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time. Intercultural communication is the
term given to communication that takes
place between people whose cultural
beliefs values and behaviours differ from
one another (Buchanan 2015, p. 44).

Intercultural Communication And Interpersonal ...

Intercultural communication is
competent when it accomplishes the
objectives in a manner that is
appropriate to the context and
relationship. Intercultural
communication thus needs to bridge the
dichotomy between appropriateness and
effectiveness: Proper means of
intercultural communication leads to a
15% decrease in miscommunication.

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