

Vitebsky railway station, St. Isaac's Cathedral, the Trinity Bridge, the music store Danila used to visit in search of his favorite records by 'Nautilus Pompilius', and other spots that convey the unique aesthetics of the 1990s. A half of the film was shot on Vasilyevsky Island, located in the Neva Delta. Some locations have changed slightly over time, but most remain unchanged.

One of the unique aspects of film tours based on this movie is the guides' effort not only to show the filming locations but also to reveal the features of the filmmaking process. The guides typically share the context of the movie's creation with visitors, tell them about the history of post-perestroika Saint Petersburg, and uncover some director's tricks. The tours are often accompanied by the soundtrack of the movie, allowing tourists to more deeply immerse in the atmosphere and create a sense of presence. The tours of the film's shooting locations allow tourists to see Saint Petersburg as a city with a rich cultural and historical heritage. Additionally, this type of tourism contributes to the regional economy creating the demand for various services.

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THE INFLUENCE OF LANGUAGE AND COMMUNICATION STYLES ON INTERNATIONAL BUSINESS NEGOTIATIONS

Влияние языка и стилей общения на международные деловые переговоры

The influence of communication styles and language on international business negotiations is examined in this article. Its aim is to draw attention to the ways in which these factors affect comprehension, fostering relationships, and the results of negotiations. By examining the role of language and communication in different countries, we can better understand how to navigate cultural differences and enhance the effectiveness of business interactions in a global setting.

Overcoming language hurdles is one of the main obstacles in international business discussions. Negotiators from other nations frequently speak different languages, which can cause confusion and misunderstandings. Even when interpreters are present, they might not always convey the message's precise meaning or tone, particularly when it comes to cultural allusions or business jargon. This may cause misunderstandings and influence how decisions are made during talks.

For example, in negotiations between Chinese and English-speaking businesspeople, the use of idioms and metaphors in English may not be fully understood by Chinese counterparts, leading to confusion or miscommunication. Similarly, in Japanese business culture, where indirect language is often preferred, direct communication by Western negotiators may come across as too blunt or disrespectful.

The cultural context in which communication takes place is equally important as language. Different cultures have different customs for sending and receiving messages. In some cultures, like Germany and the US, it is common to value direct and assertive communication. However, in countries like South Korea and Japan, where a more delicate and indirect approach is the norm, aggressiveness could be perceived as impolite or confrontational.

For example, the Japanese propensity for indirect suggestions and subtle non-verbal clues may conflict with the American desire for directness in economic talks between the two countries. Similarly, extended eye contact may be viewed as rude or confrontational in cultures such as Saudi Arabia and China, although in the West it may be taken as a show of confidence. In international negotiations, linguistic and cultural differences can have a big impact on how well parties understand one another. Negotiations may be delayed or strained as a result of misunderstandings brought on by inaccurate interpretations, ignorance of cultural norms, or nonverbal clues. Disparities in how each party views formality and timeliness, for instance, may cause misunderstandings regarding the gravity of the talks between a German and a Brazilian business.

On the other hand, mutual respect and trust can be fostered through carefully worded or well-structured language styles, which in turn leads to more productive and successful discussions. Cultural diversity and multilingualism have made it easier to conduct international business in countries like Singapore or the Netherlands.

To conclude, establishing solid partnerships is essential in international business. Building rapport and trust between the participants to a negotiation depends heavily on language and communication. For instance, establishing personal ties before to formal discussions is crucial in Middle Eastern nations, whereas in the United States, the emphasis is frequently more on getting right to the point. Better relationships and a more cooperative environment during negotiations can be fostered by being aware of these variations and modifying communication techniques accordingly.