

A STUDY ON COMMUNICATION CHALLENGES IN A MULTICULTURAL ENVIRONMENT WITH REFERENCE TO CHENNAI CITY

Geetha Ashok Kumar* & Dr.D.Rajasekar**

**Research Scholar, AMET Business School, Amet University, Kanathur, Chennai- 603112,
Tamil Nadu.*

***Associate Professor, AMET Business School, Amet University, Kanathur, Chennai-603112,
Tamil Nadu.*

ABSTRACT

Culture is an intricate concept, with many different classifications. Simply put, “culture” refers to a group or community with which we share common experiences that shape the way we understand the world. Each of us is shaped by many factors, and culture is one of the powerful forces that influence our lives.

The core of cross-cultural communication is to improve the cross-cultural communicative competence of English learners. Cultural transfer of first language is the most influential element of cross-cultural communication. This paper offers a critique of the problems experienced in a multicultural learning environment and explores factors that inhibit intercultural communication.

In addition, this paper highlights current psychological and cultural issues which are relevant to contemporary life in India (Chennai) with multicultural learning environment. This paper mainly discusses the impact of cross cultural communication challenges and behaviour among students and teaching staffs .The purpose of this paper then is to offer a critique of challenges and a problem experienced in a multicultural learning environment and explores the factors that inhibit intercultural communication.

KEYWORDS:Culture, Communication, Intercultural Competency, Learning, Multiculturalism.