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around the world. In most African and Asian countries, respect for the old is more valuable compared to certain cultures in the United States. Old people in the society play a crucial role of educating the young about their history, how they should do certain things and other essential things about life (Samovar et al., 2012). However, technological advancements have eliminated this important role of older people because this information can now be accessed over the internet. Studies have established that cultural practices influence communication by dictating the manner and level of human interaction (Lustig & Koester, 2005). Various things such as sports, food, music, agriculture, and dressing define the culture of communities. For example, basketball is a popular sport in the United States compared to other parts of the world. It is considered as one of the main elements of the American culture. This game brings people together and encourages interaction in the United States than everywhere else. The basketball history has shaped the communication style of Americans in a way that other people consider controversial. In contemporary society, people follow games over the internet and televisions, thus limiting the chances of physical interaction (Lustig & Koester, 2005). People enjoy many benefits through one-on-one interaction. Therefore, cultural patterns have a tremendous impact on the way communities are likely to interact (Samovar et al., 2012). CMC has shifted the style of intercultural communication to a lower level because people do not interact physically. Culture also influences the development of interpersonal communication patterns. Communities develop certain systems of communication that align to their culture. The systems, which form the communication patterns, represent the manner in which different groups within a cultural setup should relate and interact with each other (Lustig & Koester, 2005). Some of the groups represented by the codes include parents, siblings, teachers, religious leaders, figures of authority, friends, and neighbors among others. Experts argue that cultural differences often influence the development of communication patterns. The models often describe the verbal and non-verbal forms of communication used in every culture (Lustig & Koester, 2005). The most notable differences in the way different cultures develop their interpersonal communication patterns relate to non-verbal systems. Different cultures describe non-verbal systems such as the use of space, gestures, facial expressions, touch, walking style and posture differently (Samovar et al., 2012). Definitions for these elements are crucial because they help to maintain a structure through which societies share its practices and values with subsequent generations. Conclusion Interpersonal and intercultural communication in contemporary society has changed tremendously. Some of the contributing factors to this phenomenon include globalization, advancement of education and high unemployment rates. Globalization has created demand for technology, while unemployment rates have pushed people into being more innovative as the need to tap on the expanding online community increases. Online communication is different from offline communication in various ways. For example, online communication is more efficient and eliminates the limitations of distance commonly associated with face-to-face communication. However, the level of interpersonal and intercultural interaction is low in online communication. Online communication has increased the efficiency of human contact and reduced the level of human interaction, which has eliminated the therapeutic effect of face-to-face communication. People enjoy many benefits through one-on-one interaction. Culture also influences the development of interpersonal communication patterns. Experts argue that cultural differences often influence the development of communication patterns. Cultural practices dictate the style of communication that people use. References Barnes, S. B. (2002). Computer-Mediated Communication: Human-To-Human Communication across the Internet. San Francisco: Allyn & Bacon. Flichy, P. (2004). Dynamics of Modern Communication: The Shaping and Impact of new Communication Technologies. California: SAGE. Kappas, A., & Kramer, N. C. (2011). Face-To-Face Communication over the Internet: Emotions in a Web of Culture, Language, and Technology. Massachusetts: Cambridge University Press. Lustig, M.W., & Koester, J. (2005). 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