

**LINGUISTIC AND CULTURAL BARRIERS  
IN MULTINATIONAL COMPANIES**

**Lect. univ. dr. Mirela Elena COSTELEANU**  
**Universitatea din Pitești**

***Abstract:** Communication is defined as the activity or process of expressing ideas and feelings or of giving people information using various methods of sending information such as messages, phone calls, letters, etc. In order to be understood or to get our messages across to our interlocutor, we need to communicate in an effective manner. One of the basic keys to effective communication is not only to hear, but also to listen. Communication is essential to building relationships and modern forms of communication allow people to keep in touch with friends and relatives from all over the world, creating a more global society. Globalization has caused many companies around the world to internationalize their operations. The huge advances in technology allow people from different countries and various cultures to communicate on a daily basis. Whether or not their communication is successful depends largely on their ability to understand linguistic and cultural differences as well as on their willingness to find methods to overcome these barriers. If handled incorrectly, these barriers will cause big problems during face-to-face meetings and conferences, triggering feelings of inferiority and causing low morale and lack of motivation and initiative. Foreign language training will enable employees to communicate effectively with customers and partners from all over the world. Besides, it will give a company a competitive advantage and it will make its integration overseas run smoothly.*

***Key words:** linguistic, cultural, competence, effective communication, barriers*