DEALING WITH CULTURAL CLASHES

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Abstract: This article deals with culture clashes, its issues, differences and how to resolve this problem in the society.
Keywords: culture, subculture, conflict, culture diverge, culture shock, stereotype, prototype.

Introduction . In this cross cultural conflict negotiation example, we see that the negotiator has learned after the fact that her Indian counterpart would have appreciated a slower pace with more opportunities for relationship building. She seems to have run into the second issue: Using time efficiently in the course of negotiations is generally valued in the United States, but in India, there is often a greater focus on building relationships early in the process. By doing research on the clients cultural prototypes, they can adjust their negotiation strategy and give themselves a better chance at creating a valuable negotiation experience for both themselves and their counterpart.Remember that differences also can be opportunities to create valuable agreements. This suggests that cross-cultural conflict negotiations may be particularly rife with opportunities for counterparts to capitalize on different preferences, priorities, beliefs, and values.

Main part

Cultural conflict happens when the values and beliefs of several cultures diverge. There are both broad and specific versions of the idea, and both have been applied to explain violence and crime on either a macro or micro level. Jonathan H. Turner defines cultural conflict as a conflict caused by "differences in cultural values and beliefs that place people at odds with one another." On a micro level, Alexander Grewe discusses a cultural conflict between guests of different culture and nationality as seen in a British 1970 sitcom, Fawlty Towers. He defines this conflict as one that occurs when people's expectations of a certain behavior coming from their cultural backgrounds are not met, as others have different cultural backgrounds and different expectations.

Cultural conflicts are difficult to resolve as parties to the conflict have different beliefs. Cultural conflicts intensify when those differences become reflected in politics, particularly on a macro level. An example of cultural conflict is the debate over abortion. Ethnic cleansing is another extreme example of cultural conflict. Wars can also be a result of a cultural conflict; for example the differing views on slavery were one of the reasons for the American civil war. As all know cultural conflicts in negotiations tends to occur for two main reasons. First, it's fairly common when confronting cultural differences, for people to rely on stereotypes. Stereotypes are often pejorative (for example Italians always run late), and they can lead to distorted expectations about your counterpart's behavior as well as potentially costly misinterpretations. You should never assume cultural stereotypes going into a negotiation. Instead of relying on stereotypes, you should try to focus on prototypes—cultural averages on dimensions of behavior or values. There is a big difference between stereotypes and prototypes. For example, it is commonly understood that Japanese negotiators tend to have

more silent periods during their talks than, say, Brazilians. That said, there is still a great deal of variability within each culture—meaning that some Brazilians speak less than some Japanese do.

Culture shock. When someone moves to a new nation or encounters a new culture or environment, they may feel uncertain, confused, or anxious. This is referred to as culture shock. Being in a strange environment causes this cultural adjustment, that's common. When people relocate to a new city or nation, such when they retire abroad, it might cause culture shock. Whether people travel for leisure, business, or academic purposes, they may experience culture shock. For instance, international students studying abroad for a semester in a different country would need to adjust culturally due to a lack of familiarity with the local climate, culture, languages, food, and values.

There are three ways of cross-cultural conflict and culture shock resolution;

1.Probing for the cultural dimension. The resolution process should start from parties acknowledgment that their conflict contains a cultural dimension.

2. Learning about other cultures.

3. Altering organizational practices and procedures.

Conclusion.

From one culture to another, the differences among them cause feelings of unfamiliarity. This results in a large amount of psychological stress such as depression, anxiety and feelings of helplessness. However, there are various solutions for different people to deal with these symptoms.

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