

Exploring Cultural Influences on Business Writing in the United Kingdom and the United States

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Abstract

Background: Business communication will be good business in this globalized world. Although English is used as the language of business all over the world, UK and American business writing style varies since there are cultural values along with communication norms. Appreciating these differences enhances cooperation and decreases miscommunication and improves professional performance.

Objectives: This paper examines some of the critical distinctions between British and American business writing styles, their cultural origins, their impact on professional relations, and some tips on the behavior of business practitioners working across the cultures.

Methods: Qualitative comparative analysis of real business texts of the UK and the US, along with recent academic texts were employed. In order to evaluate tone, formality, directness, hedging, modality and rhetorical structure, discourse analysis, stylistic-rhetorical analysis, and the Hofstede cultural aspects model were used.

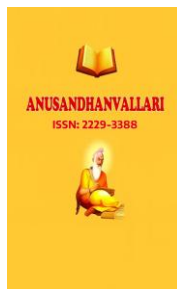
Results: British business writing touches on understatement, consensus, and bridging and it is polite, subtle, and formal. Nevertheless, American business writing is to the point and lays emphasis on clarity, efficiency, and individual contribution and is direct, aggressive and result-oriented. These stylistic variations are defined by cultural values, such as, power distance, uncertainty avoidance and others. There are also misinterpretations in cross-cultural cooperation, delays in making decisions and team problems.

Conclusion: Business writing should be culturally sensitive in the event of international communication. The results indicate cultural flexibility, specific training, and the flexible organisational approaches to enhance communication. In further studies, researchers ought to look into the field of how oral communication determines business, the development of new markets, and how digital transformation influences cross-country business writing.

Keywords: Business communication, cross-cultural communication, Hofstede's dimensions, UK-US writing styles, intercultural competency.

1. Introduction

Business communication, in turn, is the key to collaboration, establishment of trust, and successful functioning of multinational companies in the era of globalization (School of Meaningful Experiences, 2023). With an increase in the number of organizations that have to adopt international operations, professionals must have to deal with their fellow staff, clients, and partners holding a varied cultural understanding. English being the



major language in international business is a unifying language but even within the native nations which use the English language, there is still a great variance in the way they communicate because of their diversity in cultural values and ways of doing things (Veselinova, 2024). Such differences may touch on everything starting with the tone and formality up to decision-making and dealing with conflict (Ferraro & Briody, 2023).

Rising cross-cultural communication needs can be explained by the rising level of global integration of markets and the necessity of leading these markets. Every organization or individual involved in international trade and outsourcing or those that collaborate with people of foreign origin and cultures should understand the nuances of cross-cultural business writing to avert accidental miscommunications. Mutual understanding through the use of the English language is predetermined but research indicates that there are variations in the English business writing between British and American with respect to their cultural heritages and organizational structure and patterns of communicating.

1.1. British vs. American Business Communication: An Overview

British business writing is culturally influenced by the use of indirect and formal language, something that is dictated by the culture in relation to both hierarchy in organizations as well as the closed type of communication. American business writing is also straight-forward in terms of having the result-oriented approach and demonstrating aggressive implementation due to the absorption of features of the culture such as personal independence and little power differences along with the aspect of directness as attitude (Agarwal et al., 2024).

The verbal preferences and the method of speaking along with the structural patterns and persuading techniques in formal business communication texts depends on the culture preferences in the society (Balakrishnan, 2022). British people give a lot of importance to developing relationship through diplomacy when writing in business correspondence whereas Americans are inclined towards clarity as associated with efficiency and action (Bathesta et al., 2024).

1.2. Role of Cultural Theories in Understanding Communication

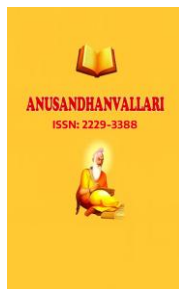
In the study, available cultural differences in communication patterns between cultures will be compared in terms of their scientific evaluation using the Cultural Dimensions Theory coined by Hofstede, and so on. The correlation of individualism vs. collectivism and power distance and uncertainty avoidance yields effectual insight regarding the manner in which different societies execute their communication (Chen et al., 2017).

The study aims at correlating cultural values and real business writing experience in the US and the UK and describes what makes people choose the specific format in the business writing. The analysis should develop connections between values and the usage of business language at the national levels (Cosman, 2021).

There are important workplace implications to the findings of the study given the fact that written communication is predominant in contemporary work places in the form of standard email and business proposals (Fandrejewska&Wasilik,2018). The research findings contained in this study will help in cross-cultural competency building and writing business as well as training professionals working in an international business setting effectively.

1.3. Problem Statement

British and American professionals working in the same language often experience some profound and yet unobvious differences in business writing. British people usually prefer understatement, indirectness and



politeness in their communication whereas Americans are more direct in their communication (Internship, 2018). Such cultural peculiarities may result in misunderstandings, confusion and even conflict at the workplace undertaken without relevant knowledge and management. Although the issue of vocabulary and spelling variation has received significant focus, further investigation should be carried out to explore how the cultural values define the strategies and expectations in written business communication.

1.4. Objectives of the Study

In this study, the researcher aims to address research question as to how cultural practices may have an impact in the style dimension of business writing both in United Kingdom and the United States. The study will find out how these cultural and communicative differentials influence the professional written communication and their consequences regarding the cross-culture business interactions by analyzing such key factors of culture and communication.

Specific Objectives:

- To determine and examine important differences between British and American business written styles.
- To discuss issues regarding the effect of cultural constructs including Hofstede cultural dimensions between the two environments in terms of business communication.
- To determine how these differences in culture and style can damage our relations in the field of profession in multinational business organizations.
- To provide a set of practical recommendations to business professional who strives to cope with cross-cultural written communication.

1.5. Significance

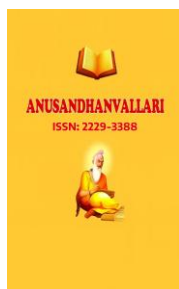
Practitioners, educators, and international managers need to communicate across borders on a regular basis can find the findings of this research to be very applicable. In explaining the identities of business writing styles within the context of the cultural backgrounds, the research most certainly provides considerable insights on how to break barriers to communication, improve professional rapport, and maximize business performance. Also, the findings could be used to design training interventions to capture the nuances of conducting business across cultures so as to enable organizations and individuals to succeed in the more diverse and global work environment. Even though British and American business writing styles use the same language, they are very different in many ways. These differences are often caused by different cultural values, which can lead to misunderstandings, miscommunication, and even conflict in international professional settings. This shows that the author needs to look more closely at how cultural norms affect written business communication.

2. Literature Review

The literature analysis glances at the major theories and works emphasizing the impact of culture on business communication. It is centered around the differences between the British and American writing styles in terms of the tone, structure and rhetoric used.

2.1. Role of Business Communication in Globalization

This makes business communication crucial in the era of globalization in helping multinational organizations to collaborate, innovate, and compete. The steep rise in the virtual world has increased intercultural dynamics at



the borders, and clear understanding, cultural sensitivity, and flexibility has become paramount skills of the practitioners (Hodges & Seawright, 2023). The failure to communicate efficiently in such a case may cause numerous delays, conflicts, and missed opportunities, explaining the necessity of research aimed at shedding lighter on the role cultural differences play in shaping the sphere of professional writing (Adanlawo et al., 2021).

2.2. English as a Global Business Language: Convergence and Divergence

English has also become superior language in international business and it has enabled people with varied mother tongues to communicate. Nevertheless, even within the same native English-speaking countries, including the UK and the US, the differences between stylistics and rhetoric remain considerable, as they refer to the unique paths of historical, educative, and social development (Koester, 2022; Rogerson-Revell, 2007). Whereas there is certain convergence which may be being experienced in global industries (Roshid&Kankaanranta, 2025), national norms are still high especially in tone, formality and persuasive approaches.

2.3. Cultural Frameworks in Intercultural Business Communication

This section provides an introduction to fundamental cultural theories that explain why communication styles differ from one culture to another. It gives insights into the socio-cultural factors underlying British and American business writing.

2.3.1. Hofstede's Cultural Dimensions Theory

The model by Hofstede has stood as one of the pillars in the explanation of the differences cross-cultural communication. In the UK, the medium power distance and somewhat low levels of uncertainty avoidance promote indirect communication and politeness whereas in the US low power distance and high individualism promote straightforward open communication and casualness (Beugelsdijk& Welzel, 2018; Hofstede et al., 2010). The dimensions aid in forecasting the likely ways in which the professionals in the respective countries would frame requests, offer returns and contain conflict in written communications.

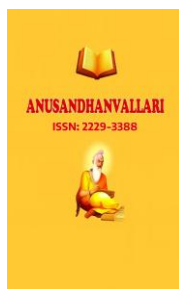
2.3.2. Hall's High-Context vs. Low-Context Communication

The difference in communication of high- and low-context identified by Hall is also relevant. Being a high-context style, British business writing is dependent on the common cultural knowledge and it usually does not say a lot whereas American one, being low-context, tries to find all meanings which may be lost as ambiguous (Hall, 1976; Beuter, 2023). This opposition can be observed in the level of detail, the definitiveness of a task and the use of background information.

2.3.3. Trompenaars' and Other Contemporary Models

The analysis is also augmented by Trompenaars model of cultural differences, such as universalism vs. particularism, sequential vs. synchronic time. Say, the American business communication is characterized by universalism (rules are the same to all) and time focus (time contestable, deadline-oriented), whereas the British communication is characterized by flexibility and context-dependency (Trompenaars & Hampden-Turner, 2011). Recent efforts by Beugelsdijk and Welzel (2018) also fuse these frameworks with data of present-day globalized workplaces where the analyzed variables have been demonstrated to hold importance.

2.4. Comparative Studies on UK and US Business Communication



In this section, empirical studies that have compared British and American business communication are reviewed. It points out certain stylizing variations in tone, formality, pattern and politeness tactics.

2.4.1. Historical Overview of Anglo-American Communication Styles

Traditionally, British and American companies lacked congruency in the way they communicate because of disparities in the social framework, education and business culture. Custom of understatement and deference in the UK as opposed to clarity, efficiency and individual accomplishment in the US (Ferraro & Briody, 2023; Holmes & Wilson, 2022).

2.4.2. Documented Differences in Tone, Formality, and Structure

Current empirical evidence has been examined, but the trends seem to be uniform: British businesspeople like polite and indirect tone of the talk, formal structure, and they tend to use titles, formal greetings, and so-called hedged language. American professionals, in their turn, have a more direct and informal style, especially using first names and simple commands (Adanlawo et al., 2021; Guffey & Loewy, 2019).

2.4.3. Politeness Strategies and Indirectness in British Business Writing

Politeness strategies used/examples in British business writing or politeness include hedging (perhaps, it may be advisable), modal verb expressing possibility and the inductive structure of the document (develops context before says the main point). This is based on cultural desire to preserve harmony and save face (Beuter, 2023).

2.4.4. Directness and Pragmatism in American Business Writing

American business communication is clear and to the point, uses imperative verbs, deductive organization (giving the main point and then the details), and is goal-oriented. It is data-based persuasion where consensus is not a common feature (Guffey & Loewy, 2019; Holmes & Wilson, 2022).

3. Materials and Methods

This part describes the methodology adopted in this study which is the qualitative, comparative method of analyzing cultural differences in British and American business writing. It uses secondary data and encompasses discourse, cultural, and rhetorical analysis frameworks to determine the stylistic variations used in it.

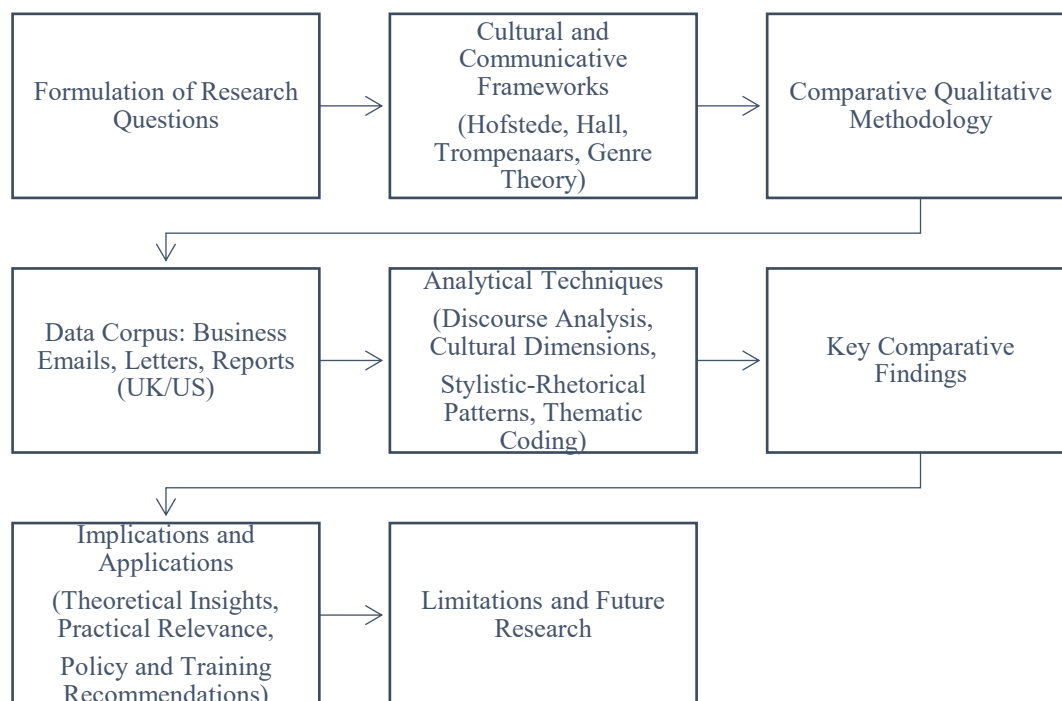


Figure 1: Conceptual Flowchart of the Research Process

Figure 1 illustrates the flowchart that delineates the sequential framework of the study, emphasizing the logical interrelation of theoretical underpinnings, methodology, data corpus, analytical techniques, and the resultant insights and applications.

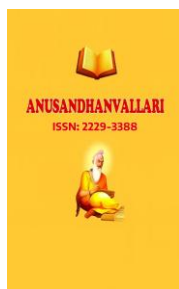
3.1. Research Design

The research took a qualitative comparative analysis of secondary data as the trend of study to have a systematic take on the issue of identifying the difference between British and American business writing. This method was chosen in order to conduct a profound analysis of both linguistic and cultural aspects of the written professional communication without the necessity to use the primary sources. The study centered on actual business texts in both the UK and the US accompanied by the academic literature on the communication styles, intercultural business language, and cultural theory.

3.2. Data Collection

The raw information was obtained only in the form of publicly available original corporate documents nurtured by UK and US based corporations and entities. The corpus had all kinds of written forms that are usually adopted in the workplace, e.g:

- Business emails: Interactions between employees, managers and partners external to the company.
- Formal reports: Strategic documents, internal memos and annual reports.
- Proposals: Proposals of projects, business proposals, as well as funding proposals.
- Official letters: Communication to customers, stakeholders and regulators.



These papers were retrieved using the websites of companies, the case studies of the industries, academic journals and other databases of business communications that were publicly available. Also, scholarly articles, guides and peer-reviewed articles in the area of intercultural communication, business writing and theory of cultural dimension were discussed to achieve the theoretical background and place the findings in context.

3.3. Analytical Frameworks

The analysis was guided by three complementary frameworks:

- **Discourse Analysis:** This meant a careful reading of the texts to detect such linguistic characteristics as tone (formal, neutral, informal), formality (use of titles, greetings, closings), directness (implicit vs. explicit requests), hedging (use of qualifiers to mitigate statements), and modality (use of modal verbs to signal obligation, possibility or necessity). It was aimed at revealing the difference of these factors in British and American writers as well as what it shows in relation to the existing set of norms in communication.
- **Cultural Dimensions:** The cultural dimensions theory developed by Hofstede was used to explain the differences in styles (Wikipedia contributors, 2025). The major dimensions included individualism vs. collectivism, power distance, uncertainty avoidance, and long-term orientation that served to describe why some communication patterns are more common in one culture than the other one. As an example, greater power distance in a culture may correlate with increased formality and deference of a business writing style.
- **Stylistic and Rhetorical Analysis:** The element concentrated on how business documents are organized and structured, how persuasive (e.g. use of evidence, appeals to authority) they are and the clarity of instructions or requests and how they flow as a whole. Emphasis was put on the way of building arguments, structure of information and the ways of the writer to show that something is important and urgent or not.

3.4. Data Analysis

Thematic analysis was employed to draw the patterns and themes on the collected documents. Comparative tables have been prepared to bring together the major distinctions in language characteristics, strategies of rhetoric and structure of documents in the British and American business writing. An efficient analysis of qualitative data (where relevant) was performed using qualitative data analysis software (e.g., NVivo, Atlas.ti) to organize and code the data and through the visualization of data providing a repeated and systematic analysis process.

3.5. Ethical Considerations

The publicly available originals were used to analyze all documents and all used were properly cited to avoid violating intellectual property rights. No arrangement for access to confidential or proprietary information occurred or has resulted therein. The consideration of secondary data allowed the research to observe the ethical regulations concerning privacy and data protection.

This methodology approach gave a strong multi-layered insight into the influence of cultural values on business writing in the US and the UK, and retained the rigours and transparency that are desired of scholarship research.

4. Results

This part contains the results of the comparison of the analysis of real business documents of the United Kingdom and the United States. Applying the conceptions of discourse analysis, those of cultural dimensions by Hofstede and stylistic-rhetorical analysis, the research revealed profound differences in types of business writing that indicate styles rooted within cultural attitudes. These results have been grouped in the three main themes as;

(1) Linguistic and Stylistic Differences, (2) Cultural Influences, and (3) Impact on Business Communication and Professional Relations. Prominent trends in the datasets have been pointed out with comparative tables.

4.1. Linguistic and Stylistic Differences

The thematic analysis of the documents concerning business in the UK and in the US showed common and culturally corresponding divergences in the tone, formality, structure, and the rhetorical approach.

Table 1: Comparative Analysis of Linguistic and Stylistic Features

Feature	British Business Writing	American Business Writing
Tone	Polite, indirect, often understated	Direct, assertive, outcome-focused
Formality	High use of titles, formal salutations, and closings	Moderately formal; frequent use of first names and casual closings
Directness	Implicit suggestions and requests	Explicit instructions and direct language
Hedging	Frequent (e.g., "perhaps", "it may be advisable")	Minimal (e.g., "you must", "we need to")
Modality	Modal verbs expressing possibility (<i>might, could</i>)	Modal verbs conveying necessity or obligation (<i>must, should</i>)
Organization	Inductive: builds background before reaching the conclusion	Deductive: states main point early, followed by elaboration
Persuasion	Appeals to consensus and shared values	Appeals to data, evidence, and outcomes
Salutations/Closings	Formal (e.g., "Yours sincerely")	Casual (e.g., "Best," "Regards")

Table 1 points out the peculiarities of British and American business writing, outlining the influence of cultural criteria on professional writing. British business writing is characterized by the use of polite, indirect and formal language, using hedging language, and modal verbs to exert the softening effect on request or suggestion as the emphasis given to understatement and relationship-oriented language. It constructs context before making conclusions in its inductive structure, it stresses on consensus and being formal in convincing and closing a document. Conversely, American business writing is generally direct, straight to the point and goal-oriented, viewing clear language, modal verbs dependent on necessity and deductive style in which clarity and efficiency are a top concern. The tone is highly formal in some cases but mostly with a mixture of first names and informal endings, and the persuasion approach is highly data-driven. These differences of style point to greater cultural distinctions: the British approach to communication is subtle and hierarchical, whereas American writing is clear and informal and focused on outcomes.

4.2. Cultural Influences on Business Writing

These stylistic preferences are also very strongly connected to overarching cultural values, as they would be viewed through the lens of Hofstede. The next table (Table 2) gives a summary of the way major dimensions are realised in UK and US business writing.

Table 2: Influence of Hofstede's Cultural Dimensions

Cultural Dimension	United Kingdom	United States
Individualism	High: Emphasizes autonomy and politeness	Very High: Emphasizes self-expression and assertiveness
Power Distance	Moderate: Subtle respect for hierarchy, maintained through formality	Low: Informal tone with senior figures, egalitarian interactions
Uncertainty Avoidance	Low: Comfortable with ambiguity and nuance	Moderate: Prefers clarity and specificity
Long-Term Orientation	Moderate: Balanced focus on tradition and adaptation	Short-term: Results-driven, emphasis on speed and pragmatism
Communication Style	High-context: Relies on shared cultural cues, indirect messaging	Low-context: Favors explicit, detailed, and unambiguous communication

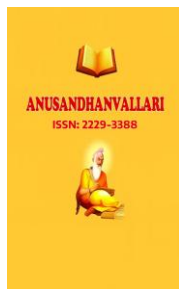
Table 2 compares the practices of business writing in the United Kingdom and the United States which emphasize significant differences in terms of culture based on the Hofstede dimensions of culture. Though being highly individualistic, the UK culture pays much attention to autonomy and manners, which invites more indirect and formal communication and thus, writing, whereas, focusing more on self-realization and being assertive, the US culture implies more direct and result-oriented writing. The moderate power distance of the UK maintains the slight respect to the hierarchy through formality, whereas the US, possessing a low power distance strives to take the tone of equality and a not-so-serious approach even towards the more superior individuals. Within the context of uncertainty avoidance, the British are less sensitive to ambiguity and subtle, indirect messages as opposed to Americans who prefer to have their message straight and properly structured. Regarding the long-term orientation, the UK prefers to be moderate between the traditional and the change whereas the US is inclined to be short-term pragmatic and the fast-result oriented. The result of such cultural inclinations comes in differing ways of communication; British writing is a high context and implied form, which is based on the common understanding and meanings whereas American writing is low context and it is more prolific and specific so as to save the money being misinterpreted.

4.3. Impact on Business Communication and Professional Relations

These cultural and stylistic differences have practical implications in international business settings, especially when UK and US professionals collaborate.

Table 3: Key Observed Impacts

Impact Area	Observed Consequence
Misinterpretation Risk	British subtlety may be seen as indecisiveness; US directness may appear blunt or rude.



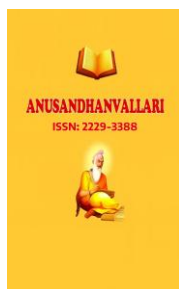
Decision-Making Delays	UK's contextual build-up can delay conclusions expected upfront by US professionals.
Relationship Building	UK formality builds professionalism; US openness fosters informality and quick rapport.
Team Dynamics	UK preference for consensus may clash with US individual-driven contributions.
Training Needs	Organizations require cross-cultural training to bridge writing expectations.

Table 3 emphasizes the applied consequences of the variation in business writing styles between the UK, and the US especially within multinational professional setting. This difference in communication styles tends to be a scour of miss communications as the British carefulness can be misconstrued as indecisive by the American counterparts and the American directness weirdly may come off as being too blunt or insensitive by the opposing British. The above stylistic variations might also lead to a problem of delays in decision making because the context dependent, indirect proposals put forward by the UK do not necessarily attain the urgency and directness that US professionals expect. Relating to developing a relationship, the British culture of professionalism and respect could be built on formality, yet the American informality could promote a swift advancement concerning the willingness to open out and collaborate with one another. The team dynamics also suffer with the UK generally being about consensus where a difference between it sometimes exists with the US where individual additions are more pronounced. All these difficulties point to the dire necessity of cross-cultural training as a means of teaching the professionals how to navigate across the expectations imposed on writing, as well as resolve the differences between these expectations, which would improve communication efficiency and unity between even international professionals.

5. Discussion

In an effort to give a voice to this study, it was aimed at examining how cultural diversities influence the expressions of business writing practices in the UK and US and how these varieties affect professional communication within a multinational institution. The results strongly support the belief that within the even two anglophones countries, culturally ingrained disparities of communication standards in terms of tone, formality, directness, and persuasion assert an observable influence on written business communication (Hodges & Seawright 2023; Koester, 2022). Examples of high-context English business writing include British business writing, which always uses indirect language, hedging, polite and formal tone because social harmony and politeness is a higher priority in the British culture (Beuter, 2023). The American business communication, instead, is expressionless, direct, informal, results-focused, and following low-context culture and pragmatic business culture (Guffey & Loewy, 2019).

These differences in the style are not an insignificant fact it has an immediate effect on the reception and interpretation of messages in cross cultural teams. To illustrate, a British manager using the indirect request format ("It would be a good idea to..."), will be misunderstood or ignored by an American colleague used to direct applications ("Please do this by Friday"). This kind of mismatch might result in the international teams experiencing delays, frustration and even conflict, which serves to reduce the dexterity of the international teams and also their cohesion (Adanlawo et al., 2021). These findings verify the hypothesis according to which cultural values as operationalized through the conceptualization of areas such as those presented by Hofstede dimensions are entrenched in the business writing and they have very stark implications on business relations.



5.1. Comparison with Literature: Consistencies and Contradictions

Constancy of national stylistic preferences was also recently reported in the sphere of intercultural business communication, although English is also being used as a global lingua franca. In another study titled, email communication in multinational corporation, researchers (Holmes and Wilson 2022) analyzed situations where the preference of the British professional is to show indirectness and hedging states by using modal verbs, often inserting phrases like, could, might functions as softening requests, where the rest of the Americans tend to be more inclined to take up the imperative forms and be specific. This supports our findings and highlights the long-term effects of the cultural context upon professional writing even in the extremely globalized industries.

According to a cross-cultural survey of business professionals (Adanlawo et al., 2021), it is important to understand that miscommunication can also occur not because of the inability to withhold the language of interlocutors, but because of different expectations about transparency, courtesy, and rank. The authors justify that the knowledge of such differences should play an essential role in collaborating, especially when it comes to virtual teams were communicating via written words becomes the fabric of such collaboration.

The most current research on the Hofstede cultural dimensions in the era of digital world (Beugelsdijk& Welzel, 2018) confirms that power distance and uncertainty avoidance remain significant factors that influence communication styles. The UK power distance is modest as shown in quiet respect to authority and use of formal titles, whereas US is low power distance that supports a culture of equality and informal names usage on first-name basis.

5.2. Contradictions and Evolving Trends

Some recent studies, however, make the picture more complex. According to Roshid&Kankaanranta (2025), some businesses in the world (e.g., technology, consulting) have increasingly been moving towards a hybrid, including a more American direct and British polite form of doing business. It implies that business writing practices are becoming more similar despite the fact that national norms still hold their power over business writing practices.

Also, as Rogerson-Revell (2007) points out, younger professionals, particularly those having been trained in international settings, might be less strongly characterised in terms of their national stylistic preferences as they are inclined to adopt a more neutral, pragmatic oriented stance. This reflects a moderating role of education and generational cross-cutting of old patterns of culture.

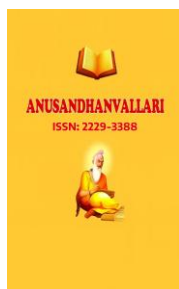
5.3. Gaps and Opportunities

Nonetheless, the majority of the foundational studies conducted to date have either concentrated on oral communication or single grammatical aspects as opposed to apples-to-apples document-level analyses of UK and US business writing (Hodges & Seawright 2023). In our work, we fill this gap by taking a systematic, genre-sensitive approach to the study of authentic business texts, not only addressing what is said, but how that is structured and presented.

5.4. Limitations

This study has several **limitations** that should be acknowledged when interpreting its findings:

- **Focus on Written Communication:** Only documents that were written (emails, reports, proposals, letters) are analyzed. Although they are at the center of business practice, they are not the only way of professional



interaction. Interpersonal communication (meetings, phone calls, video conferences) can be based on various cultural traditions, and such avenues should be studied in the future.

- **Reliance on Secondary Data:** The research method uses 100 percent reliance on publicly available, secondary data. Although it leads to a diverse and large body of text, such a method might capture the lack of detail and tone that common in personal or internal communications due to organizational culture or personal relationships.
- **Representativeness of Samples:** Despite the wide variety of documents and industries represented in the corpus, it might not exhaustive in detailing how the various industries might have differences (e.g. between finance, tech, manufacturing), as well as how practices change with the generation of younger global professionals who are becoming mobile.
- **Cross-Sectional Analysis:** Despite the wide variety of documents and industries represented in the corpus, it might not exhaustive in detailing how the various industries might have differences (e.g. between finance, tech, manufacturing), as well as how practices change with the generation of younger global professionals who are becoming mobile.
- **Contextual Factors:** Communication is influenced by national culture but that is not all. Also important are the organizational culture, individual personality, and the very purpose of the communication (e.g., a negotiation, a routine update, a crisis management), which were not discussed in a systematic fashion here.

6. Conclusion

This paper has established that although there is a common language between United Kingdom and the United States, major differences in cultures influence the ways of business writing. British professionals are polite, indirect, context-sensitive, and prefer understatement, consensus, and formality. On the contrary, their counter parts in America are more direct, precise, action oriented being a culture of efficiency and individual input.

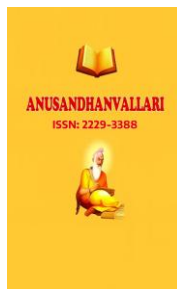
All these differences are not only stylistic; they are based on more concrete cultural values, such as the power distance, uncertainty avoidance, and individualism that are defined thanks to the framework suggested by Hofstede. The differences may result in miscommunication, delays in decision-making, and, finally, stagnation in establishing effective professional relations, particularly, in the current world of globalization and digital networking across business.

The results highlight the significance of cross-border cultural agile and specific training in making cross-border collaboration work. The worldwide web-based organizations and individuals are expected to invest in intercultural communication programs, adjust their writing habits to meet the expectations of their audience and reap the benefit of an open conversation about the communication preference. With the further globalization of business, the written communication with these cultural nuances will be increasingly important to be recognized and respected in order to be mutually understood, collaborate successfully and maintain business performance.

6.1. Implications

6.1.1. Theoretical Implications

The study is a valuable addition to intercultural communication and applied linguistics in that it empirically shows that cultural values are entrenched in business writing to an extent that even differences among countries who share the same language influence the writing. Studies in applied linguistics (Hodges & Seawright 2023; Holmes & Wilson, 2022) have recently urged a more nuanced understanding of commercial communication, in



which vocabulary and syntax are put under scrutiny to consider rhetorical aims and tone, and text layout. This transition is corroborated by our findings, demonstrating that well-established frameworks such as the cultural dimensions proposed by Hofstede (Beugelsdijk & Welzel, 2018) are still very useful when it comes to the understanding the variation in written business English style.

The study also contributes to the genre theory as it demonstrates that business genres (emails, reports, proposals) cannot be considered culturally neutral since they are influenced by local politeness norms, hierarchy, and clarifying one another. This applies to the teaching of Business English as a Lingua Franca (BELF), where it might be claimed that, the learner needs to be exposed to authentic culturally situated texts not only correct grammar but also culturally appropriate ways of organizing and framing the messages (Roshid & Kankaanranta, 2025).

Moreover, the research provides a point of linkage between sociolinguistics and the business communication making way to a paradigm on how linguistic analysis can be used to support an organizational practice. The research encompasses both discourse studies and cultural theory basis of its findings which has offered a blueprint to other studies that aim to establish relations between micro-level decisions of linguists and macro-level cultural patterns.

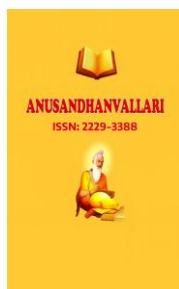
6.1.2. Practical Implications

The implications of the findings to the practitioners are that cultural agility is essential in written business communication. The professionals who work in multicultural settings especially UK-US or others should:

- **Adapt their writing style** to the anticipated will of their audience. As an example, Americans may want to be gentler and indirect in the way they talk to their British colleagues by using hedging language used in British manner of speech. British professionals dealing with the Americans must also look to be clear and to the point in their communication since they can easily be considered non-committal or vague.
- **Seek feedback** cross-cultural colleagues with an aim of finding potential areas of misunderstanding and correcting their course. This sensitivity can be learned through regular mandatory training and several workshops, which is proposed by (Knapp, 2023).
- **Develop organizational style guides** that emphasize the clash of cultures within the context of business writing and offer clear examples as regards to how to address, close, the degree of formality, and to make requests or give feedback.
- **Leverage technology** mindfully digital technology (Slack, Teams and email) may reinforce and diminish cross-cultural miscommunication. Transparency of the templates, predetermined reminders regarding the tone and style, as well as the adoption of plain language may help eliminate the friction within an international team (Rogerson-Revell, 2007).

Educators and trainers should include those findings into their curricula, with authentic business documents in the two cultures, in order to demonstrate the differences. Role-playing games, case studies, and peer review are methods which can aid in the process of internalizing the necessity of considering cultural contexts in professional writing among the learners.

Organizational leaders need to realize that it is in their best strategic interest to have effective cross-cultural communication as it will limit chances of probable high expenses of misunderstanding, delays and conflicts. Intercultural competence is durable investment that will support collaboration, innovation and customer



satisfaction in the global markets when all employees are exposed to it and not only those in international assignments.

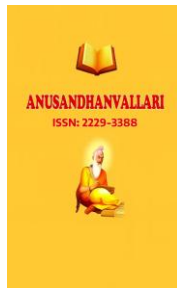
6.1.3. Future Research

To build on this study, future research could explore the following areas:

- **Oral Communication:** Explore the cultural distinctions you can identify in the writing you have found ways to express in spoken business communication associated with meetings, presentations and negotiations. It would be interesting to find out whether the same patterns occur or alternative norms may be discovered through qualitative studies with the use of recordings and interviews.
- **Emerging Markets:** Generalize to business use of English by both native and non-native speakers especially in the rapid developing economies (e.g., India, China, Brazil). This would give an answer to the question of business English as a lingua franca which is beyond the traditional centers of anglophone cultures.
- **Longitudinal Studies:** Follow the evolution of business writing and writing styles, particularly as remote working, AI, and online channels change the way professional communication is done. Are the old cultural differences melting away, or new mixed styles on the way?
- **Impact of Technology:** Analyze the role of digital communication tools (Slack, Microsoft Teams, WhatsApp for Business) in cultural differences in professional writing, determining their presence and whether this cultural difference is mediated or not. Are these platforms fostering convergence on a global style, or can it also be the case that local norms become maintained?
- **Individual and Organizational Variables:** Discuss how individuals (e.g., age, education, and international experience) and organizational culture influences business writing practices. Do companies or individual professionals differ in cultural agility?
- **Training Effectiveness:** Perform intervention studies to evaluate whether cross-cultural communication training has any implications on real business performance, including the success of projects, team satisfaction, and conflict resolution in companies.

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