

Effective Intercultural Communication - A Must of a Globalizing Environment

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Abstract

It has become increasingly difficult to account for the contemporary world in terms of cultural homogeneity. The heterogeneity of the contemporary society, also translated as diversity, is one of the most visible results of a process of frontier opening started in the twentieth century. Called internationalism at the beginning, positively connoted at the time, this process, known as globalization later on has come to be felt as threatening and destructive. Yet, no matter how it is perceived, globalization has turned into a fact of the contemporary world, whose effects cannot be denied. The cultural encounters in a globalizing environment are inevitable and the cultural clash is highly expected if cultural difference is not dealt with appropriately. The paper aims at demonstrating that it is through effective intercultural communication that globalization can turn from a gap widening into a gap bridging process.