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CROSS-CULTURAL COMMUNICATIONS WITH THE EASTERN PARTNERS IN THE MODERN BUSINESS ENVIRONMENT

This work examines the importance of cross-cultural communication in the context of international business, focusing on the interaction of Belarusian entrepreneurs with Eastern partners. Based on the analysis of the research, key aspects and strategies that promote effective adaptation and communication are highlighted.

Cultural differences and their impact on business negotiations are identified as a major factor that requires deep understanding and consideration. Hofstede's research on the hierarchy of cultural dimensions highlights the need to adapt business strategies [1].

Communication barriers and language differences play a significant role and require a comprehensive approach to the translation and interpretation of messages in the international business space [2].

Strategies for successful cross-cultural adaptation include not only knowledge and respect for cultural differences, but also the active application of this knowledge in communication and management practices [3].

Taking into account cross-cultural aspects in business communication between Belarusian companies and the Eastern partners is a key to successfully conducting any international business. Understanding and adapting to particular cultural differences, overcoming language and communication barriers, and developing flexible strategies for cross-cultural adaptation will allow one to achieve mutual understanding and effective cooperation.

References

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TEACHING THE LANGUAGE OF BUSINESS ENGLISH FOR ECONOMISTS

The proposed paper is based on the author's experience of teaching basics of Business English and communicative skills to students of economics at Belarus State Economic University. Today there are many varieties of Business English. The most important distinction to be made is that between pre-experience (or low-experience) learners and job-experienced learners. Students in colleges and universities will have gained their knowledge of business largely from books and, as a result, such knowledge will be incomplete and theoretical rather than practical. Pre-experience learners will have two kinds of needs:

1) Their present situation may require them to read textbooks in English or follow lectures in English in order to gain the qualifications they are seeking. A major component of their English training may therefore be the development of reading, writing, listening and speaking with the focus on the development of business communication skills and with strong emphasis on the vocabulary and grammar of the subject. In addition, the students of Belarus State Economic University may have to attend seminars and conferences or write papers on different economic issues in English.

2) They will need to prepare for their future working life in business.