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Nowadays in the century of globalization we can't imagine our life without learning any foreign language. Our jobs, universities, colleges and volunteer activities require the acquisition of two or more languages at least. When people go on to expand their abilities in two or more languages they catch a deeper understanding of a language and how to use it effectively [1]. It is very important for a specialist in business matters to speak at least one foreign language. It should better be English as it is the most popular language of international business communication [2]. Rude translation errors, though frequent, may be less likely to cause conflict between parties than other language difficulties. In addition, it should also not be forgotten that we live in a society that depends on information and communication to keep moving in the right direction and do our daily activities.

Thus, communication is a specific form of cooperation between people in the process of their cognitive and labor activity, so it should always be kept in mind that there is no such a thing as culture-free communication and, what is more, culture is inconceivable without a language.

The world comprises various nations, each having its own culture and even many subcultures which may construct a lot of barriers to the effective communication and mutual understanding [3]. Therefore, when working abroad or with foreigners one must carefully analyze the cultural values of this society.

Intercultural communication refers to the process of interaction between representatives of different national cultures, involving the equal status of the participants. It should be noted that the different communicative competence of the participants affects the course and sometimes the result of the communicative event. Also, communicative competence includes not only knowledge of the native language and the language of your partner, but also knowledge of non-verbal and paraverbal elements of communication which are typical for another culture [4, p.9].

Gestures are one of the most common barriers to cross-cultural communication because gestures are inherently diverse and multifunctional. Many studies on analyzing gestures or their differences in the cultures where they function have already been done by scientists all over the world. For example, on average within one hour a Finn uses gestures once, an Italian - 80, a Frenchman - 120 and a Mexican - 180 times. So a Finn would be uncomfortable with frequent and vigorous gesticulation, for instance, by a Mexican [4, p.56].

As the business world becomes increasingly global, the need for effective cross-cultural communication is essential [2]. Intercultural communication in business plays an important role in creating international relationships with customers, employees and business partners. The removal of the various barriers that impede effective intercultural communication is necessary for intercultural communication in business. One of the main obstacles is the lack of knowledge of the language.

In addition, intercultural communication in business is very important in the successful creation of a product or service in another part of the world. When the process of communication is effective the product or service is properly adapted to cultural norms resulting in the use or purchase of this product. At the same time, ineffective communication between cultures can offend, confuse or send an incomprehensible message which can lead to a disconnect with investors or employees. For example, representatives of Asian countries usually start business contacts with gifts, but for Europeans this rule is unknown. The differences are rooted in their respective value systems [4, p.23].

Comparing Italians and Americans we have noticed that Italians are emotional, impatient and very active people. Fast and loud speech, active gestures may be unusual for foreigners at first. Americans tend to be friendly, yet get right to the point. It is important to note that humor is a necessary part of negotiations with Americans, but their style of business communication is characterized by professionalism in general. On the other hand, it is typical for Italians not to observe all formalities, for example, they are not punctual and are often late, unlike Americans, who like specificity and precision in negotiations and do not tolerate tardiness and, what is more, any misunderstandings or unforeseen circumstances are regarded by them as incompetence of the negotiators, because business has a certain place in their regime. Italians prefer an informal atmosphere to deal with business matters, for example, a small restaurant. They try to be close to the partner, to be face-to-face during a conversation; personal relationships can play a greater role than profit figures and economic advantages. So, negotiations with Italians are not very formal, there is an atmosphere of open discussion.

Thus, the successful communication in business is hindered by the difference in the social and cultural code that is primarily language, norms and rules of behavior, psychology and mentality. These differences must be taken into account when doing business abroad in order to avoid misinterpretation in negotiations.

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