



A Study on Strategies to Achieve Cross-Linguistic Communication in the Context of Internationalisation

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Abstract. Cross-linguistic communication is a universal phenomenon that has existed since ancient times. With the rapid development of various means of transport and communication as a result of scientific progress, people from all countries are communicating more and more closely with each other. Since everyone is culturally unique, when people come into contact with foreign cultures, they often understand and analyse them from their own cultural perspective due to the constraints of their own cultural thinking and habits, thus leading to the phenomenon of cultural misinterpretation. Therefore, it is extremely important to analyse the components of language and master the skills of cross-linguistic communication in the face of the current situation of cross-linguistic communication. This article focuses on the classification of languages and proposes practical measures for intercultural communication.

Keywords: Cross-linguistic Communication · Intercultural awareness · Communication Strategies · Internationalisation

1 Introduction

With the advent of the Internet era, the world is no longer in the original closed and isolated state and is gradually integrating. It is suggested that economic, political, and cultural exchanges between different countries and regions are also increasingly frequent. Cross language communication is a process of communication and integration, in which cultural identity is recognized and new ideological resources are provided to all cultures through language [1]. This is a historical and cultural phenomenon accompanying human development. In addition, it is not only the lifestyle of modern people, but also the internal driving force of cultural development. People have the opportunity to contact people from different cultures, so cross language communication is a natural part of people's exploration and learning. The world today is an internationalized, globally integrated and communized world. Language is the product of cultural environment and the carrier of culture. As a tool to record human history and human thoughts, each language has its own unique cultural characteristics. Linguistic communication occupies the primary position in cross-cultural communication. Although people have realized

that interlingual communication has been increasingly promoted in recent years, the ensuing cultural conflict inevitably appears in linguistic communication [2].

Through the socio-cultural study of language, the reality of cross language communication and the realization of cross language communication strategies are not discussed with oral, body language and written language [2]. In today's complex international environment, facing the inevitable trend of cross language communication, this paper discusses effective strategies to achieve cross language communication.

2 Current Situation of Audio Languages

2.1 The Importance of Audio Language in Interpersonal Functioning

Audio language is a form of expression that corresponds to silent language. It is a form of language that is expressed orally through sound, and in this way takes on a more original and natural form than silent language. It is a natural language that has been developed since the beginning of human society. Moreover, audio language is the most frequently used and easiest way for humans to communicate information in the act of carrying out a message. Audio language is closely related to human daily life. It is a very important medium for conveying information and emotions, exchanging ideas, and reaching consensus. Expressions of audio language include announcing, hosting, speaking, reciting, negotiating, voice-overs and explaining. This purposeful interpersonal communication requires the speaker to be in tune with himself, to empathise with his audience, to mobilise their emotions, and to communicate effectively [3]. In an age when information generates value, audiences receive audio-linguistic communication through a myriad of channels, such as newspapers, television, film, radio, the internet, and mobile phones. As human society progresses, the importance of the development and dissemination of the audio language becomes apparent, and its aesthetic value is enhanced in response to the needs of the times. The role of audio language is reflected in all aspects of daily human life, especially in interpersonal communication. In cross-linguistic communication, audio language plays an irreplaceable role [4].

2.2 Professional Language or Language Communication in Formal Situations

With the rapid spread of economic globalisation, business exchanges between countries have become closer. In foreign trade and economic activities, international business negotiations are an essential part of the process, as well as an important way and means of regulating conflicts of economic interests between countries and regions. International business negotiations focus on linguistic communication, therefore scientific and reasonable presentation is one of the keys to successful international business negotiations [4]. The cultural differences between countries make it possible to understand a certain term differently and this can lead to ambiguities in the communication process. Linguistic communication is the basis for communication between the two sides, and if differences in language style led to ambiguities and misunderstandings, then this will inevitably have a serious impact on the negotiations. This shows that it is necessary to resolve conflicts of language in a reasonable manner in order to avoid ambiguities and

to facilitate business negotiations. Therefore, it is important to be flexible in the use of business language. When conducting business negotiations, it is necessary to be flexible in the use of business language and to use language that is appropriate to the different negotiators. Under the premise of professional, polite, subtle, and gentle language expressions always leave a good impression on the other person; thus, it is important to use appropriate language when communicating to express your views correctly [5].

2.3 The Essential Role that Oral Language Plays in Daily Communication

Intercultural differences in language usage are inevitable in our lives, especially when communicating with foreigners, and a sense of local culture often limits our interpretation of the cultural connotations of the person we are talking to. With the further opening up of the global economy in recent years, exchanges between countries around the world have become increasingly close, and language exchanges between different cultures have gradually increased. Therefore, an analysis of the situations due to intercultural pragmatic errors in daily oral expressions is of great practical importance to further improve intercultural awareness and facilitate communication. Daily greetings are a major aspect of spoken expression. Everyday greetings are a major aspect of spoken expression. There are huge differences in the understanding of greetings between East and West. For example, the Chinese used to ask in greeting: Have you eaten? Where are you going? They think it is as universal as saying hello and makes people feel very close to them. To Westerners, however, it is difficult to understand the connotations in this language, which they would translate as formal questioning, to the extent that they would be surprised by such personal questions and wonder why the Chinese are so interested in the details of other people's lives [5]. In brief, language is an important carrier of culture, and it is important to learn to understand the differences between cultures in different regions in terms of the history, social culture, and ideological origins of the local language country in daily communication, to improve the accuracy and standardization of oral communication and avoid situations of linguistic errors that may lead to unnecessary misunderstandings.

2.4 Special Audio Language: The Role of Body Language as an Aid to Audio Language

In the process of audio language expression, not only do people need to master certain expression techniques, but they also need to express a wealth of emotions, together with coordinated body language to effectively enhance the artistic impact of audio language expression. Body language expression is a very important part of the audio-linguistic process. By incorporating body language expressions into the process of audio expression, it not only shows the full range of emotional connotations in audio expressions to a certain extent, but also helps expressers to better adjust their breath state, fully stimulates their desire to express themselves, and promotes a more fluent and complete audio expression [6]. There is a complementary relationship between body language and voice, with the two blending together to complete the expression of the emotion of the spoken language piece. Firstly, body language allows for a more complete representation of the audio language work. The body language used in the process of audio-linguistic

expressions contains a great deal of information, so it is important for the expresser to make clever use of expression techniques and body language so that the audience can gain a deeper understanding of the content of the audio-linguistic work and the ideas and emotions that are intended to be expressed. Secondly, body language aids the emotional expression of the voice. By supporting the use of body language, it is possible to make the voiced characters tangible and facilitate characterisation. In addition, body language helps to shape the image of the person who expresses the audio language. The characters in a work can only be vividly portrayed if the physical movements made by the articulate speaker are graceful [7].

3 Current Situation of Written Language

3.1 Features of Written Language

The mother tongue is the first spoken language that people acquire, it is the basis for mental activity and is the first expression of thought. Spoken language uses different expressions in different contexts, for instance, some languages have different sentences with different wording for honorific and modest expressions. People often also speak another language or dialect, which we call a second language, and the written language is usually the second language acquired later. The written language qualifies as a language because it can express various concepts as freely as the spoken word, and can be spoken or recorded in writing. Written language has individual characteristics and its relationship with the mother tongue varies from person to person. Different corpora of written language, such as vernacular and literary, can be regarded as different languages. Style usually refers to different forms of discourse used in different contexts, in addition to the difference between the literary language and the vernacular. Like the spoken language, each type of written language of the same era has a certain range of grammar and diction, and their boundaries may be blurred [8]. Due to the complex relationship between the written language of different styles and different spoken dialects, including individual or group, synchronic or historical relationships, the differentiation and inheritance of different written languages are quite complex.

3.2 The Development Process of Written Language

The changes in the written language are reflected in many ways. The first is the change in the grammar of the written language. In written language, grammatical structures tend not to change as quickly as vocabulary changes. There are two types of syntactic change, those within the frame or those outside the frame. Of these, those within the frame are usually additions, changes in grammatical components or changes in order of speech. What is outside the frame is the appearance of a new frame. The new frame of a sentence often comes from the merging of two sentences. The second is the change in the vocabulary of the written language. Changes in the vocabulary of written languages are influenced by other dialects and other dialects of written language, in addition to the influence of changes in the authoritative dialects that affect them most [8]. The written language is usually the dialect of the reader, and the written language maintains a close relationship not only with the spoken language of the past, but also with the spoken language of the present, which often has a complex relationship with each other [9].

3.3 The Links and Differences Between Written and Oral Language

The relationship between written and spoken language can be expressed in terms of the written language reflecting the spoken language and the phenomenon of reflection lagging the spoken language; the written and spoken languages influence each other [9]. Changes in written language from one period to the next reflect changes in the authoritative dialect or common language, and large changes in written language over a relatively short period of time are not necessarily caused by the original spoken language in parallel with the written language, since alternations in the authoritative dialect or common language can have a greater impact on the slightly later written language. In addition, another possible reason for the greater change in written language is a change in the choice of expression system for the written language, as was the case in the era when the vernacular was promoted. What is worth mentioning is the influence of written language on spoken language. A person's mind often has different languages or dialects as a basis for expression, as Chomsky says: "Every human being employs several linguistic systems in his speech." Written language usually takes a second, or lower, place in the hierarchy of mental expression [10]. The influence of the spoken language on the written language is inevitable in the process of internal transfer from spoken to written. As the mother tongue is the habitual repository of mental activity, the interference of the mother tongue with the written language manifests itself in various aspects of phonology, grammar and vocabulary. The conversion of the mother tongue to the written language and the non-equivalent conversion manifests itself in various aspects of phonology, grammar and vocabulary.

4 Strategies for Achieving Cross-Language Communication in the International Context

4.1 Constructing Contexts Based on Intercultural Awareness

Context refers to the environment and atmosphere in which linguistic communication takes place. Context and language are two mutually dependent concepts, and the process of linguistic communication produces context, which has an impact on the quality of linguistic communication. Contextual disparity is a very common problem. Different cultural contexts make for different rules of language use, and people unconsciously incorporate their own cultural conventions when communicating, and the influence of external factors makes it likely that the context does not match the content of the language, thus creating a disparity. Therefore, it is particularly important to strengthen the application of intercultural awareness and contextualisation when communicating. The construction of context gives rise to many levels of context, the highest of which is the cultural context. It is the responsibility of both sides of the communication to construct the context. Both people have to consider the cultural background of the other person when constructing the context and the words spoken cannot just take care of their own cultural and linguistic habits [11]. Hence, in the process of language communication, both sides should create more appropriate contexts for communication in a spirit of intercultural awareness.

4.2 Constructing Verbal Behavior

Communication in different languages can be seen as a reasoning activity for the interpretation of foreign languages, therefore it is important to strengthen the construction of speech acts in the process of linguistic communication, especially the construction of speech acts with relevance. The process of linguistic communication can be seen as the construction of a speech act, which should be combined with intercultural awareness and relevant pragmatic theories, using appropriate methods to make the speech act produce the best communicative effect. When communicating linguistically, it is not necessary to communicate word by word or to translate what the other person says, but rather to change some sentences in the context of the cultural background, to consider the language of the person with whom you are communicating based on achieving communication, and to convert different acts of linguistic communication into the same kind of linguistic communication [12]. To achieve this, language communicators need to increase their awareness of intercultural awareness and the relevance of language in the process of language communication. Language communicators can improve the quality of language communication by restructuring the structure of words and sentences spoken by the other person according to the actual situation.

4.3 Embracing and Learning from Cultural Differences

In the process of language communication, there are many cases where cultural differences lead to jokes during the conversation. Language communication is not only a simple conversation, but also a cultural exchange. It is essential to be tolerant of the cultural differences that occur in the process of language communication. For example, Westerners find most Chinese people hard to understand because they are not used to the Chinese way of speaking, and many Chinese speak English in the same order as Chinese, which is a far cry from the native speakers. In this case, when communicating, try to use different forms and styles of conversation, which will also help us to learn a new language better [12]. It is worth noting that most conflicts arising from cultural differences are due to lack of understanding rather than disagreement. Therefore, expanding one's horizons to understand different cultural backgrounds and linguistic differences is an important prerequisite for achieving cross-linguistic communication. There are many ways to achieve this, such as watching TV programmers, reading books or consulting relevant materials [13].

4.4 Increasing Reading

Reading is an important way to understand foreign cultures and can be enhanced in order to improve understanding of cultural differences and to achieve better communication and exchange. People can read foreign literature and historical sources, and try to read the original version, not only to increase the vocabulary, but also to improve the understanding of the country's language usage and local culture. Reading is an effective way to learn about the culture and linguistic features of a region, as the grammar and vocabulary read in a book will give the learner a more accurate grasp. In addition, when readers read them, they automatically rehearse the content in their minds, thus making

what they have learnt more impressive. For example, when reading about the hospitality of people in a region, readers can learn about the habits and cultural characteristics of the local language, so that they can have a better understanding of some grammar when communicating with the people of that region, and have a certain understanding of the relevant culture, which helps to improve the intercultural awareness of both sides of the communication [13].

5 Conclusion

Ethnic groups have different historical development processes, different living environments, lifestyles, values and habits of thought, and these cultural connotations permeate the national languages, thus making them different. It can be argued that language and culture are one and the same, and that when people use language or non-language to communicate, they are in fact transmitting culture. It is difficult to grasp the language of a people accurately without its culture. Cross-linguistic communication is made possible by the fact that human beings share certain cultural messages. Languages are classified in a variety of ways and each has its own characteristics, it is worth emphasising that they all play an irreplaceable role in cross-linguistic communication. Some of the biases in cross-linguistic communication are due to the inability of both parties to share some cultural information, such as cultural differences. Therefore, it is important to understand how languages are classified and the different roles that each language plays, as well as to acquire effective strategies for interlingual communication.

However, there are limitations to these measures, for instance, they may not be applicable in certain specific areas or in specific situations. In the future, the research will analyse specific cases and propose solutions in order to gain a more comprehensive understanding of cross-linguistic communication in the context of internationalisation.

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