

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

Burger King cafe chain had to change suppliers, as the situation was unfair to religious representatives who do not eat pork and specifically buy products made of beef.

International business also involves negotiating with people from different countries and cultures, making it necessary to take into account accepted precepts and rules of behavior in order to close a deal. The division of countries into Eastern and Western models indicates differences in negotiation related to cultural values. For example, when negotiating in Asian countries, a representative of a European company should realize that the negotiation process will be long, as the essence of Asian business is building long-term relationships more important than immediate profits. On the contrary, representatives of the West prefer to do business quickly, through signing contracts, without seeking to establish long-term relationships.

Finally, language barriers and poor-quality translation can have a negative impact on companies' operations in another country. For example, according to a survey report conducted by the Economist Intelligence Unit in cooperation with Education First, about half of the companies surveyed believe that a lack of understanding in communication has hindered international deals and resulted in the loss of a significant part of their profits. In particular, Brazilian and Chinese companies suffered more than their counterparts – 74% and 61% respectively [1].

Thus, these cultural differences along with other factors such as stereotypes of behavior, interests, worldviews play an important role in intercultural communications necessary when doing business internationally. Their study and consideration are important for fruitful interethnic cooperation and achievement of high socio-economic effect.

### **Reference**

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### **NARRATIVE: ESSENCE AND DEFINITION**

#### **Нарратив: сущность и определение**

The study of narrative and its role not only in linguistics and philology, but also in all related humanities disciplines has led to the emergence of many narrative