**INTERNATIONAL COMMUNICATION**

When we talk about “international communication”, or communication in international relations, we are really talking about seven dimensions of the topic: technology, telecommunication, cultural products, news, mail, cultural relations and language. These seven dimensions account for all political actions concerning international communication. These political actions are: the creation of international organizations concerned with communication; the creation of law regulating international communication; international conferences, mobilization and other actions to exchange ideas by parties concerned with international communication; government paradigms and policies; actions by firms and other players in the economic market; and paradigms and policies of international organizations aimed at regulating international communication or development.

What exactly is "communication"? The words “communication” and “community” both share the Latin root communis, meaning common. From this root we got the other Latin word communicare, meaning, according to the Oxford English Dictionary, "to make common to many, share, impart, and divide". As a field of study, international communication is a branch of [communication studies](https://en.wikipedia.org/wiki/Communication_studies), concerned with the scope of "government-to-government", "business-to-business", and "people-to-people" interactions at a global level.

Communication is vital to sustaining that community because it is only through communication that values, for example, can be shared and made common to the group.

Technology is a key concept in the discourse on international communication because technologies are the key variables in the ability of humankind to create communities. Technology can be defined as the application of knowledge for a purpose. Humankind has struggled to overcome two main difficulties with respect to communication: space and time. Human history has been a long struggle to solve the problem of communicating (sharing) over long distances in as brief a time possible.

**The Advantages of Intercultural Communication**

**Productivity and Proficiency**

Intercultural communication helps employees from different ethnic backgrounds to communicate effectively with one another. It also guides the management competencies to design policies that incorporate the diversity in the team, allowing every member to be productive and proficient in their tasks

**Teamwork**

Intercultural communication fosters teamwork in an organization. It helps staff to understand each other’s cultural differences, and to communicate effectively without misunderstanding. With successful intercultural communication, employees understand the influence of culture on peoples' behavior and communication tendencies. This enhances teamwork, as colleagues respect one another’s cultural background, unique talents and capabilities, which is key to the smooth running of business.

**Effective Leadership**

Intercultural communication also fosters effective leadership in an organization. Modern organizations are composed of diverse people, and managers are expected to lead their teams by creating understanding of the company’s policies while accommodating the diverse views of his team. A company that equips its leadership team in intercultural training enables them to motivate their teams, regardless of their cultural background.