

CROSS CULTURAL COMMUNICATION UNDERSTANDING

CROSS CULTURAL COMMUNICATION UNDERSTANDING IS NO LONGER A NICE-TO-HAVE SKILL; IT'S AN ABSOLUTE NECESSITY IN OUR INTERCONNECTED WORLD. WHETHER YOU'RE NAVIGATING INTERNATIONAL BUSINESS DEALS, COLLABORATING WITH DIVERSE TEAMS, OR SIMPLY INTERACTING WITH PEOPLE FROM DIFFERENT BACKGROUNDS ONLINE, GRASPING THE NUANCES OF CROSS-CULTURAL COMMUNICATION IS PARAMOUNT FOR BUILDING STRONG RELATIONSHIPS AND ACHIEVING MUTUAL RESPECT. THIS ARTICLE WILL DELVE DEEP INTO THE CORE ELEMENTS OF CROSS-CULTURAL COMMUNICATION UNDERSTANDING, EXPLORING HOW CULTURAL DIFFERENCES IMPACT VERBAL AND NON-VERBAL CUES, THE IMPORTANCE OF ACTIVE LISTENING, STRATEGIES FOR OVERCOMING COMMUNICATION BARRIERS, AND PRACTICAL TIPS FOR FOSTERING GREATER INTERCULTURAL COMPETENCE. BY THE END, YOU'LL BE EQUIPPED WITH THE KNOWLEDGE TO COMMUNICATE MORE EFFECTIVELY AND EMPATHETICALLY ACROSS DIVERSE CULTURAL LANDSCAPES, LEADING TO MORE SUCCESSFUL INTERACTIONS AND A RICHER UNDERSTANDING OF THE GLOBAL COMMUNITY.

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UNDERSTANDING THE FOUNDATIONS OF CROSS-CULTURAL COMMUNICATION

AT ITS HEART, CROSS-CULTURAL COMMUNICATION UNDERSTANDING IS ABOUT RECOGNIZING THAT OUR OWN CULTURAL LENS SHAPES HOW WE PERCEIVE, INTERPRET, AND EXPRESS INFORMATION. WHAT MIGHT BE PERFECTLY NORMAL OR POLITE IN ONE CULTURE COULD BE PERCEIVED AS RUDE, AMBIGUOUS, OR EVEN OFFENSIVE IN ANOTHER. THIS FUNDAMENTAL REALIZATION IS THE BEDROCK UPON WHICH ALL EFFECTIVE INTERCULTURAL INTERACTIONS ARE BUILT. IT MOVES BEYOND SIMPLY KNOWING FACTS ABOUT DIFFERENT CULTURES AND DELVES INTO THE DEEP-SEATED VALUES, BELIEFS, AND NORMS THAT GUIDE BEHAVIOR AND COMMUNICATION STYLES.

THINK OF IT LIKE WEARING A PAIR OF GLASSES THAT ARE TINTED WITH YOUR OWN CULTURAL EXPERIENCES. EVERYTHING YOU SEE IS FILTERED THROUGH THAT TINT. WHEN YOU INTERACT WITH SOMEONE FROM A DIFFERENT CULTURE, THEY ARE WEARING THEIR OWN UNIQUELY TINTED GLASSES. TO TRULY UNDERSTAND EACH OTHER, WE NEED TO ACKNOWLEDGE THE EXISTENCE OF THESE DIFFERENT TINTS AND MAKE A CONSCIOUS EFFORT TO SEE BEYOND OUR OWN, TRYING TO PERCEIVE THE WORLD THROUGH THE OTHER PERSON'S PERSPECTIVE. THIS PROCESS REQUIRES A WILLINGNESS TO QUESTION OUR OWN ASSUMPTIONS AND TO BE OPEN TO ALTERNATIVE WAYS OF THINKING AND BEHAVING.

KEY ELEMENTS OF CROSS CULTURAL COMMUNICATION UNDERSTANDING

TO TRULY MASTER CROSS-CULTURAL COMMUNICATION UNDERSTANDING, WE NEED TO DISSECT ITS CONSTITUENT PARTS. THESE ARE THE BUILDING BLOCKS THAT, WHEN UNDERSTOOD AND PRACTICED, ALLOW US TO BRIDGE CULTURAL DIVIDES. IT'S NOT JUST ABOUT LANGUAGE; IT ENCOMPASSES A WHOLE SPECTRUM OF HOW WE SEND AND RECEIVE MESSAGES, AND HOW THOSE MESSAGES ARE INTERPRETED WITHIN DIFFERENT CULTURAL FRAMEWORKS.

VERBAL COMMUNICATION DIFFERENCES

LANGUAGE IS AN OBVIOUS, YET OFTEN UNDERESTIMATED, ASPECT OF CROSS-CULTURAL COMMUNICATION. IT'S NOT JUST ABOUT KNOWING THE WORDS; IT'S ABOUT UNDERSTANDING THE TONE, THE IDIOMS, THE DIRECTNESS OR INDIRECTNESS OF SPEECH,

AND THE ACCEPTABLE LEVELS OF SILENCE. FOR EXAMPLE, IN SOME WESTERN CULTURES, DIRECTNESS IS VALUED, AND GETTING STRAIGHT TO THE POINT IS SEEN AS EFFICIENT AND HONEST. HOWEVER, IN MANY EAST ASIAN CULTURES, INDIRECTNESS IS PREFERRED TO MAINTAIN HARMONY AND AVOID CAUSING OFFENSE. THIS CAN LEAD TO MISUNDERSTANDINGS WHERE A DIRECT COMMUNICATOR MIGHT BE SEEN AS AGGRESSIVE, AND AN INDIRECT COMMUNICATOR MIGHT BE SEEN AS EVASIVE.

CONSIDER THE USE OF HUMOR, SARCASM, AND EVEN SIMPLE GREETINGS. WHAT ONE CULTURE FINDS HILARIOUS, ANOTHER MIGHT FIND NONSENSICAL OR EVEN INAPPROPRIATE. THE SPEED AT WHICH SOMEONE SPEAKS, THE VOLUME OF THEIR VOICE, AND THE CHOICE OF VOCABULARY CAN ALL CARRY CULTURAL WEIGHT. EVEN THE WAY QUESTIONS ARE ASKED AND ANSWERED CAN DIFFER SIGNIFICANTLY. IN SOME CULTURES, A DIRECT "NO" MIGHT BE CONSIDERED IMPOLITE, AND PEOPLE MIGHT USE SOFTER LANGUAGE OR ELABORATE EXPLANATIONS TO CONVEY A REFUSAL, WHICH CAN BE MISINTERPRETED BY THOSE ACCUSTOMED TO MORE DIRECT RESPONSES. NAVIGATING THESE VERBAL MINEFIELDS REQUIRES CAREFUL ATTENTION AND A WILLINGNESS TO ASK FOR CLARIFICATION WHEN IN DOUBT.

Non-Verbal Communication Nuances

NON-VERBAL CUES OFTEN SPEAK LOUDER THAN WORDS, AND THEIR INTERPRETATIONS VARY WILDLY ACROSS CULTURES. BODY LANGUAGE, FACIAL EXPRESSIONS, EYE CONTACT, PERSONAL SPACE, GESTURES, AND EVEN THE USE OF SILENCE ALL PLAY A CRUCIAL ROLE IN CONVEYING MEANING. FOR INSTANCE, A FIRM HANDSHAKE MIGHT BE A SIGN OF CONFIDENCE AND PROFESSIONALISM IN ONE CULTURE, WHILE IN ANOTHER, IT MIGHT BE SEEN AS OVERLY AGGRESSIVE. THE AMOUNT OF EYE CONTACT CONSIDERED APPROPRIATE CAN ALSO DIFFER DRAMATICALLY; SUSTAINED EYE CONTACT CAN BE A SIGN OF RESPECT AND ATTENTIVENESS IN SOME SOCIETIES, WHILE IN OTHERS, IT MIGHT BE PERCEIVED AS CHALLENGING OR DISRESPECTFUL.

GESTURES ARE A PARTICULARLY RICH AREA OF POTENTIAL MISUNDERSTANDING. A THUMBS-UP, A COMMON SIGN OF APPROVAL IN MANY WESTERN COUNTRIES, CAN BE HIGHLY OFFENSIVE IN SOME PARTS OF THE MIDDLE EAST AND SOUTH AMERICA. SIMILARLY, NODDING YOUR HEAD TO SIGNIFY AGREEMENT ISN'T UNIVERSAL; IN SOME CULTURES, IT CAN INDICATE DISAGREEMENT OR SIMPLY ACKNOWLEDGMENT. UNDERSTANDING THESE NON-VERBAL SIGNALS REQUIRES KEEN OBSERVATION AND A CONSCIOUS EFFORT TO LEARN THE LOCAL CUSTOMS. IT'S ABOUT RECOGNIZING THAT A SMILE, A FROWN, OR A HAND GESTURE CAN CARRY ENTIRELY DIFFERENT EMOTIONAL AND INTENTIONAL WEIGHT DEPENDING ON THE CULTURAL CONTEXT. BECOMING AWARE OF THESE DIFFERENCES IS A SIGNIFICANT STEP TOWARDS EFFECTIVE CROSS-CULTURAL COMMUNICATION UNDERSTANDING.

The Role of High-Context vs. Low-Context Cultures

THE DISTINCTION BETWEEN HIGH-CONTEXT AND LOW-CONTEXT CULTURES, FIRST INTRODUCED BY ANTHROPOLOGIST EDWARD T. HALL, IS FUNDAMENTAL TO UNDERSTANDING COMMUNICATION DIFFERENCES. IN LOW-CONTEXT CULTURES, MEANING IS PRIMARILY CONVEYED THROUGH EXPLICIT VERBAL MESSAGES. COMMUNICATION IS DIRECT, CLEAR, AND TO THE POINT. THE EMPHASIS IS ON WHAT IS SAID, AND WORDS ARE TAKEN AT FACE VALUE. EXAMPLES INCLUDE COUNTRIES LIKE THE UNITED STATES, GERMANY, AND SCANDINAVIA.

CONVERSELY, IN HIGH-CONTEXT CULTURES, A SIGNIFICANT PORTION OF THE MESSAGE IS CONVEYED THROUGH IMPLICIT CUES, THE SURROUNDING ENVIRONMENT, RELATIONSHIPS, AND SHARED UNDERSTANDINGS. MEANING IS DERIVED FROM THE CONTEXT, INCLUDING NON-VERBAL SIGNALS, SHARED HISTORY, AND UNSPOKEN SOCIAL RULES. COMMUNICATION TENDS TO BE INDIRECT, AND RELATIONSHIPS ARE HIGHLY VALUED. EXAMPLES INCLUDE MANY ASIAN, LATIN AMERICAN, AND ARAB CULTURES. WHEN ENGAGING WITH INDIVIDUALS FROM HIGH-CONTEXT CULTURES, UNDERSTANDING THE UNSPOKEN IS JUST AS IMPORTANT, IF NOT MORE SO, THAN UNDERSTANDING THE SPOKEN WORD. THIS INVOLVES PAYING ATTENTION TO TONE OF VOICE, BODY LANGUAGE, AND THE OVERALL SITUATION TO FULLY GRASP THE INTENDED MESSAGE, A CRUCIAL ASPECT OF CROSS-CULTURAL COMMUNICATION UNDERSTANDING.

Overcoming Cross-Cultural Communication Barriers

BARRIERS TO EFFECTIVE CROSS-CULTURAL COMMUNICATION UNDERSTANDING ARE NUMEROUS, BUT WITH AWARENESS AND EFFORT, THEY CAN BE NAVIGATED. THESE BARRIERS OFTEN STEM FROM OUR OWN CULTURAL BIASES, ASSUMPTIONS, AND A LACK OF KNOWLEDGE ABOUT OTHER CULTURES. RECOGNIZING THAT THESE BARRIERS EXIST IS THE FIRST STEP TOWARDS DISMANTLING THEM. WE OFTEN PROJECT OUR OWN CULTURAL NORMS ONTO OTHERS, ASSUMING THEY OPERATE UNDER THE SAME PRINCIPLES, WHICH CAN LEAD TO SIGNIFICANT MISINTERPRETATIONS AND FRUSTRATION.

ONE OF THE MOST SIGNIFICANT BARRIERS IS ETHNOCENTRISM, THE BELIEF THAT ONE'S OWN CULTURE IS SUPERIOR TO OTHERS. THIS CAN PREVENT US FROM BEING OPEN TO DIFFERENT PERSPECTIVES AND CAN LEAD TO JUDGMENT RATHER THAN

UNDERSTANDING. STEREOTYPING, THE OVERSIMPLIFIED AND OFTEN INACCURATE GENERALIZATION ABOUT A GROUP OF PEOPLE, IS ANOTHER MAJOR HURDLE. IT PREVENTS US FROM SEEING INDIVIDUALS FOR WHO THEY ARE AND INSTEAD ASSIGNS THEM CHARACTERISTICS BASED ON THEIR PERCEIVED GROUP AFFILIATION. OVERCOMING THESE REQUIRES A CONSCIOUS EFFORT TO CHALLENGE OUR PRECONCEIVED NOTIONS AND TO APPROACH EACH INTERACTION WITH A FRESH, UNBIASED PERSPECTIVE.

STRATEGIES FOR ENHANCING CROSS-CULTURAL COMMUNICATION

UNDERSTANDING

IMPROVING YOUR CROSS-CULTURAL COMMUNICATION UNDERSTANDING IS AN ONGOING JOURNEY, NOT A DESTINATION. IT REQUIRES A PROACTIVE APPROACH AND A GENUINE DESIRE TO CONNECT WITH PEOPLE FROM DIVERSE BACKGROUNDS. BY IMPLEMENTING SPECIFIC STRATEGIES, YOU CAN SIGNIFICANTLY ENHANCE YOUR ABILITY TO COMMUNICATE EFFECTIVELY ACROSS CULTURAL DIVIDES.

DEVELOPING EMPATHY AND OPEN-MINDEDNESS

EMPATHY IS THE ABILITY TO UNDERSTAND AND SHARE THE FEELINGS OF ANOTHER. IN CROSS-CULTURAL COMMUNICATION, THIS MEANS MAKING A SINCERE EFFORT TO SEE THE WORLD FROM ANOTHER PERSON'S CULTURAL PERSPECTIVE, EVEN IF IT'S VASTLY DIFFERENT FROM YOUR OWN. IT INVOLVES SUSPENDING JUDGMENT AND BEING CURIOUS ABOUT WHY SOMEONE MIGHT BEHAVE OR COMMUNICATE IN A CERTAIN WAY. OPEN-MINDEDNESS IS THE WILLINGNESS TO CONSIDER NEW IDEAS AND PERSPECTIVES WITHOUT PREJUDICE. IT MEANS BEING RECEPTIVE TO FEEDBACK, EVEN IF IT CHALLENGES YOUR OWN BELIEFS OR PRACTICES. CULTIVATING THESE QUALITIES ALLOWS YOU TO MOVE BEYOND SUPERFICIAL UNDERSTANDING AND BUILD GENUINE CONNECTIONS.

ACTIVE LISTENING IN A CROSS-CULTURAL CONTEXT

ACTIVE LISTENING IS CRUCIAL IN ANY COMMUNICATION, BUT IT TAKES ON HEIGHTENED IMPORTANCE IN CROSS-CULTURAL INTERACTIONS. IT INVOLVES NOT JUST HEARING THE WORDS BEING SPOKEN BUT ALSO PAYING ATTENTION TO THE NON-VERBAL CUES, SEEKING CLARIFICATION, AND DEMONSTRATING THAT YOU ARE ENGAGED. THIS MEANS SLOWING DOWN YOUR OWN THOUGHT PROCESS TO FULLY ABSORB WHAT THE OTHER PERSON IS SAYING, PARAPHRASING TO CONFIRM UNDERSTANDING, AND ASKING OPEN-ENDED QUESTIONS TO ENCOURAGE THEM TO ELABORATE. IN CROSS-CULTURAL SETTINGS, THIS ALSO INCLUDES BEING PATIENT WITH LANGUAGE BARRIERS, ALLOWING FOR PAUSES, AND BEING ATTUNED TO POTENTIAL MISUNDERSTANDINGS WITHOUT INTERRUPTING OR ASSUMING YOU KNOW WHAT THEY MEAN.

ACTIVE LISTENING IN A CROSS-CULTURAL CONTEXT INVOLVES:

- PAYING CLOSE ATTENTION TO BOTH VERBAL AND NON-VERBAL CUES.
- ASKING CLARIFYING QUESTIONS TO ENSURE UNDERSTANDING.
- PARAPHRASING WHAT YOU'VE HEARD TO CONFIRM ACCURACY.
- AVOIDING INTERRUPTIONS AND ALLOWING FOR SILENCE.
- SHOWING GENUINE INTEREST AND EMPATHY.
- BEING PATIENT WITH LANGUAGE DIFFERENCES AND POTENTIAL ACCENTS.
- SEEKING TO UNDERSTAND THE UNDERLYING CULTURAL CONTEXT OF THE MESSAGE.

PRACTICAL TIPS FOR EVERYDAY INTERACTIONS

BEYOND THE FOUNDATIONAL PRINCIPLES, THERE ARE PRACTICAL STEPS YOU CAN TAKE TO IMPROVE YOUR CROSS-CULTURAL

COMMUNICATION UNDERSTANDING IN YOUR DAILY LIFE. START BY DOING YOUR HOMEWORK. BEFORE ENGAGING IN SIGNIFICANT INTERACTIONS WITH PEOPLE FROM DIFFERENT CULTURES, TAKE SOME TIME TO LEARN ABOUT THEIR CUSTOMS, COMMUNICATION STYLES, AND SOCIAL ETIQUETTE. THIS SHOWS RESPECT AND CAN PREVENT UNINTENTIONAL FAUX PAS.

BE MINDFUL OF YOUR OWN COMMUNICATION STYLE AND HOW IT MIGHT BE PERCEIVED. ARE YOU DIRECT OR INDIRECT? DO YOU USE A LOT OF SLANG OR JARGON? SIMPLIFY YOUR LANGUAGE, SPEAK CLEARLY AND AT A MODERATE PACE, AND AVOID IDIOMS OR HUMOR THAT MIGHT NOT TRANSLATE WELL. EMBRACE THE FACT THAT MISTAKES WILL HAPPEN. THE KEY IS TO LEARN FROM THEM AND APOLOGIZE SINCERELY IF YOU CAUSE OFFENSE. FINALLY, SEEK FEEDBACK FROM TRUSTED COLLEAGUES OR FRIENDS FROM DIFFERENT CULTURAL BACKGROUNDS. THEIR INSIGHTS CAN BE INVALUABLE IN HELPING YOU IDENTIFY AREAS FOR IMPROVEMENT.

DEVELOPING STRONG CROSS-CULTURAL COMMUNICATION UNDERSTANDING IS A CONTINUOUS LEARNING PROCESS. IT REQUIRES PATIENCE, HUMILITY, AND A GENUINE DESIRE TO CONNECT WITH OTHERS ON A DEEPER LEVEL. BY EMBRACING THE CHALLENGES AND CELEBRATING THE OPPORTUNITIES THAT INTERCULTURAL INTERACTIONS PRESENT, WE CAN BUILD A MORE CONNECTED AND UNDERSTANDING WORLD, ONE CONVERSATION AT A TIME.

FAQ

Q: WHAT IS THE MOST COMMON MISTAKE PEOPLE MAKE IN CROSS-CULTURAL COMMUNICATION?

A: THE MOST COMMON MISTAKE IS ASSUMING THAT ONE'S OWN CULTURAL NORMS AND COMMUNICATION STYLES ARE UNIVERSAL AND APPLYING THEM WITHOUT CONSIDERATION FOR THE OTHER PERSON'S CULTURAL BACKGROUND. THIS OFTEN LEADS TO MISINTERPRETATIONS, UNINTENDED OFFENSE, AND A BREAKDOWN IN COMMUNICATION.

Q: HOW CAN I EFFECTIVELY ASK FOR CLARIFICATION WITHOUT APPEARING IGNORANT OR RUDE?

A: YOU CAN PREFACE YOUR REQUEST WITH PHRASES THAT SHOW YOUR INTENTION TO UNDERSTAND. FOR EXAMPLE, "COULD YOU PLEASE EXPLAIN THAT A BIT FURTHER?" OR "I WANT TO MAKE SURE I'M UNDERSTANDING CORRECTLY, ARE YOU SAYING...?" EXPRESSING A GENUINE DESIRE TO LEARN AND SHOWING RESPECT FOR THEIR PERSPECTIVE IS KEY.

Q: WHAT IS THE DIFFERENCE BETWEEN CULTURAL COMPETENCE AND CULTURAL SENSITIVITY?

A: CULTURAL SENSITIVITY IS THE AWARENESS OF CULTURAL DIFFERENCES AND THE ABILITY TO RESPECT AND BE CONSIDERATE OF THEM. CULTURAL COMPETENCE IS A MORE ADVANCED LEVEL, INVOLVING THE INTEGRATION OF KNOWLEDGE, SKILLS, AND ATTITUDES TO EFFECTIVELY INTERACT WITH PEOPLE FROM DIVERSE CULTURES, ADAPTING YOUR BEHAVIOR AND COMMUNICATION APPROPRIATELY.

Q: HOW DO NON-VERBAL CUES DIFFER ACROSS CULTURES, AND WHY IS THIS IMPORTANT?

A: NON-VERBAL CUES LIKE EYE CONTACT, GESTURES, PERSONAL SPACE, AND TOUCH VARY SIGNIFICANTLY. FOR INSTANCE, DIRECT EYE CONTACT CAN BE SEEN AS RESPECTFUL IN SOME CULTURES AND AGGRESSIVE IN OTHERS. UNDERSTANDING THESE DIFFERENCES IS VITAL BECAUSE NON-VERBAL SIGNALS OFTEN CONVEY MORE MEANING THAN WORDS AND CAN EASILY LEAD TO MISUNDERSTANDINGS IF INTERPRETED THROUGH THE WRONG CULTURAL LENS.

Q: WHAT ARE SOME STRATEGIES TO OVERCOME LANGUAGE BARRIERS IN CROSS-

CULTURAL COMMUNICATION?

A: STRATEGIES INCLUDE SPEAKING SLOWLY AND CLEARLY, USING SIMPLE LANGUAGE AND AVOIDING JARGON OR SLANG, UTILIZING VISUAL AIDS, CONFIRMING UNDERSTANDING FREQUENTLY, BEING PATIENT, AND ENCOURAGING THE OTHER PERSON TO DO THE SAME. IN SOME CASES, USING TRANSLATION TOOLS OR A PROFESSIONAL INTERPRETER MIGHT BE NECESSARY.

Q: HOW CAN I PREPARE MYSELF FOR A BUSINESS MEETING WITH PEOPLE FROM A DIFFERENT CULTURE?

A: RESEARCH THE BUSINESS ETIQUETTE, COMMUNICATION STYLES, AND CULTURAL NORMS OF THE PEOPLE YOU'LL BE MEETING WITH. UNDERSTAND THEIR APPROACH TO TIME, DECISION-MAKING, AND NEGOTIATION. FAMILIARIZE YOURSELF WITH BASIC GREETINGS AND POLITE PHRASES IN THEIR LANGUAGE IF POSSIBLE. SHOWING THIS EFFORT DEMONSTRATES RESPECT AND CAN FOSTER A MORE POSITIVE RAPPORT.

Q: IS IT OKAY TO USE HUMOR IN CROSS-CULTURAL COMMUNICATION?

A: HUMOR IS VERY CULTURE-SPECIFIC AND CAN EASILY BE MISUNDERSTOOD OR FOUND OFFENSIVE. IT'S GENERALLY ADVISABLE TO USE HUMOR CAUTIOUSLY, IF AT ALL, ESPECIALLY WHEN YOU ARE NOT WELL-ACQUAINTED WITH THE OTHER PERSON'S CULTURE. STICK TO UNIVERSALLY UNDERSTOOD FORMS OF POLITENESS AND DIRECT COMMUNICATION UNTIL YOU HAVE A BETTER GRASP OF THEIR SENSE OF HUMOR.

Q: WHAT ROLE DOES ACTIVE LISTENING PLAY IN BUILDING TRUST ACROSS CULTURES?

A: ACTIVE LISTENING DEMONSTRATES THAT YOU VALUE THE OTHER PERSON'S PERSPECTIVE AND ARE GENUINELY INTERESTED IN WHAT THEY HAVE TO SAY. BY GIVING YOUR FULL ATTENTION, SEEKING TO UNDERSTAND, AND RESPONDING THOUGHTFULLY, YOU BUILD TRUST, SHOW RESPECT, AND CREATE A MORE OPEN AND HONEST COMMUNICATION ENVIRONMENT, WHICH IS FOUNDATIONAL FOR ANY RELATIONSHIP, ESPECIALLY ACROSS CULTURAL DIVIDES.

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