



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAE717 – Cross Cultural Management

UNIT-IV COMMUNICATION AND
NEGOTIATION & DECISION MAKING

ENTRY AND RE-ENTRY CHALLENGES
AND CULTURE SHOCK

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Redesigning Common Mind and
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TODAY'S TOPIC:

ENTRY AND RE-ENTRY CHALLENGES AND CULTURE SHOCK





ENTRY AND RE-ENTRY CHALLENGES:



1. BOREDOM

After all the newness and stimulation of your time abroad, a return to family friends, and old routines (however nice and comforting) can seem very dull. It is natural to miss the excitement and challenges which characterize study in a foreign country, but it is up to you to find ways to overcome such negative reactions remember a bored person is also boring.

2. “NO ONE WANTS TO HEAR”

One thing you can count on upon your return: no one will be as interested in hearing about your adventures and triumphs as you will be in sharing those experiences. This is not a rejection of you or your achievements, but simply the fact that once they have heard the highlights, any further interest on your audience’s part is probably unlikely. Be realistic in your expectations of how fascinating your journey is going to be for everyone else. Be brief.



CONTD:



3. YOU CAN'T EXPLAIN

Even when given a chance to explain all the sights you saw and feelings you had while studying abroad, it is likely to be at least a little bit frustrating to relay them coherently. It is very difficult to convey this kind of experience to people who do not have similar frames of reference or travel backgrounds, no matter how sympathetic they are as listeners. You can tell people about your trip, but you may fail to make them understand how or why you felt a particular way. It's okay.

4. REVERSE “HOMESICKNESS”

Just as you probably missed home for a time after coming to the United States, it is just as natural to experience some “reverse” homesickness for the people, places, and things that you grew accustomed to as a student in America. To an extent it can be reduced by writing letters, telephoning, and generally keeping in contact, but feelings of loss are an integral part of international sojourns and must be anticipated and accepted as a natural result of study abroad.



CONTD:



5. RELATIONSHIPS HAVE CHANGED

It is inevitable that when you return you will notice that some relationships with friends and family will have changed. Just as you have altered some of your ideas and attitudes while abroad, the people at home are likely to have experienced some changes. These changes may be positive or negative, but expecting that no change will have occurred is unrealistic. The best preparation is flexibility, openness, minimal preconceptions, and tempered optimism.

6. PEOPLE SEE “WRONG” CHANGES

Sometimes people may concentrate on small alterations in your behavior or ideas and seem threatened or upset by them. Others may ascribe “bad” traits to the influence of your time abroad. These incidents may be motivated by jealousy, fear, or feelings of superiority or inferiority. To avoid or minimize them, it is necessary to monitor yourself following your return. This phase normally passes quickly if you do nothing to confirm their stereotypes.



CONTD:

7. PEOPLE MISUNDERSTAND

A few people will misinterpret your words or actions in such a way that communication is difficult. For example, what you may have come to think of as humor (particularly sarcasm, banter, etc.) and ways to show affection or establish conversation may not be seen as wit, but aggression or “showing off.” Offers to help in the kitchen can be seen as criticism of food preparation, new clothing styles as provocative or inappropriate, references to the U.S. or use of English as boasting. Be aware of how you may look to others and how your behavior is likely to be interpreted.

8. FEELINGS OF ALIENATION

Sometimes the reality of being back “home” is not as natural or enjoyable as the place you had constructed as your mental image. When real daily life is less enjoyable or more demanding than you remembered, it is natural to feel some alienation, see faults in the society you never noticed before, even become quite critical of everyone and everything for a time. This is no different than when you first left home. Mental comparisons are fine, but keep them to yourself until you regain both your cultural balance and a balanced perspective.



CONTD:



9. INABILITY TO APPLY NEW KNOWLEDGE AND SKILLS

Many returnees are frustrated by the lack of opportunity to apply newly gained social, technical, linguistic, and practical coping skills that appear unnecessary or irrelevant at home. To avoid ongoing annoyance: adjust to reality as necessary, change what is possible, be creative, be patient, and above all use the cross-cultural adjustment skills you acquired abroad to assist your own reentry.

10. LOSS/COMPARTMENTALIZATION OF EXPERIENCE

Being home, coupled with the pressures of job, family, and friends often combine to make returnees worried that somehow they will “lose” the experience; somehow becoming compartmentalized like souvenirs or photo albums kept in a box and only occasionally taken out and looked at. You do not have to let that happen. Maintain your contacts. Talk to people who have experiences similar to yours. Practice your skills. Remember and honor both your hard work and the fun you had while abroad.



CULTURE SHOCK:

Culture shock refers to **feelings of uncertainty, confusion, or anxiety that people may experience when moving to a new country or experiencing a new culture or surroundings.** This cultural adjustment is normal and is the result of being in an unfamiliar environment.

There are obvious examples of culture shock such as **getting used to a different language, a different climate, a different transport system and different food customs.** Less obvious examples of culture shock include acclimatising to: different hand gestures. different facial expressions and levels of eye contact



THE 4 STAGES OF CULTURE SHOCK:

People who experience culture shock may go through four phases that are explained below.

THE HONEYMOON STAGE

The first stage is commonly referred to as the honeymoon phase. That's because people are thrilled to be in their new environment. They often see it as an adventure. If someone is on a short stay, this initial excitement may define the entire experience. However, the honeymoon phase for those on a longer-term move eventually ends, even though people expect it to last.

THE FRUSTRATION STAGE

People may become increasingly irritated and disoriented as the initial glee of being in a new environment wears off. Fatigue may gradually set in, which can result from misunderstanding other people's actions, conversations, and ways of doing things.



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THE ADAPTATION STAGE

The adaptation stage is often gradual as people feel more at home in their new surroundings. The feelings from the frustration stage begin to subside as people adjust to their new environment. Although they may still not understand certain cultural cues, people will become more familiar—at least to the point that interpreting them becomes much easier.

THE ACCEPTANCE STAGE

- During the acceptance or recovery stage, people are better able to experience and enjoy their new home. Typically, beliefs and attitudes toward their new surroundings improve, leading to increased self-confidence and a return of their sense of humor.
- The obstacles and misunderstandings from the frustration stage have usually been resolved, allowing people to become more relaxed and happier. At this stage, most people experience growth and may change their old behaviors and adopt manners from their new culture.



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