

According to the arguments presented above, it is worth arguing that the integrated linguistic and professional educational process at technical university is effective in preparing competitive personnel in the labor market. It increases linguistic proficiency in an engineering specialty, leading to success in working in a multicultural context.

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THE INFLUENCE OF GENERATION Z ON THE LINGUOCULTURAL ENVIRONMENT

Влияние поколения Z на лингвокультурную среду

The linguistic environment itself is a tool for understanding how languages and cultures are interrelated. It is a collection of linguistic, cultural and social factors that impact the use of language in a particular society. Its development and change are influenced by a large number of factors, such as: globalization, technological progress, multilingualism, changing values, cross-cultural interactions, social networks and media, and changes in education. These features form a dynamic linguistic cultural environment that is constantly changing and adapting to new conditions.

Generation Z has been making changes in this sphere like no other, while swaying generations such as X, Y and Alpha. Speaking of the generation of Zimmers and getting into specifics, they have their greatest leverage in processes such as:

Globalization: the increase in international communication and migration leads to a mixture of languages and cultures, which promotes new lexical units and cultural practices.

Technological progress: the development of the internet and social networks creates new forms of communication, such as emoticons, abbreviations and memes that become part of everyday communication.

The report will include an analysis of languages and cultures of Russia, Spain, Australia and China. The changes in the linguistic culture between generations X, Y, Z and Alpha will also be investigated. The supplement will address whether knowledge of a common language helps to converge and find a common framework, in addition to the common distinguishing features of the Zummer generation.

The objectives of the report are:

1. Analysis of languages and culture of Russia, Spain, Australia and China.
2. Conduct research on changes in the linguistic and cultural environment between generations X, Y, Z and Alpha of the above countries.

3. Consideration of the question: whether knowledge of a common language helps convergence and finding a common framework of outlook, in addition to the common distinguishing features of the generation of Zummers.

Research results:

1. Identification of the unique linguistic and cultural characteristics of each country.
2. Understanding of differences in values and priorities between generations and their impact on communication.
3. Confirmation that a common language contributes to better understanding and communication between cultures.

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STRATEGIES FOR ADAPTING TO CULTURAL DIFFERENCES IN INTERNATIONAL TRANSACTIONS

Стратегии адаптации к культурным различиям в международных сделках

In order to investigate the strategies for adapting to cultural differences in international transactions it is pivotal to define culture first. It goes without saying that there is a wide range of interpretations of the term «culture»; however in this article one more is to be described. Thus, culture is a blend of traditions, customs, values, beliefs and historical aspect within people committed to it. Nowadays the collision of world cultures is irrevocable; therefore the importance of immersion in intercultural differences studies cannot be underestimated. These dissimilarities imply an overlap in mindsets of international representatives.

The primary objective of the article is to highlight the impact of interrelation between culture and conducting business negotiations. So that, to determine the strategy for a rewarding outcome the theory of Geert Hofstede can be deliberated.

The study demonstrates the reflection of the six dimensions (Power Distance Index, Individualism vs. Collectivism, Masculinity vs. Femininity, the Uncertainty Avoidance Index, Long-Term vs. Short-Term Orientation, and Indulgence vs. Restraint) on members of a particular national character and their synergy with other societies.

It is worth mentioning that in the international arena one predominately meets people, who pursue their own perspectives and strive at achieving the desired result at all costs, which obliges them to take into consideration the characteristics of their opponent. Certainly, use of divergent approaches to communication is required, but it is of greatest importance to definitely recognise who is in front of you: an individual ready to take risks, not afraid of uncertainty, and has an individualistic attitude to the task at hand, or someone