

## **Chapter 8**

# **THE ROLE AND IMPORTANCE OF ECONOMIC ELEMENTS IN INTERCULTURAL COMMUNICATION**

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### **INTRODUCTION**

We are in a period where intercultural communication and interaction is becoming increasingly important. This topic deals with the interaction between people from different cultures in various areas of both daily life and social life. The fields of study of intercultural communication discipline also focus on culturally exposed differences and interactions between people or social groups within the framework of these differences. Kartarı (2001) summarizes the purpose of intercultural communication as “understanding and explaining communication between people from different cultures, making predictions about communication processes” (Kartarı, 2011: 12-13).

Although studies in the intercultural communication field have a long history, especially in the United States in the West, it has been included in the postgraduate level in Ankara University Faculty of Communication as of 1997, and in the undergraduate education program starting from 2002, in Turkey. The Faculty has taken the first step towards institutionalizing this discipline.

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