and consciousness but also of institutional practices, administrative routines and spatial arrangements. While the cultural policy argument has a great deal of merit... Cultural studies needs to accept a kaleidoscope of political action that includes cultural critique, new social movements, social democracy and policy formation (P19).

There is a close connection between the intercultural communication and interpersonal communication. It plays a vital role in transmitting effective codes of behavior and social values. According to Imberti language can be an

intermediary in any communication with another person when the transfer of the message takes place. Language is our greatest mediator that allows us to relate and understand each other. Language is the special part of communication and in campuses one can witness dialect and slang languages that allow us to take part in social adjustment on one hand and unity in spite of diversities on another hand.

It is evidently clear that campus, society, culture and communication are inter connected with each other, and help in the development of mind and mold personalities too, the learning lessons in schools, colleges, universities transverse beyond educational campus so cross cultural understanding has become crucial to know more about other's culture, technology, business, behavior and value and it has become essential for institutions to educate their students about multi-faceted communicational skills effectively. Students must possess a better level of understanding to the world they live in and generate intercultural knowledge. It is totally wrong to state that this process has no negative effect. Mingling with a new type of atmosphere and the road towards building new understanding is never an easy task; it can lead to misunderstanding, biasness, conflict, methodological variances and can interrupt our choice. Ybema & Byun stressed that the cultural difference can influence communication between people with different identity. There are two parts in the integral communication of an organization, management style and staff behavior. They point out the terms of multinational firms and varied difference in the culture because of the social background which influence communication pattern.

It is said that cultural presentation works like a language and helps to understand pragmatic and practical practices and explores all the components of languages and signifying practices. It a tool for intervening in the world through mechanisms of cross cultural practices, which examines, interprets and intercede to the concerned society. It is not a bounded unit but a set of variety of purposes, limitless determinations, meaningful practices and interactions across globe. Wittgenstein argues that logical language expressions find their own ways and meaning. He also thinks that every word is related with variety of meanings and connected with relationship of signifiers. He said:

You will not see something that is common to all, but similarities, relationships, and a whole series of them at that...Look for example at board-games, with their multifarious relationships. Now pass to card-games; here you find many correspondences with the first group but many common features drop out, and other appear. When we pass next level to ball-games, much that is common is retained, but much is lost....And the result of this examination is: we see a complicated network of similarities overlapping and criss-crossing: sometimes overall similarities of detail (P 31-32).

But in ours era essential mechanisms of the development have led the way of organizational change and innovation. Many campuses have taken initial steps to increase this skill and have combined this study with so many other related field- anthropology, psychology, humanities, cultural studies, study of communication, ethical study and some mainstream concepts. It is not always develops with win-win process, sometimes results are of win-lose situation. But struggle for attaining more suitable goals is ceaselessly running on and on. In spite of these fields it has some guidelines through which people can easily communicate and learn.

This paper will discuss results of cross cultural communication under three consequences-studies of languages, seminars and translation studies, how these three have cultural and cross cultural side and how it affects the communicator. Study of languages, symbols and facial expressions other than one's own is not so easy but interesting and help us to understand the diversities of realities in which we are surviving without knowing about them, this type of understanding develops critical construction to thoughts and social relationships. Human expression is inspired by his culture so as his language and in order to understand elements of language, semiotics and sign of cultural system, communicator must have a good command over socialization of languages. To understand communication phenomena and organizational goals shapes the perceiving of the language. To avoid diversified work differences cross cultural understanding is essential. Chris Barker says that, "It has always been difficult to pin down the boundaries of cultural studies as a coherent, unified, academic discipline with clear- cut substantive topics, concepts and methods" (P 03). Barker's focus is on to blur the boundaries of cultural differentiations.

Secondly, involvement of students in seminar type of activities concern with a lot of cross cultural transferability, exchanges of study strategies and some other student's oriented event plays role of a connector between the two cultures. This type of integration into campus boundary provides newness to campus credos and accessibility to worldwide dimensions. A lot of practices, representations of languages and customs generate production of body of new knowledge with theoretical endeavors. Varieties of redefinition, researching and new description forms the cultural clarification. The community culture and classroom culture may vary so cross cultural communications addresses these

problems to attain organizational objectives and intercultural competence. Dr. Prasanta talks about the barriers and misinterpretations between people of different cultures and sub cultures and highlights the differences. He says:

Even when both parties speak the same language there can still be misunderstandings due to ethnic and cultural differences. Over the last decade, there have been countless examples.... Understanding the impact of globalization on cross-culture communication is imperative for organizations seeking to create a competitive advantage in the global market. Recent economic challenges further highlight the need for organizations to develop the internal communication capacity necessary to control and monitor external threats (P 21).

Thirdly, translation study localizes all the components of given writing piece according to taste of translator and his culture. It helps in building systematic study under interdisciplinary way of interpretation and description. It is an influential feature of cross cultural study and directs diverse means of communication because it sets up between many languages and cultures and transferred semiotic of one language to another language and one culture to another culture. Translation not only provides the transfer of text into another language but also defines the whole of culture, value, belief and behavior of the text because translation like every cultural practice indulges in the formation of values in two ways- linguistically and culturally. Barker states, “Any academic vocabulary is located on an institutional map and deployed for particular purposes. Consequently, there remains a distinction between the study of culture and institutionally located cultural studies. Though the study of culture has taken place in a variety of academic disciplines- sociology, anthropology, English literature, etc.”(P04). Barker’s point is concerned with construction under campus via learning and knowledge.

Campuses are considered as the largest caliber of shaping human life, the culture got cultivated by the very birth of ourselves and got modify by the academy and academy is the place where so many cultures got unified into one culture i.e. academic culture. Academic culture cultivates the mental caliber in a global way which teaches about the unified sensibility of cultures. All the protocols and the peculiar set up of academic evolve cross cultural system with newness.

Cross cultural values target transformation via cultural and social upbringings. It highlights the role of learning knowledge and practicality in developing new cultural values. Cross cultural communication requires familiarity with non-verbal behavior and cultural practices of the other. Campuses are one of the prime locations of cross cultural mingling including publishing houses culture, canteen culture, playground culture, debating culture, etc. which put on the critical questions and provide a set of practices to enhance the discipline.

Collectivism is another figure of community brotherhood, from ancient times till now Indian families refer to live beneath one roof and now this interconnectedness has been attached to professional level which promotes the study of cross culture. Study of across language helps to understand beyond one’s own community which results in a building of stronger society.

Performativity is not a single act and based on the reliance of crucial amalgam of language, cultural and relevant and reasonable practices and divergent uses of cultural connectivity. Campus learning helps in unifying the modernist goal of equality of respect for difference and to accept imperfectability of human beings. It also inculcates the concept of ‘We’ and enhances humanity, spirituality and adaptability level. With the mingling of cultures a frame of general cognitive got developed to understand the world. It is evidently clear that social isolation and communicational ditch got mended in this mingling process. The study of culture assimilates the generations of signifying beliefs and practices.

India has the second highest number of educational institution on earth and in spite of its variances international confluence of cultures; it is also interconnected with our national cultures. An ongoing cultural evolution is becoming more attractive and looking to explore the world. Moving into a new campus and its culture comes with lots of concerns and needs a better understanding and only by doing that we can into a world full of solidarity and humanism.

Culture is everything which surrounds us. Culture can be read as a text with the entire signifying concept it consists. It is a free floating system that enables us to shape the significations from other practices. We can readily accept the notion that the relation between the culture and communication is to explicit the goal of learning of diversities. All the arbitrary tools of cultural classifications and concepts stress over promoting social change by improving local and global coherence.

Cross cultural communication work as an evolutionary tool for getting an adequate pursuit in all areas of cultures. Central element of these cultural classifications and ideologies of coherent system and structural relation are

matter of advance action towards social practices. Basically the process is intertwined and inseparable but it is also fair to say that while making claims about discourse, meaning and analyses got shaped. Language oriented character of culture grasps the dialogic metaphor of the discourse. The analogy between culture and conversation practices within local and global context. It is productive of larger units and has layers of discourse and communication.

Study of cross cultural communication is now becoming a global research area because effective communication is not that easy so our campuses play important role in enhancing the capability to achieve organizational and global goals. Surely, it will give birth to conflict like- misunderstanding, miscommunication, misinterpretation, prejudice behavior and rudeness for other culture and language but at the same time it will simply open the gate of new plant of cultural orientation, understanding and solidarity among all because culture is a lived experience of our life. Chris Barker critically acclaimed that, 'Knowledge is a matter not of getting an accurate picture of reality, but of learning how best to contend with the world. Since we have a variety of purposes, we develop a variety of languages' (P 08). Cross cultural solidarity provides newness to cope with the world with brotherhood. Zinn Kabat has rightly said that, 'Knowledge is limited and needs to be used within the domains where its descriptions are valid and relevant' (P190). 'Unity in diversity' is one of our key principles and cross cultural communicational skill adds more in it by defining that divided by culture and language but united by campus and communication.

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