**Kashif Yasir Ud Din Shakir**

**13101**

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**Business department**

**Instructor**

**Sir Adil Adnan**

**Issues International trade communication**

Communication identifies the manifestation and exchange of information with various stakeholders and business to achieve specific outcomes. It is not only the goal of social media that information is well understood but it can also include convincing so that the marketing process can be effective and efficient. In communications and marketing, we are very concerned about the transfer of information regarding company products and services. That is, it points to the promotional combination used by the company to communicate its products to its customers. Kotler uses combining keywords and dynamic communications to look for that affiliate marketing element associated with promotional activities. International trade information communication is a good thing to use as it suggests a two-way process between the organization and its stakeholders that can help reduce misunderstandings.

The vague nature of marketing ads or insights internationally. The process of accurately communicating the message is already difficult in the home environment. However, "international telecommunications management is challenged mainly by many factors including the complexity of different market conditions, differences in media availability, languages, ethnicity, regulations governing marketing and promotion of marketing and the task of providing an adequate source of information standards" (Doole and Lowe, 2008) . In addition, effective and reliable communication in overseas markets is important because of the geographical and psychological dimensions between the organization and its stakeholders.

**Why Communication Failure Is Done**

International marketing communications have two main purposes. First, to make sure that the intended message is properly sent between your sender and the recipient. Second, to keep the impact of unintended text messages at the very least as this can have a detrimental effect on the company's market performance and reputation. Now, the question is what contributes to the development of unintended announcements sent to overseas markets? What is the reason why the misrepresentation of marketing announcements in international markets is a reason? Think of Cadbury who "created the case in India and Pakistan" in translation and the lack of sufficient cultural significance would set the international media apart.

Of course many of the failures of telecommunications are not aimed at online entrepreneurs overseas. Below are many reasons for the failure of international telecommunications failures as ordered by Doole and Lowe (2008):

Lack of communication delivered to clients by employees at different levels and from different countries and backgrounds.

Different styles of introducing business ownership, brand image and products from different departments and national business units can leave consumers confused.

Inadequate media communication, such as media releases, advertising campaigns and changes in product or price levels in all the various world markets.

Failure to notify differences in compiler fields (how message is handled) of sender and device The field of ideas is often heavily influenced by the demands of home viewing in all circles. This is, perhaps, when there are really big problems because avoiding this involves information on different market areas, sensitivity and sensitivity to changing communication systems and domestic needs processes.

We are developing the following list, which is discussed further in future sections of this paper.

Insufficient knowledge of the marketing communications process and its products - the sender, the communication, the recipient - in the global marketing framework.

Legal, linguistic, social, media, production, and material costs are the assumptions that serve as barriers to effective communication.

It is believed that most of the failures in telecommunications are controlled by the company, there are instances where the failure occurs through external factors. No connection possible with zero failure. However, because "the power of the promotional plan can be jeopardized by so many factors that the marketer must make sure that no unforeseen impact is ignored".

**The process of branding and marketing**

As we have just discussed, commercial and international communications can fail for many reasons. Among these reasons is a very limited understanding of the marketing communications process in the international sales environment. In fact, "those international experts who understand the communications process are better prepared to take control of the variety they face in growing the international promotional system" (Chatora and Graham, 2008).

We adopt the communication and marketing model suggested by Chatora and Graham (2008) to describe the international trade communication process. The process consists of the following: 1. Source (sender), 2. Encoding, 3. Message Station, 4. Exposure, 5. Recipient, 6. Responses, 7. Audio. In this section, we look at each of these things and their accomplishments as they relate to the international framework.

The need to talk about this model lies in the fact that many promotional or communication problems in international marketing are said to be "one or more of these measures that do not reflect cultural influences or even have a general lack of knowledge about the target market" (Chatora and Graham, 2008). In addition, "the relation of this model to the fact that one or all of the steps in the process, cultural aspects, or consumer expression of the brand makes the difference to the best possible success of the interaction" (Chatora and Graham, 2008). Thus, you will see that much of the discussion of this model requires social factors. The first and most obvious evidence that that, based on the model, is both the sender and the receiver are found in another cultural context. That is, meaning is embedded in one culture and defined in another. Failure to consider cultural differences at this level may increase the possibility of misunderstanding and inadequate communication process.

Now let’s take a look at each model item and how it should be considered in the global marketing framework. Source (sender): represented by an expert trying to sell or promote a product / service in an international market. Due to the cultural differences in the outlook, it is often the case that the needs of the international market and the perception of their supplier are incompatible. This is strengthened when the expert relies more on his or her reference (SRC) than on active research. SRC can be defined as "an unconscious reference to your values, knowledge, and knowledge as the basis for decisions" (Cateora and Graham, 2008). Therefore, an advertising expert should not expect that because the product offers well in one country or one culture, it will be equally successful in another. "The sender needs to research the device's features before entering the communication code to be transmitted to achieve maximum effect." (Czinkota and Ranakainen, 1995).

Encoding: this is where the message to be sent is converted into a symbolic form to better capture the recipient. Naturally, this right understanding is not always possible, not in the international market. This is because the social perceptions of factors such as color, timing, values, beliefs, humor, taste and suitability of the platform vary across countries. For example, in relation to the meaning of "white" is the color of delivery and in the Western world it usually means a happy occasion, and in China it symbolized mourning. "(Usunier and Anne Lee, 2009) There are also" literacy problems, mass media availability, and forms of marketing "(Chatora and Graham, 2008) that create issues for the overseas online retailer as a coding step.

Message systems: refer to the sales team and / or marketing strategies used by the marketing expert (sender) to convey the note included to the recipient. Czinkota and Ronkainen (1995) state: Problems in international sales may arise if a specific type is not available for commercial purposes, such as radio in a few European countries. Other types of problems are the prohibition of advertising of certain product categories, such as cigarette advertising in most of Europe, and the fact that other marketing methods may not be permitted, such as door-to-door advertising in France. International retailers should easily keep in mind the availability of the acquirer. For example, using the Internet as a system in a particular country where only a small percentage of the Internet audience is not a viable or effective decision.

Interpretation: refers to the specification received by the recipient by means of a communication by the sender. It is disputed that the encoding errors are usually caused by incorrect code encoding.

Device: is displayed to clients in the target country of the message and received. Here it also arises that problems at the end of the process line are created by the combination of "a wrong message from a misunderstanding of usage patterns, a bad coding creates a miscommunication, a poor marketing choice that does not receive the recipient's communication, or a wrong configuration of the device so the note is mixed or inaccurate" (Chatora and Graham, 2008). However, I also think that the recipient's social record reinforced by the SRC could have an impact on what kind of communication was translated.

Answer: information about the communication ability moving from the device back to the sender so that it can analyze the power of the communication system. The answer highlights the importance of having a two-way communication process, especially in overseas markets where it gives the online marketer the opportunity to find out more about his social background and perspective. The task here, however, is to come up with appropriate feedback systems where the sender and receiver can exchange data without being affected by factors affecting the original communication process. Noise: a far-fetched and interruption of the six-step process mentioned earlier. These are often uncontrolled factors such as "competitive advertising, other sales staff, and a lack of understanding of the end of the acquisition" that influence the power of communication. In addition, Czinkota and Ronkainen (1995) state: In the context of global marketing, audio can be viewed as a poor telecommunication, failure to cite a quote on a monetary system and a rating, or a highly mixed system such as Italian television, where all the ads are posted during a one-hour session each night. Practical investigations from overseas may not be viewed harshly by an online businessman due to low noise design, grammatical errors, or general appearance not unlike home documents. International trade negotiations should be very careful of the sound of culture. Poor language skills can hinder effective discussions, while translation problems can provide a promotional campaign or a useless brochure. Similarly, wordless words and their misinterpretations can cause problems. For example, in the United States, a lack of eye contact is a sign that something is wrong. This is not necessarily the case in Japan, where in fact the formation of a communication culture involves a few eye-catching observations.

**Other Types of Barriers to Active Communication**

In this section we discuss some of the barriers to effective communication in global markets. It is true that communication tools exist in the promotional part of international marketing such as marketing campaigns, pr, business and marketing, direct mail and personal offers, but you will see that the barriers below are more related to international marketing than advertising to the tools just mentioned. We briefly outline five key obstacles as discussed by Chatora and Graham (2007):

Legal Obstacles: Included in these are laws related to controlling comparative advertising. An international expert needs to be aware that these laws are changing across cultures. For example, while comparative advertising is illegal in Germany, it is approved in other European countries such as the UK, Ireland, Spain and Portugal. Legal restrictions also include restrictions on the marketing of certain products such as cigarettes, pharmacies, toys and alcohol. In addition, there are several issues with regard to TV advertising such as the size and number of television shows allowed. For example, "in Kuwait, a state-controlled television network allows only 32 minutes of daily, nightly broadcasting" (Chatora and Graham, 2008). Some countries also impose taxes on advertising in such a way that various media outlets charge different taxes. This could deprive international marketers of their freedom of expression in advertising. New rules are also being issued by the European Union in relation to prohibiting online advertising. However, given the nature of the Internet, this seems to be a challenging task for legal practitioners.

Linguistic Limitations: "Language is one of the major barriers to effective communication through advertising" (Chatora and Graham, 2008). This includes not only the problem of multilingualism in different countries, but also including multilingual life, sayings, general vocabulary, idioms and metaphors that are often lost in translation and can lead to misinformation. Even pronunciation, words, individual sentences and simple rules can be misinterpreted when translated from one language to another because of cultural and educational methods. For example, "a company that sells tomato paste in the Middle East found that in Arabic the word tomato means tomato glue" (Cateora and Graham, 2008). Another issue concerning language limitations is that of low literacy and the multilingual lifestyle in a country like Switzerland; is small but has four different languages.

Cultural Diversity: "Problems associated with connecting with people of different civilizations present major barriers to marketing" (Chatora and Graham, 2008). This is because of the fact that behavioral factors have an impact on a person’s perception of a variety of factors, or marketing announcements for us. Many understandings are shaped by one's traditional values, beliefs, customs and traditions, and difficult to overcome. In another culture, the platform of understanding varies and the belief system itself varies. Take the example of General Mills when it introduced the first instant wedding cake mix. While customers in the United States and England see the product as the ultimate baking authentic and as a result develop guilt, customers in Japan have cited product advertising on Television as an insult to the promotion of making cakes as easy as breasts. For your information, the Japanese are known for baking and recognize making rice as art. International marketers also need to look at the health of subcultures when advertising in a specific culture or environment to differentiate more. In addition, they have to realize that while people tend to cling to their masters, in addition they enter the process of cultural change. This may create an opportunity for international retailers to introduce services if they are carefully transferred.

Media constraints: these manifest themselves in terms of supply constraints, costs and costs of integration and compliance with marketing in international markets. That is why some communication tools exist such as the methods mentioned earlier. "The perception of the retailer is obviously challenged when the television commercial is limited to 10 shows a year without twice as much exposure than 10 times, as is true in Italy" (Cateora and Graham, 2008).

Production Limitations and Expenses: these constraints present problems such as inaccurate creation or the need to incur lower ad costs in certain countries. For example, "newsprint is so poor in China that the color advertisement used by kodak in the West is an option. Kadok's solution has been to print a one-page color print as a newspaper supplement" (Chatora and Graham, 2008).