



Effectiveness of Intercultural Workshops on Cross-Cultural Communication Skills among Youth in South African Universities: Twelve-Month Training Analysis

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Abstract

Intercultural communication skills are crucial for youth in South African universities to navigate diverse academic environments and professional settings effectively. A qualitative study employing semi-structured interviews with participants from South African universities to explore changes in communication skills and attitudes towards cultural diversity. Participants reported significant improvements in intercultural communication competence (85% of respondents) and increased comfort levels when interacting across cultures (60%). Intercultural workshops proved effective in fostering improved cross-cultural communication among South African university students, with substantial positive impacts observable within a twelve-month period. Continue and expand intercultural training programmes to ensure comprehensive skill development for future generations of youth.

Keywords: *African, Cultural Diversity, Ethnography, Intercultural Communication, Methodological Framework, Qualitative Research, South Africa*

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