

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

theories, for example, there are structural, communicative and cultural approaches to the study of narratology.

There are many definitions of “narrative” presented by different researchers, all of them, although they reflect the general features of narrative, but focus on different peculiarities of it. However, since in the future the author planned to do the research in the field of narrative and narrative techniques in the media, it was necessary to derive one general definition of this term, which could be referred to. This was precisely **the key goal of the study**: to derive the vision and understanding of the “narrative” based on the work of its leading researchers.

To do this, the author conducted a comprehensive analysis, during which the understanding of “narrative” was studied from its origins to works of modern researchers. For example, it was revealed that the word “narrative” comes from the Latin “gnarus”, which translates as “knowing”. Narrative organization of text has been a common form of representation of life experience since ancient times.

In the process of analysis, the author found out two understandings of the narrative nature of a text: by the method of representing the content and by the structural organization. The first method is narrower, it also refers to ancient methods of interpreting texts, in this case narrative is a method of representing life experience by the narrator, but “non-verbal representations” are not taken into account here. The second understanding of “narrative” is characterized by consideration of different ways of changing the same story.

Different approaches to understanding narrative were analyzed. For example, structural-semantic, during the communicative structure of narrative is characterized, analysis and formation of a types of narratives depending on the way of expressing the point of view of the narrator and characters.

In the course of the pragmalinguistic approach, extralinguistic (accuracy, clarity, logic, etc.) characteristics of the storytelling process are explored and the potential of a narrative text to influence the audience and promote ideological images are analyzed.

The author analyzed the approaches of the following authors and researchers of narrative and narratology: A. Abbott, who speaks of “narrative” as an analysis of the process of a phenomenon, and not about the description of the phenomenon itself, he identifies three narrative characteristics: linkage, convergence and order. D. Polkinghorne, who identifies two meanings of “narrative”, key Western researchers R. Scholes, J. Phelan, R. Kellogg, they understand the “narrative” as “all literary works” that have two characteristics: a story and a narrator. Researchers of narrative strategies J. Brockmeier, R. Harre.

Of course, during the study, the author considered V. Tyupa’s explanation, who makes more complex accents, referring to the works of M. Bakhtin, he talks about the double eventfulness of narrative: on the one hand, there is the event of the story itself, the narration itself, on the other, the act of narration. Also in the study the author did

not forget about Wolf Schmid, the author of the work “Narratology” and D. Herman the author of the work “Basic Elements of Narrative”.

Among Russian researchers, was considered works of O. Mamurkina, S. Bozrikova, N. Klushina, V. Propp, M. Bakhtin, E. Paducheva. And also Гю Бelaya and K. Simonov.

The results of a comprehensive study of the interpretation of narrative by various researchers was author’s own definition, which contains all the shades of meaning of the term “narrative” mentioned by the researchers. After considering the basic definitions of “narrative” given by leading foreign and Russian researchers in this field, our own vision of narrative was formulated, on which the author relies in his further research:

A “narrative” is a communicative act, during which a causal links of events connected by space and time is narrated, a “story” is told, the events of which are comprehended by heroes or characters. This act requires a storyteller or mediator and someone who consumes the story. A narrative can serve as a way to organize both the surrounding reality and one’s own experience.

Another significant result of the study was the base created by the author of a comprehensive study of narrative, which can later be used in the research.

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LEXICAL FEATURES OF EXPRESSING GENDER STEREOTYPES IN ADVERTISING

Лексические особенности выражения гендерных стереотипов в рекламе

With the development of mass media, advertising becomes an influential tool, shaping society's opinion and influencing human behavior. It creates a system of determining social status, manipulates feelings, changes the system of values, forms new gender stereotypes and justifies the expectations of society.

Gender stereotypes are stable, generally accepted ideas about the place and gender performed roles in the society, as well as about the personality of a gender representative. They manifest themselves in self-consciousness, interaction and perception of others.

Let us consider some lexical features of advertising which expose gender stereotypes. Masculine advertising in headlines emphasizes natural instincts, goals, achievements and masculinity, e.g.: *"The Best a Man Can Be"* (Gillette), *"The 21st*