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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.

In this paper, we will look in more detail at two areas of language knowledge: *grammar* and *vocabulary*.

With regard to the question about the existence of a *grammar* of Business English, Business English can utilise all the language forms which exist in General English: the nouns, verbs, adjectives, adverbs, prepositions and determiners; none are excluded. Similarly there are no new categories which have been created for Business English. In analysing the grammatical forms of a language, much attention has traditionally been paid to phrases, clauses and sentences.

Vocabulary represents the main building blocks of functional meaning in language. So, how can we forecast the vocabulary that will be needed for different topics to be covered in business interaction? One starting point is to identify the types of, or contexts for communication. These may be summarised as follows:

Specialist to specialist. This presupposes the need for a range of vocabulary dealing with shared professional issues. The precise lexical items required will depend on the topic under consideration.

Specialist to non-specialist / non-specialist to specialist. Today's broadly based professionals will need to be equipped to handle a wide range of management issues both within and outside their specialist areas. The increasing importance of team working and multi-disciplinary workgroups has led to a need for the multi-faceted manager. Multi-skilling includes language knowledge. To be effective in such a work environment, managers need the vocabulary knowledge not only of their own areas, but also of other areas of the company's operations.

Generalist to generalist. This refers to the wider contexts in which professionals communicate outside the strict confines of corporate offices and boardrooms. A popular maxim is that successful business relationships are built on successful personal relationships. So the social side of communication must not be ignored – the ability to converse about social, economic, political, environmental and personal issues. And this competence required its own set of vocabulary.

There is one important problem in the strategy of a businessman's behavior in his professional world. This is the art of asking questions, the art of using linguistic means of expression suitable for this particular type of an utterance. It is necessary to underline the role of intonation in the expression of politeness in the business communication style.

A key to success in the business world often lies in a businessman's ability to use a language suitable for the situation. Possessing a good vocabulary and correct grammar of speech, a well-trained and sonorous voice, ability to use adequate tone inflections in a business conversation is a necessary part of a businessman's professional kit.

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АКТУАЛЬНЫЕ НАПРАВЛЕНИЯ СОТРУДНИЧЕСТВА СОЮЗНОГО ГОСУДАРСТВА И ИНДИИ

Республика Индия играет значительную роль в формировании и развитии современной глобальной экономической системы. По данным Всемирного банка, в 2021 г. экономика Индии выросла на 9,1 % при увеличении мирового ВВП на 6,2 %, в 2022 г. – на 7,2 % (мир – на 3,1 %), в 2023 г. – на 7,5 %. Высокие темпы экономического роста в условиях глобальной трансформации цепочек поставок, мирохозяйственных отношений и стабильность политической системы стимулируют рост доверия инвесторов к местному рынку. Американской перестраховочной компанией FM Global ежегодно разрабатываются индексы экономической резильентности (устойчивости в условиях шоков), которые оценивают риски ведения хозяйственной деятельности и инвестирования на территории страны.