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B.Com Sem II

* What is Intra-cultural Communication?

Intra-cultural communication refers to the process of communication within a single culture or cultural group. This type of communication occurs among individuals who share a common cultural background, values, beliefs and norms.

→ Characteristics of Intra-cultural Communication:-

- ① Shared Cultural Knowledge -
Members of the same culture share a common understanding of cultural norms, values and beliefs.
- ② Common language -
Intra-cultural communication often occurs in a shared language, which facilitates understanding and reduces misunderstandings.
- ③ Similar communication styles -
Individuals from the same culture tend to share similar communication styles, such as directness, indirectness or formality.
- ④ Cultural references - Idioms, proverbs or historical events, which are understood by members of the same culture.