1. **The Emergence of the Field of Intercultural Communication**

The emergence of the field of intercultural communication is traced back to the end of the Second World War, as explained in the following quote:

The field of intercultural communication grew out the practical, competitive needs

of post-second world war American International Diplomacy and Business, and

was only later applied to interethnic conflicts within the United States […]. By

contrast, the field of intercultural communication in Europe was a direct outcome of

the social and political upheals created by the large scale of immigrants into

the industrialized countries

(Kramsch, 2001 p.202)

Although the reasons behind the emergence of the field of intercultural communication in Europe and America seem to be different, it can be said that the industrial development and the extension of the business exchange scale were behind its emergence, as well as, its gained importance. Gibson (2000 p.03) argued that the importance which intercultural communication has gained is due to the following reasons:

 Technology makes it possible for people to travel further and faster than ever.

 The Internet links people across national boundaries.

 The international labour force is more mobile.

 More people are on the move than ever before: business people are active globally, refugees are trying to escape from conflicts and natural disasters.

 In many places the workforce is becoming more diverse.

Nowadays with globalization, technology, masses movements, and the wide online communication, there is no existence of the old notion of borders i.e. even if individuals never travel abroad, international influences come home, then, skills of intercultural communication are needed to find out direction and identity (Kramsch, 2001).