

Analysis of the Necessity of Improving Cross-cultural Organization and Communication Ability

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Abstract: Any era has its characteristics, to understand its characteristics can understand this era; Understanding the Times makes it possible to make decisions that fit The Times, especially when the country is making economic policies. China has experienced 30 years of reform and opening up, boosting domestic demand, foreign trade brought rapid development period. However, in the post-COVID-19 era, how to better play China's role as a major country in the world to fulfill its responsibilities and find a more effective development path is a difficult problem. Infrastructure investment driven by the Belt and Road Initiative is one of the important drivers of economic growth. For a long time, it will be the trend of China to invest abroad and for Chinese enterprises to "go global". External communication and exchange, we need to take the initiative. To improve the ability of cross-cultural organization and communication is the need of economic globalization and the pursuit process of self-discovery and self-transcendence. By analyzing the characteristics of cross-cultural organization and communication, this paper seeks ways and methods to improve the ability of cross-cultural organization and communication.

1. Background

The need to enhance cross-cultural, organizational and communication skills is closely linked to the historical development of Chinese society. In the past, the communication with foreigners was only limited to the official exchange level, and the non-governmental diplomacy was basically absent or relatively rare. Therefore, caution, caution and retreat used to be our main attitude towards cross-cultural exchanges. Under the Belt and Road initiative, countries exchange needed goods. This requires more external communication and communication, and we need to take the initiative to adapt to and understand the different cultures and ways of getting along with each country. We are increasingly aware that China's development is closely related to opening up and external communication. Our media and officials, as well as ordinary people, are more and more able to deal with foreigners with a generous, calm, proactive and mature attitude.

Literature [1], on the basis of explaining the characteristics of cross-cultural education, points out the great significance and necessity of cross-cultural education for economic development, and puts forward suggestions for the implementation strategy of cross-cultural education. Literature [2] provides suggestions for improvement in implementing the management of cross-cultural

communication. It is necessary to establish the correct cross-cultural management concept of all employees, grasp the differences between different cultures, and build a positive and efficient communication mode. Literature [3] through interviews the cross-cultural communication ability of 44 respondents, and analyzes the specific performance and ability quality requirements in the context of cross-cultural communication. The results show that Chinese enterprises "going out" will encounter internal cross-cultural communication situation in the process of transnational operation. The cross-cultural communication situation focuses on three aspects between overseas governments, middlemen and foreign customers. Literature [4] comprehensively analyzes the latest research results at home and abroad [5], and believes that work language selection and management is a practical problem faced by multinational corporations. The language diversity of multinational corporations has an important impact on the group communication and interpersonal communication within the organization, and the language strategy of multinational corporations must match the corporate business strategy.

Numerous studies have shown that upgrading, cross-cultural, organizational and communication skills are the need of economic globalization and the historical responsibility entrusted to our generation by China's rapid rise as a world power. At the same time, it can also help us find ourselves and surpass ourselves [6].

2. The Need for International Development

We live in a society of interconnection, interdependence, containment and interdependence, and transnational communication and visiting work and trade have gradually become an indispensable part of our life. The 21st century is an era of cross-cultural communication, and no one can escape this worldwide trend.

The "Belt and Road" concept is the first major global economic development strategy put forward by China, which has injected great positive energy into the economic development of China and the world. "Belt and Road" has declared the glory of Asia and Europe, but also reveals the law of creating brilliance. The historical and realistic characteristics of the Silk Road trade are the features of its enduring charm. The development of "Belt and Road" is the reasonable return and innovation of contemporary geopolitical theory, which brings people's development vision of examining the past and looking forward to the future, and opens up a new path for avoiding and eliminating a variety of "global risks". The development of China and the world has entered a new era of the Silk Road [7].

The rapid development of China's economy benefits from cross-international trade and exchanges. Around the "Belt and Road", China's development strategy from a new perspective began to appear, and it has become the core strategy in a variety of domestic and international development strategies. This poses the challenge of intercultural organization and communication for every Chinese people and Chinese enterprises. The impact of this on our lives, especially on our work, is also multifaceted. Cross-cultural work may belong to the foreign affairs department of Chinese enterprises or Chinese units [8], or may be the Chinese employees of foreign enterprises, may be the staff of joint ventures or the staff of Chinese enterprises competing with foreign enterprises, that is to say, our Chinese work has been inseparable from cross-cultural. The problem is that few people are currently aware of the problems and challenges of cross-cultural communication, and there are only a few lessons learned in daily life and work.

3. Self-fulfillment and Transcendence

Learning to improve cross-cultural organization and communication skills is, in a sense, a process of discovering and surpassing oneself. Everyone has the pursuit of self-discovery and

transcendence, and has the uniqueness [9]. It depends on the personal meaning of life, this meaning is not only superficial, but reflected in a person's attitude to life, it is like a wonderful song created throughout one's life. However, in different life situations, some people do not show that this goal is very straightforward. The cross-cultural working environment gives us a special experience. Learning from the cross-cultural organization and communication can help us to jump out of our own circle and think about whether there is another possibility. As long as a person determines the goal he pursues, his attitude towards life will serve for it, and all his actions will be consistent with this goal. In psychology, we call this ability of thinking "counterfactual thinking". For example, we imagine how we are locally. I was born in a country in Africa, and what my upbringing might be like. Interculture, organization and communication is to emphasize the use of "counterfactual thinking" to understand yourself and listen to others. However, due to the occlusion of information and the cultural concepts rooted in the heart and the educational concepts received, many people are generally unwilling to take the initiative to do counterfactual thinking. Therefore, in the cross-cultural organization and communication, the preconceived thinking mode is often adopted, which is the thinking misunderstanding often involved in psychology.

More typical is, they believe that the world they know is the real world, and their thinking is influenced by the inherent cognitive framework, which is closely related to personal experience and cultural influence [10]. Inevitably, often want to use some easy to think information and knowledge to help us to judge and understand. This also makes it easier for us to make some empirical mistakes that we should not make. This also shows that most people's habits of thinking are irrational and intuitive. To a large extent, cross-cultural communication will be influenced by our limited rational thinking, which is manifested in many aspects, such as overstating our contributions, overbelieving in our own experience, and overemphasizing the superiority of our educational culture. Therefore, to improve cross-cultural organization and communication skills is a psychology course. It can help us realize the irrational habits of our thinking, so that we can control our thinking tendency.

4. Understanding of Intercultural Situations

Cross-cultural organization and communication is a kind of behavior and working method based on the cross-cultural working environment, which is a methodology related to the thinking logic and working process. Due to the differences in living environment and cultural customs, people in different countries and regions will have their own culture. The differences in language, thinking, customs and habits caused by cultural differences will make different groups have different views and working methods when facing the same thing and event. With the continuous advancement of "Belt and Road", the economic and trade exchanges between countries have promoted cultural exchanges. Therefore, there are also cultural barriers in the work team, so that the organization and communication skills can be applied in cross-cultural communication. With the introduction of cross-cultural organizations and communication skills, more and more scholars and enterprise trainers practice cross-cultural organizations and improving communication skills, producing many achievements, but generally speaking, it is not systematic, and there is no concise summary and methodology.

5. Characteristics of Cross-cultural Organization and Communication

5.1. Seek Common Ground

An important basis for communication is to have relatively consistent experiences and topics of common interest, preferably a lot of shared knowledge and information, including a common

knowledge background, common beliefs and common interests. The biggest obstacle to cross-cultural communication is that there are very few common ground between the two sides. Both parties do not understand the knowledge, beliefs and slang used in each other's culture. For example, white is a basic color, and different cultures give it different connotations and meanings. In Western and Japanese cultures, white symbolizes cleanliness and purity, so Westerners wear white wedding dresses. The Korean nation advocates white and calls itself "white nation", while the traditional clothing of men is white. But in Chinese culture, white represents death, ghosts, or unlucky things. The Chinese people traditionally wear white filial clothes at funerals, and the ghosts in the movie also wear white clothes to visit the deceased relatives and send them white flowers. It can be imagined that if without cross-cultural learning in advance, jokes will inevitably appear in communication, or even create barriers that are difficult to repair in the later work. Therefore, constantly looking for the common ground between the two sides is the first major feature of cross-cultural organizations and communication.

5.2. A Strong Sense of Input

At work, the effect of cross-cultural organization and communication depends on the degree of interaction between the two sides, namely the communication of sensitivity to each other's thoughts, feelings and behavior, this is a high IQ, high input, high emotional intelligence process, so it to both sides of the psychological quality, intellectual quality and emotional quality requirements will be very high. This strong sense of commitment often makes those who have experienced intercultural organization and communication feel some degree of exhaustion. For many overseas local people, they often reflect that the Chinese communication work is simple and direct, and the lack of necessary care and euphemistic expression, which is related to the Chinese people's understanding of the foreign language context and the accumulation of vocabulary. However, the interpersonal communication under the same cultural background, especially in the communication between friends, often does not require a strong sense of input and appears too serious. In foreign countries, Chinese people lack a "chat" or "chat" atmosphere, and cross-cultural communication can rarely reach the level of small talk. It is more like a running work process, rather than a relaxed, pleasant enjoyment process.

5.3. Loss of Communication

Whether in work or in life, integration into the whole team is the most critical. And the most worried is to meet three words type chat, after the end of the words to chat. What kind of work do you do? Do you know where China is? Can everyone in China do fu? As a result, many people have always mistaken China as a mysterious eastern country. In fact, we should dispel their doubts and introduce China's culture and development, so that people can accept and recognize that China is an open and inclusive country.

Another opposite possibility of the interruption of communication is that the communication side appears too concerned and too concerned. It usually happens when the speaker is very eager to ask questions and comment, regardless of the reaction, or just a simple gesture. This kind of work communication is often interrupted after one party expresses his views. It is understandable that this kind of work communication is ineffective, and information is one-way. It is unknown whether the other party has received or has different views. This will have a negative impact on the quality of bilateral communication.

5.4. Dominate and Be Dominated

This sense of inequality across cultures also suggests a relationship of contrasts of power between cultural groups. If one culture tends to dominate the others, or if each culture elevates itself to the advantage of the others, there will obviously be conflict. In some cases, the dominated culture may seek revenge on the dominant culture. Such as improving their religious values. One example is the rise of integralism in Islamic countries, Poland and Ireland. The relationship between dominator and dominated is common and common in international relations. That is true of the relationship between the United States and all other nations, between the colonial powers and the old colonies. Within Europe, cultures seeking hegemony are often suspicious of each other. It is also found in the majority and minority within the same culture. Minorities are subservient to the majority's rules, but as cultural groups seeking to perpetuate their image, minorities can play by the majority's rules only superficially.

5.5. Commonalities and Differences

Commonality exists only in the relation of difference, which forms two sides of the same coin, but these two sides are opposite to each other. Any organization engaged in activities in the international context will inevitably encounter this dialectical contradiction. There are many arguments that suggest the acceptance of difference in life. But the differences between groups do not diminish, and cultural expressions become deeply rooted in emotional and unconscious levels. Therefore, people worry that in the coming decades, with the process of world integration, cross-cultural conflicts will appear frequently and become more and more intense.

6. Conclusion

The Belt and Road Initiative will create a new model of regional cooperation in the 21st century. China's reform and opening-up is the biggest innovation in the world today. As an all-round opening-up strategy, the Belt and Road Initiative is innovating economic development theories, regional cooperation theories and globalization theories with the theory of economic corridors, the theory of economic belt and the theory of international cooperation in the 21st century. The task of going out is a long and arduous one, which requires everyone to practice their internal skills and make adequate preparations. Among them, learning and understanding cross-cultural communication and organization is an important lesson to carry out going-out work. This paper analyzes in detail the necessity of learning cross-cultural communication and organization from the aspects of the needs of international development and the realization of self-worth. Then, based on the understanding of cross-cultural connotation, the characteristics of cross-cultural organization and communication are analyzed. To think and field from the three aspects of seeking common ground, strong sense of involvement and communication interruption, we will be able to do a better job in cross-cultural organization and communication.

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