

PECULIARITIES OF BUSINESS COMMUNICATION*В.Ю. Сечко, 4 курс**Научный руководитель – Т.А. Шиловец, преподаватель
Полесский государственный университет*

Communication among people from different countries plays an important role in modern world. Sometimes it can be difficult to communicate because of cultural differences. Cultural diversity cannot disappear tomorrow, so we'll have to learn how to understand each other better.

People from different cultures use the same basic concepts, but they put different sense into them. Culture also determines human behaviour, something may seem strange and illogical to us.

It has been noticed that national characteristics are reflected in the behaviour of people as well as in the language, so business communication is subject to certain rules of etiquette that are determined by cultural traditions and social norms of behaviour. Economists, businessmen who communicate with foreign colleagues should take it into account. In the context of international economic relations, the most important aspects of culture are material culture, corporate culture and business culture.

Globalization of social processes establishes uniform rules and standards of international economic relations. However, differences of the national character, formed over a long historical period of existence of a certain culture type, can often lead to some difficulties in business communication and even to serious misunderstanding among business partners. To avoid this we must know basic types of business cultures in certain countries [3].

Today there are several regions in the world, distinguished by established type of business culture: Western Europe, Eastern Europe, Southern Europe, North America, Latin America, the Far East (Japan, China, North and South Korea), Asia (especially India), Arab-Muslim East and others [2].

I would like to describe two completely different types of business communication: Italian and Japanese. It can be quite difficult for representatives of these countries to come to an agreement that will suit everybody. The reason is the differences in cultures and ways of negotiating.

The Italians are friendly to foreigners. They are very curious, and are interested in representatives of other countries. In addition, they are very hospitable.

All people of Southern Europe including the Italians are emotional, impatient and very active people. Rapid and loud speech, active gestures – all these can be unusual for foreigners at first. The Italians are always willing to debate, even turning it into hot discussion. They are easily excited and very sensitive. They like humour and take it easy when they are played a trick on, but it's difficult for them to stand criticism. Inclination to risk and adventure is also a feature of the Italian national character.

However, it is important for Italian businessmen that the negotiations would be conducted among people occupying approximately equal position in the world of business or in society. Therefore, before doing business, they try to find out the employment history of potential partners, their age and position [1, 3].

It is typical for the Italians not to observe all formalities. They are not punctual and can often be late. They prefer informal atmosphere for solving business questions, a small restaurant for example. The Italians try to be close to the partner, be face-to-face during the conversation. If the person moves away, the Italian might be offended, considering it as neglect.

Despite the fact that discipline is not as important for them as for the Germans for example, they are initiative and can make quick effective decisions. They look for a compromise solution to the problem and do not firmly insist on their position.

Thus, cooperation with the Italians can be productive, if their foreign partners take into account some features of business communication with them.

Japanese business ethics is very different from the ethics of western businessmen. Unlike the Italians, the Japanese are more disciplined, polite, careful and restrained. They do not really like close contact, such as a handshake or a hug.

A specific feature of the Japanese is the rejection of everything foreign, if it is imposed on them under pressure. So during the negotiations you should not talk to them impolitely in any case, or put pressure on them trying to sign a profitable contract.

Another feature is that during business communication a foreigner must be careful with words and actions so as not to offend the partner. This can complicate the negotiation very much.

The third feature, that distinguishes the representatives of Japan, is associated with a unique concept of business etiquette. It is considered impolite to refuse partner resolutely, because the direct refusal can offend him. The Japanese express disagreement indirectly, making hints.

One more feature, that characterizes the representatives of the Far East, is a membership in a corporate group with a vertical subordination. People traditionally have to behave in accordance with the position they occupy. Therefore, a decision cannot be made independently, without consulting the manager. That is why negotiations flow very slowly. Negotiators try not to express their ideas, waiting for their partners to show them first. They try to identify vulnerable points and special interests of the partners. Japanese businessmen are always accurate in signing contracts [3].

In dealings with the Japanese you must be punctual. Being late is considered as a sign of disrespect to the partner. You should avoid disputes on religious and philosophical topics. At the same time showing interest in history and culture of Japan will be evaluated positively. You must make a good impression on the Japanese from the first meeting; otherwise the transaction may not be successful [1].

In conclusion it can be said that Italian and Japanese cultures of business communication are very different, but they have common features. Businessmen of both countries want to learn as much as possible about their business partners, and prefer to negotiate with people occupying approximately equal position in business world or in society.

Success in business depends on the proper organization of business cooperation. In many cases failure in business happens because of ignorance and non-compliance with bases of business cooperation organization. Everyone should master the theory and practice of business cooperation. It is necessary, if you want to plunge into the world of business, entrepreneurship and market relations and become a professional leader and manager.

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