Taking the confusion out of the fusion’, is a metaphor claiming to hold peace and harmony among different cultured students by understanding the importance of intercultural communication. Providing intercultural education for students during their learning phase will make them confident at their respective workplaces. A coin has two sides and following that idiom, this poster also portrays aspects like culture shock and culture barriers leading to misunderstandings. Learning about intercultural theories will help individuals enlighten and change their perception about others and themselves. Racism and anti discrimination is one of the main aspects of my academic project which emphasizes the importance of intercultural communication. This can help a student or a prospective employer/employee to increase productivity in the organization through valuing and respecting the differences among each individual. The statistical method used in the project will help in clearly defining the gap between where the students lack and need to improve on their intercultural skills, knowledge and attitudes.

AIMS & OBJECTIVES
To understand the importance of intercultural communication and it s cause and effect relationship between students and their future workplaces.

REFERENCES

QUESTIONNAIRE
Where did you first become aware of the need for intercultural communication skills?
• Home
• TRU
• Volunteer work
• Workplace
• Nowhere
• Other

Rank the following intercultural Communication barriers from 1 – 7 (1 being the largest barrier and 7 being the smallest barrier):
• Language skill
• Culture shock
• Racism & discrimination
• Body language
• Tone of voice
• Ethnocentrism (idea or belief that one culture is superior to another)
• Fear

Rank the following strategies to improve intercultural communication on the scale of 1-6 (1 being the most effective and 6 being less effective)
• Listening
• Questioning
• Awareness about other culture / Culture sensitivity
• Open-mindedness
• Attending workshops
• Travel

How important are intercultural communication skills in your professional field?
• Very important
• Somewhat important
• Not very important
• Not at all important

TARGET PARTICIPENTS
Students of Thompson Rivers University

METHOD
To understand the importance of intercultural communication and its cause and effect relationship between students and their future workplaces.

LEARNINGS OF INTERCULTURAL COMMUNICATION
Communication & Culture

BARRIERS TO INTERCULTURAL COMMUNICATION

CULTURE SHOCK
BODY LANGUAGE
LANGUAGE SKILLS
ETHNOCENTRISM
RACISM & DISCRIMINATION
STEREOTYPES

Cure for the barriers

ADAPTATION
ETHNORELATIVISM
CURE FOR THE BARRIERS
CULTURAL SENSITIVITY
EMOTIONAL INTELLIGENCE