

СЕКЦИЯ 5

ДИАЛОГ ЯЗЫКОВ И КУЛЬТУР КАК ФАКТОР РАЗВИТИЯ БЕЛОРУССКО-КИТАЙСКОГО ПАРТНЕРСТВА

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CROSS-CULTURAL COMMUNICATIONS: THE ROLE OF LANGUAGE AND CULTURE IN STRENGTHENING BELARUSIAN-CHINESE PARTNERSHIP

Abstract. *The article considers the role of culture and language in strengthening the Belarusian-Chinese partnership. The cultural differences of communicative behavior of Chinese people compared to the behavior of representatives of Belarusian culture are described. Conclusions are based on the fact that Belarusian and Chinese cultures, possessing unique traditions and values, create a platform for dialogue and cooperation.*

Keywords: *cross-cultural communication, business communication, globalization, cultural differences, Belarusian-Chinese partnership, cultural exchanges.*

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КРОСС-КУЛЬТУРНЫЕ КОММУНИКАЦИИ: РОЛЬ ЯЗЫКА И КУЛЬТУРЫ В УКРЕПЛЕНИИ БЕЛОРУССКО-КИТАЙСКОГО ПАРТНЕРСТВА

Аннотация. В статье рассматривается роль культуры и языка в укреплении белорусско-китайского партнерства. Описаны культурные различия коммуникативного поведения китайцев по сравнению с поведением представителей белорусской культуры. Обоснованы выводы о том, что белорусская и китайская культуры, обладая уникальными традициями и ценностями, создают платформу для диалога и сотрудничества

Ключевые слова: кросс-культурные коммуникации, деловая коммуникация, глобализация, культурные различия, белорусско-китайское партнерство, культурные обмены.

In today's world, where globalization and international cooperation are becoming an integral part of economic and social life, cross-cultural communications play a key role in building and strengthening partnerships between countries. In a globalized world, international communication goes beyond the traditional forms of communication. Interaction between people and countries requires not only knowledge of foreign languages, but also understanding of cultural differences, it is important to overcome the language barrier. Cultural differences between countries, such as time-related attitudes, social norms, business ethics, mentality, can have a significant impact on the effectiveness of interaction [3]. Misunderstandings of these differences can lead to misunderstandings and conflicts. Moreover, exchange programmes, cultural events, exhibitions and festivals play an important role in deepening understanding between peoples. Cultural ties help to build emotional and human bridges between countries, which in turn helps strengthen political and economic relations.

Relations between Belarus and China are developing dynamically, covering a wide range of spheres: from economy and politics to education and culture. Strategic partnerships, including the "One belt – One way" initiative, create new opportunities for cooperation, but effective collaboration requires a deep knowledge of each other's language, culture and traditions. Cross-cultural communications become an integral part of successful diplomacy, business and public relations.

Diplomatic relations between the Republic of Belarus and the People's Republic of China established on 20 January 1992. In September 2022, at the margins of the Shanghai Cooperation Organization, the Heads of Belarus and China adopted a joint declaration on establishing the

highest level of relationship: An all-weather and comprehensive strategic partnership. In March 2023, during the state visit of President of Belarus A. G. Lukashenko to China, the heads of Belarus and China adopted a joint statement on the main principles for developing exemplary relations of the all-weather and comprehensive strategic partnership of Belarus and China in a new era [2].

The development of relations with China is a strategic direction of foreign policy of the Republic of Belarus. The parties have established mechanisms for regular exchanges of visits at high and senior levels, there is an active inter-parliamentary dialogue, the Belarusian-Chinese intergovernmental cooperation committee functions, and inter-ministerial and interregional Belarusian-Russian relations are developing dynamically. Regular mutual visits and high-level meetings are the basis for ensuring strategic dialogue.

Currently, seven Confucius Institutes are working in Belarus, Chinese is taught in schools. The Chinese ambassador to Belarus Zhang Wenchuan in a recent interview assessed the popularity of learning Chinese in Belarus. Language is a bridge and link for cultural exchange and mutual learning between civilizations. In recent years, as the Sino-Belarusian relations have developed more and more Chinese and Belarusians are becoming interested in each other's language and culture. Cooperation between the two countries has also created a demand for talented people who are fluent in Chinese and Russian, as well as for developing cooperation between the two countries. The number of Belarusians studying Chinese is constantly growing. Since 2015, Chinese has been included as an optional foreign language exam in the Centralized Testing in Belarus. According to incomplete statistics, in Belarus, more than 160 primary and secondary schools as well as more than 10 universities have opened Chinese language courses. In 2006, the first Confucius Institute – Republican Confucius Institute of Chinese Studies under BSU was created in Belarus. Today in Belarus there are 7 Confucius Institutes and 2 Confucius class, which play an important role in the development of high-quality Chinese language teaching and rapprochement of the peoples of the two countries.

In the future, highly professional professionals who speak Chinese and understand China's national characteristics will become increasingly sought after. The Chinese government has always attached great importance to and supported the development of the Confucius Institute and international education in Chinese. The Chinese Embassy in Belarus will continue to support the teaching of Chinese language in Belarus and provide better learning conditions and educational resources for a wide range of Chinese language lovers in Belarus» – Zhang Wenchuan [1].

As for cultural differences, they play an important role in international relations and business partnerships. Belarus and China are two regions with

deeply different cultural traditions and norms, which is reflected in both verbal and non-verbal communication.

The Chinese language personality in business communication is characterized by a high degree of courtesy. The speech etiquette of China, heir to the ancient era and teachings of Confucius, an integral part of the traditional culture of the modern country, the foundation of cultural representations. It is strict and extremely clear, provides for respectful treatment of the elderly and friendly to the younger. The role of the addressee is always magnified, while the addressee is minimized. If it happens on the turn, it is perceived as arrogance or rudeness by the addressator. The distinguishing features of Chinese etiquette are also hard work, teamwork, organization, calmness, unobtrusiveness in food, clothing and household [4]. The ability to maintain a face, behave worthily is also highly valued. Harmony with the world is the ultimate goal of Chinese etiquette.

1. Non-verbal communication.

In both cultures, nonverbal signs play a key role in communication, but their meaning and use can be very different. In Belarus, the visual contact in business communication is seen as a sign of confidence and honesty. Whereas in China too direct and long eye contact can be seen as aggression or disrespect, especially between people of different status. During the conversation, the Chinese keep their face and body still, sit straight and flat, do not move their faces with muscles, only slightly move their lips. The voice is close to the whisper. In China, respect and hierarchy are of great importance, and this is even manifested in poses, gestures and posture. For example, bowing or low tilting in communication with high-ranking persons is considered an important expression of respect.

2. Impact on business partnerships.

In Belarus, honesty and specificity in business negotiations are valued, which corresponds to the western standards of communication. Belarusian businessmen are usually result-oriented and quickly move to the negotiation of terms of the transaction. In China, business communication is often accompanied by longer and more formal negotiations, which focus on establishing trust and personal relationships that precede the conclusion of a transaction. The cultural concept of “guanxi” (relationship, connection) plays an important role in Chinese business, and partnerships require investment of time and effort for their development.

3. Role of facial expressions.

Facial expressions and gestures can also be key elements in nonverbal communication. In Belarus, the expression of emotions, both positive and negative, is often open and direct. In Chinese culture, there is a tendency to restraint, and even in situations of internal conflict or dissatisfaction with the partner, the face often remains neutral and emotions hidden. This can

make it difficult to understand the true intentions of the interlocutor and requires a special sensitivity to implicit signals from the Belarusian business partner.

In conclusion, the differences in non-verbal communication between Belarus and China have a significant impact on the development of business relations. Successful partnerships need to take these cultural specificities into account in order to avoid misunderstandings and build trusting and effective relationships between countries.

Summing up, the significance of language and culture as key factors contributing to strengthening the Belarusian-Chinese partnership was analyzed. Language is not only a means of communication, but also an important tool for deepening mutual understanding and exchange of ideas between the two peoples. Language programmes and cultural exchanges foster deeper ties, which in turn strengthen economic and political cooperation.

Culture, in turn, plays a crucial role in shaping positive images and perceptions of each other. Belarusian and Chinese cultures, with unique traditions and values, create a platform for dialogue and cooperation. Mutual cultural events such as exhibitions, festivals and educational programs contribute not only to the promotion of cultural heritage but also to the formation of a relationship of trust between countries.

Language and culture are important catalysts for the development of the Belarusian-Chinese partnership, contributing not only to economic interaction, but also to strengthening friendship between peoples. It is recommended that language and cultural exchange programmes be further developed to further deepen the linkages and achieve strategic objectives of cooperation.

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