

CONCLUSION

There has been much discussion on the rapid “Westernization” of Asian cultures in Asia and the increasing “Asianization” of western cultures in the West; and, yet, the need for acquiring the proper understanding of distinctive cultural differences between East and West is still acute as we face the global village in the 21st century. There are three important principles in Christian communications. First, the Christian must understand the Scripture which he wants to convey to others. Second, he must understand his own cultural background in comparison with other cultures. Third, he must understand the cultures of other people to whom he would like to communicate the Gospel. Therefore, when we meet foreigners in schools, offices, and in many other contacts, we must not forget the importance of our cultural differences in order to produce the most effective result in our communications.

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