THE ROLE OF LANGUAGE IN FORMATION OF CROSS-CULTURAL BONDS

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Abstract: Language reflects culture, therefore when people from different cultures coexist, how they use language becomes more significant and challenging. Language becomes more important and complex in cross-cultural groups because it reflects culture. The aim of this paper is to discuss about the role of language in obliteration of such cultural barriers and forming cross cultural bonds. To do so, we must first understand how the usage of different languages generates obstacles in crosscultural societies, as well as how these barriers affect the bonds that are formed. Understanding how people from various cultures interact with one another is the foundation of cross-cultural communication, which is why language plays such an important role.

Index Terms – Language, cross-cultural, barriers, bonds, communication

I. INTRODUCTION

It is critical to employ a person's preferred language since language is more than just the words we use to communicate. People interpret it in various ways, including emotional, cultural, and spiritual. So, even if someone is fluent in a second or third language, it's preferable to speak with a bilingual or multilingual person in their preferred language. Using a person's chosen language rather than another language to create relationships and discuss the gospel strengthens the relationship, reduces cultural barriers, and increases the likelihood that the person will be open to the message you wish to communicate.

Language is a social institution that both affects and is influenced by society. This demonstrates that language is not a freestanding creation, but rather a social activity that contributes to and is created by the social institutions in which we live and do our daily activities. (Kramsch, C., & Steffensen, 2008) Language and culture cannot exist independently; there will always be a "transfusion" between the two. Fluency in a new language necessitates knowledge with its culture.

Language's importance in cross-cultural groups is becoming a more significant topic in international development literature and social sciences. It plays an important role in integrating economic, political, and social changes, as well as other emerging towns, and is inextricably linked with the cultures of these communities. As a result, such developments are impossible to understand without taking into consideration the cultural influences embedded in the language. The sociolinguistic concept of cross-cultural communities is fundamental to our understanding of language as a medium for forming bonds in these groups. (Hammer, M. R., & Bennett, 2009)

II. CONCEPT OF CROSS-CULTURAL BONDS

Cross cultural bonds simply mean "bonds across cultures," which might be interpersonal, spiritual, behavioral, and so on. Cross-cultural studies are those that compare cultures from different parts of the world. The phrase "cross-cultural" can also apply to this comparative approach of;

- Cross-cultural communication is a discipline of linguistics that studies how people from different cultures interact with one other;
- Interactions between individuals with diverse cultural backgrounds;
- Cross-culturalism refers to the study of cultural exchanges.

Cultural bonding enables three forms of ties between people from various cultures. First, cultural bonding promotes cognitive connections by allowing meaningful mutual understanding among members of different cultures. Leaders can help members to participate in learning and fruitful discourse, clearly recognizing the similarities and differences ingrained in the group. (Ward, M. J., & Ward, 2003) Second, cultural bonding helps to strengthen emotional bonds by instilling trust and a sense of belonging among members. Third, leveraging the previously established cognitive and emotional links between people, cultural bonding establishes another behavioral connection by developing a behavioral script for collaboration.

Cultural Bonding offers global firms and executives adaptable and strong tools for connecting people from various nations and organizations with diverse cultural backgrounds, resulting in several benefits

III. LANGUAGE IN CROSS-CULTURAL COMMUNITIES

Language in cross-cultural communities entails examining how to encourage, organize, and inspire individuals to use the resources at their disposal to achieve a shared vision of their own objectives. According to this viewpoint, language is a strong instrument that, depending on how it is used, may compel people to behave in a variety of ways. People from different cultures will come into touch, clash, and finally converge as a result of expanding globalization and international trade. People from different cultural origins struggle to connect with one another, not just due to linguistic barriers, but also due to cultural differences. (Schumann, 1986)

A study on how people's decisions are changed by speaking in a different language revealed that people make less emotionally motivated or more logical decisions when speaking in a language other than their native tongue because the emotional connotations alter. This means that, while they may be able to absorb information equally well in a second language, they will not experience the same intensity of emotions, and as a result, they may remain emotionally linked to their native language. Language enables users to perform the core function of articulating ideas, making requests, and resolving concerns.

Effective cross-cultural communication requires a multidisciplinary approach. It requires knowledge of anthropology, culture, psychology, and communication. Studying languages other than one's own can help one understand what humans have in common, as well as the variety of ways languages generate and organize knowledge. This can be accomplished through the study of multiple languages. Developing a critical awareness of social interactions may benefit immensely from having such an insight, which has significant implications. To be effective in international business, one must have a strong foundation in social interaction dynamics as well as a grasp of how different cultures operate. (Evani, C.A.T, Lem, L.A., Nforbi, E., Biloa, E., Ntonifor, H., Balinga, 2016)

Furthermore, linguistic proficiency allows people to recognize cultural aspects as well as interact effectively within a community. This is more than just cross-cultural competency, which is only one component of cultural competence. Language abilities that go beyond simple observation and awareness can lead to a more in-depth understanding of culture and its variations. (Montgomery, 2008) Language skills can help individuals gain a more full understanding of operationally crucial cultural realities by equipping them with the necessary communication skills.

IV. CHALLENGES/BARRIERS IN CROSS-CULTURAL BONDING

The difficulties originate from the fact that language influences our impressions of individuals, processes, ideas, and events, including status, credibility, and attitudes toward gender and race. Language impacts and reflects our attitudes. The words we use and how we talk convey authority, status, association, attraction, and interest. From this standpoint, there is evidence that the way we use language has the potential to produce misconceptions, such as in terms of (Extra, G., & Verhoeven, 2020):

- Evoking negative emotions
- Feeling of inferiority towards one's own language due to repression
- Cross-cultural miscommunication happens when people from different cultures are confused or misunderstood

Cultural variety creates barriers to cross-cultural communication, which is at the basis of many of the problems we confront in the workplace today. Inadequate cultural awareness and a lack of intercultural communication skills are the fundamental causes of crosscultural communication barriers. Anxiety, uncertainty, stereotyping, and ethnocentrism are some examples of these hurdles. The most common cause of language barriers is when speakers of different languages cannot understand each other, resulting in a breakdown in language and communication. (Javidi & Javidi, 1991)

V. OVERCOMING THE CHALLENGES

Most nations now have cultural and linguistic diversity due of historical events and human migration, allowing people from diverse groups to coexist. Cultural history and identity must be preserved in multilingual societies using languages from many ethnic and cultural groups. After establishing the relationship between culture and language, speaking in a person's preferred language may help them create stronger relationships. (Ahtif & Gandhi, 2022) According to a study, language has an important role in the development of intimacy between people. When people can share what is most important to them with another person and be understood and accepted, they develop stronger ties. While spending time together and sharing hobbies and activities are key in close relationships, the capacity to communicate one's deepest emotions is as essential. It may be awkward or less meaningful to divulge important personal information in a language other than one's first or favorite. Speaking and comprehending a person's preferred language creates a sense of familiarity with them. (Keysar et al., 2012)

VI. CONCLUSION

Communication employs language to transmit ideas and information. It is vital to appreciate the many values linked with a particular group. The use of language as a means of communication encourages contact among people. However, it has been seen that employing language may result in a better understanding of oneself and more accurate preconceptions. When multiple cultures live in close proximity, the capacity to connect fluently and seamlessly with people from various societies is critical for breaking down social barriers. Speaking with someone in their preferred language reinforces the notion that language and culture are inextricably linked for emotional connections, historical considerations, and sentiments of inclusion or exclusion in the community. It is incredibly advantageous because it allows people to react to what they are used to and makes them feel more comfortable communicating, which leads to deeper connections and stronger relationships.

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