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THE INTERCULTURAL COMMUNICATION FEATURES IN BUSINESS NEGOTIATIONS

Особенности межкультурной коммуникации в деловом общении

Nowadays different cultures not only exist, but also integrate with each other. This interaction plays a huge role in a nation's development. The situation is the same in the world of business. This research is devoted to investigation of international business features involving participants who come from different countries. Traditionally intercultural communication is described as common understanding between the two sides. Intercultural business negotiation is the process that presumes that two sides which have different cultural values, religion, points of view, necessities are trying to find consensus in terms of business decisions.

There are a lot of problems that prevent from the mutual understanding between business partners. They are the following: the lack of knowledge of the language; the language barrier; the partners' mentality differences. The last factor is considered to be the most complicated since people from different nations and cultures think differently, appreciate different things and behavior.

Although it's impossible to expect to think in the same way as a representative of a different culture, it is good to know about the features of communication with people from a definite country. The features can be divided in two groups: verbal and nonverbal. Obviously, understanding the verbal and nonverbal codes of your foreign counterparts is an essential part of a successful business venture. One's verbal style is of utmost importance in situations where managers need to resolve conflicts with coworkers from different cultures. For the Asian nations is typical to have a control in positive and negative attitudes. Japanese, for instance, almost never say «no» directly, but one should take into consideration that this is a gesture of politeness and doesn't reflect the real agreement. Sometimes they keep themselves in silence, which cause some misinterpretations. The English are used to listen to the interlocutor patiently, but if in Russia silence means agreement, for them this manner doesn't describe the attitude to the discussion. In France and Spain there is a speedy speech manner and people are not happy about interruptions and some requests to slow down or repeat.

Although knowing your foreign partner's language is certainly an advantage, there are other communication considerations, signs that are independent of verbal language and they also that can affect the business propositions. They are the features of nonverbal communication. The representatives of different cultures and nations

prefer to keep different distance while they are speaking. Thus, the Arabic, Japanese, French and Spaniards are likely to be close to their interlocutors. The medium distance is highly appreciated by the Austrians, English, German, though for the Australians it would be unacceptable. Mimics and facial expressions are also a big factor in business communications. For example, the German often raise their eyebrows meaning they are astonished and amazed by some idea. However, in England this would be regarded as skepticism. At a meeting in Japan is not accepted to shake hands with somebody, while in France and Russia this gesture is widespread. In German and England shaking hands is preferable only at first meeting and in Korea this means disrespect to a person.

In conclusion, it should be said that coordinating and managing people from different cultures within an organizational context represents one of the greatest challenges for the corporate world in the new millennium. Nevertheless, the world nowadays is coming through the process of globalization in terms of reducing the communication challenges and so-called barriers. The most competitive companies use the possibilities of intercultural communication and open subsidiaries abroad, conclude treaties of delivery with foreign partners, widen the sales market and other. There is a great importance for businessmen to be informed about the features of communication with the representatives this or that country in order to reach the successful result via negotiation.

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CROSS-CULTURAL COMMUNICATIONS:

UNITED STATES OF AMERICA, JAPAN

Кросс-культурные коммуникации: Соединенные Штаты Америки, Япония

Cross-cultural communication is very important in the modern world. For successful business the key skill is the ability to effectively interact with people of different cultures. Failure to understand and adapt to other people's cultural features can lead to misunderstandings, conflicts and damage to business relationships [1]. This means that in different countries communication in business is treated differently, taking into account the peculiarities of cultures and traditions. The aim of the article is to look at some nuances on the example of countries such as the United States of America and Japan.