

Research Title: English Teaching in Cross-Cultural Communication of Under-Graduated Thai Students at a Public University in Pathumthani

Author: Nongyao Bousri

Division/Faculty: Business English, Liberal Arts of North Bangkok University

Academic year: 2016

Key words: English teaching, Language learning strategies, Communication, Cross-cultural communication, and Challenges

Abstract

This study analyses and observes between learners, under-graduated Thai students, and teachers, bilingual and native English teachers in cross-cultural communication in Thailand. Globalization and increasing interconnection among countries have made the English language to be one of the core languages of international communication. Cross-cultural communication theories and the difference between Thai and Western culture are reviewed.

Hence, this research focuses the possibilities and opportunities of multi-cultural education because of the global status of English. Exploring the challenges concerning the relevant factors in teaching English in a cross-cultural communication and the way to come out of the deficiency of the learners has been both obscure and controversial since long time ago. What is widely accepted in this regard is English, not being the native language of the learners, triggers some problems. Therefore, the paper highlights core consideration for observing and analyzing the challenges faced by the teachers and learners, and finally, recommends some strategy to solve the culture different and challenges.