

Managers of "Brembo" apply various methods of information exchange: team meetings, usage of internal website, email communication and printed materials.

In terms of frequency, organizations are committed to regular communication with employees. Monthly sessions are conducted in 40% of the cases. In other 40% of the cases, these sessions occur annually. The survey shows that managers, who regularly communicate with their employees about motivation, are more likely to seek feedback actively and implement suggestions. In these cases, managers are interested in receiving feedback and, as a result, they have complete and meaningful representation of employees' needs. At the same time, managers, who communicate with their employees annually or once per few years, are more likely to seek for feedback but rarely make changes. In one case, the manager was not interested in receiving feedback.

The research results demonstrate that "Brembo" has strong motivational system that include various types of incentives. The majority of managers interviewed recognize the importance of keeping employees informed about motivation programs. However, in practice not all managers are succeed in getting feedback. In order to change it managers should motivate employees to participate in feedback sessions, to conduct sessions in way that is the most convenient for each employee and put more efforts into consideration of employees' needs. It will make motivational system more effective and solve obstacles faced by managers in communication with employees.

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## **REALIZATION OF CONFLICT DISCOURSE IN THE POLITICAL COMMUNICATION THROUGH LINGUISTIC MEANS**

### **Реализация конфликтного дискурса в политической коммуникации через языковые средства**

The topic under consideration is the realization of conflict discourse in the political communication through linguistic means. The actuality of the research is preconditioned by the fact that there have been dramatic changes in the field of political communication in recent years, but conflict political discourse does not lose its relevance. On the contrary, it is filled with new challenges. The purpose of the research is to highlight and analyze conflict discursive models of communication manifested in politics. The object of the research is the linguistic means of conflict discourse in political communication.

It is hypothesized that conflict discourse is a linguistic, cultural and behavioral category which has its own content and meaning.

According to the research, there are some approaches to study conflict discourse, but generally, two directions are singled out: pragmalinguistic and sociolinguistic. We considered more specifically the sociolinguistic method which studies the link between the language and social conditions, the analysis of communicative acts and modeling of speech activity. It allows explaining in what way and why the choice of verbal means transforms the act of communication into conflict communication. Thus, it helps identify preconditions to conflict resolution.

The specificity of political discourse gives a number of peculiarities, such as an open character, a clear manifestation of a conflict of interests, mandatory publicity, increased frequency, global significance, dominance and submission.

From all aforesaid it is possible to conclude that the specifications of political discourse lie in the opportunity for the discourse subject to manipulate the consciousness of the addressee in order to obtain effective results.

The analysis of American leaders' public speeches and debates gives a possibility to determine strategies and tactics which have a great value in conflict situations. Such tactics as an insult, threat, impersonal accusation form 12%, analysis "minus" makes up 22% and denunciation forms 66% in downgrading strategy to discriminate opponents to loosen their position. Together with this, enhancement strategy includes tactics of promise and justification in 43%, presentation and self-presentation – in 38%, disengagement and appeals are used in 19% to provide an opportunity to have an emotional impact on the audience. The most significant results were obtained when analyzing the use of grammatical structures. It was found out that for describing the same situation and event speakers often use the same grammatical structures with different purposes. For example, parallel constructions and replays express accusation and categoricalness, appeals are good at gaining support and conveying dissatisfaction. All these grammatical structures possess the biggest potential. As for vocabulary usage, the vocabulary with negative meaning dominates in debates. Its ratio is 61% in Clinton's speeches; 62% and 72% in Trump's and Biden's debates.

To consider the conflict discourse in cultural and behavioral category, the linguistic aspects of public addresses and interviews of the President of Belarus were studied. It is worth paying attention to the fact that the use of grammatical structures indicates the purpose to address information to any audience. For example, the use of the personal pronoun "we" allows involving listeners and readers in the communicative context. The analysis of vocabulary reveals the fact that 59% of words have positive meaning, 30% – neutral and 11% – negative meaning. The nouns with positive meaning dominate while the predominance of negative meanings is marked in verbs.

The analysis gives a possibility to draw a conclusion that particular lexical items are used not only to express ideas and opinions, but also to achieve some specific

intentions, such as communicating with masses and building effective intercommunication. Preconditioned hypothesis confirmed that conflict in political situation embodies a clash of political forces. It also allows the existence of different strategies and tactics and freedom of interpretation. All in all, conflict political discourse doesn't lose its relevance, it is inherent in any political system.

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## **THE ROLE OF INTERCULTURAL COMMUNICATIONS IN INTERNATIONAL BUSINESS**

### **Роль межкультурных коммуникаций в международном бизнесе**

With the passage of time, globalization and integration processes are developing, becoming an integral part of international business and the reason for companies to enter foreign markets. In the international scope, the success of a company is determined by the presence of aspects, among which the cultural differences of doing business in the respective countries play a paramount role. Without including political and economic factors, companies should take special care to study the socio-cultural environment of the country whose market they are about to enter. The key to success lies in communications that are set and guided by cultural differences, namely values, religious beliefs, negotiation norms and, of course, language.

Above all, the values that emerge in different cultural environments determine the preferred directions defined within that culture. As an example of the importance of taking them into account, we can cite the failure of the American eBay's entry into the Chinese market. Representatives of this culture do not like second-hand items because they symbolize poverty, besides, the idea itself was alien to them – they prefer auctions to purchases at an agreed price. This example demonstrates the commercial risk of overlaying the national habits of a brand-loyal Western customer with the beliefs of an Asian one, without taking into account the values of the East.

Second, religion is also an important factor shaping national culture, which is based on moral principles that define the boundaries of our preferences. If we think of consumers in terms of religion, religion has some influence on the choice of the product we buy. In the UK, for example, traces of pork and horsemeat were found in convenience foods instead of beef. Because of the scandal, supermarkets had to remove from sale and dispose of entire lines of frozen semi-finished products, and the