



Report on One-day Workshop on
“Cross-Cultural Communication Skills”
organised by Academic Staff College, KLEF on 04.05.2019

Academic Staff College, KLEF conducted a **One-day workshop on “Cross-Cultural Communication Skills”** for the registered faculty of KLEF at Sunflower Hall on 04.05.19. Dr. B. Siva Nagaiah was the resource person.

As part of the workshop Dr. B. Siva Nagaiah introduced the key concepts of cross-cultural communication and their significance in the light of globalization and in the era of Information and Communication Technology (ICT).

The Objectives of the Workshop are:

- Understanding Cross-Cultural Communication Skills
- Dealing with Verbal and Nonverbal Differences
- Overcoming Language Difficulties
- Adopting Intercultural Attitude and Behaviour
- Enriching Professional Skills

While introducing the concept Cross-Cultural Communication, the resource person addressed the significance of one's own culture and beliefs in developing the attitudes and beliefs. Further he added the significance of verbal and non-verbal communication for a successful cross-cultural communication which paves the way for understanding of one other's feelings, emotions and expectations despite the cultural differences.

The resource person dealt with certain techniques for overcoming the language difficulties and suggested alternative methods for dealing with foreign citizens at work place. He also added a note on the significance of body language for a successful communication across cultures.

Dr. B. Siva Nagaiah also discussed the role of effective conversation and dealt with *Do's* and *Don't's* while speaking with others. He added a couple of issues consisting of cultural conflicts with reference to Anita Desai's "Bye, Bye Blackbird" and "Where Shall We Go This Summer?" and invited the participants for an open discussion as the open discussion will allow one to enrich one's professional skills meticulously.

The workshop was conducted to the satisfaction of the participants and the participation certificates were distributed by Dr. V. Rajesh, Principal and Dr. B. Siva Nagaiah, Vice-Principal of ASC.



Resource Person: Dr.B.Siva Nagaiah, Vice-Principal-ASC.

