

In conclusion, it should be noted that companies that pay due attention to studying and adapting to the cultural peculiarities of the countries where they operate gain competitive advantages, reduce risks, and improve their image. In an era of globalization, where cultural boundaries are becoming increasingly blurred, the ability to communicate interculturally and adapt becomes an essential element of successful international business.

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CULTURAL FEATURES OF BUSINESS NEGOTIATIONS IN INTERNATIONAL PRACTICE

Культурные особенности ведения деловых переговоров в международной практике

In the modern world intercultural communication is necessary in connection with the growth of globalization, development of scientific and technical progress and intercultural trade. To achieve effective intercultural communication, traditional, linguistic, religious and social features should be taken into account in order to avoid disagreements and conflicts. As international relations are constantly developing, more research should be carried out for a better understanding of how to handle communication in an overseas field.

According to different researches, mainly three cultural groups are highlighted: «culture of dignity», «culture of honor», «culture of face». It is assumed that cultural differences appear due to geographical, political and economic conditions, in which previous generations lived. In general, there are two main factors that influence the formation certain type of culture – population density and predominant activity.

Culture of dignity developed in regions with abundant agricultural land and low population density. This type of culture occurs in USA, Canada and Northern Europe. Agricultural land was in suffice, so agriculture took on an individual rather than a collective character. This type is characterized by love of freedom and independence. People of this culture are interested in solving issues from a rational point of view, not emotional, as earlier there is no necessity to preserve good relationships. The opponents might never meet again over huge territories. In the society of culture of dignity people feel protected by the law, so they trust their partners in negotiations. Representatives of this culture consider opponents' interests, ask direct questions to solve the problem together, and see the opponent as an ally, not an adversary.

Culture of face appeared in areas, where agriculture was the main type of activity and the population density in these lands was very high. This type of culture occurs in East Asian countries like China and Japan. It emphasizes harmony, organization, and indirect

communication to avoid conflicts and maintain relationships. Trust is often lacking in direct negotiations, as openly expressing emotions is discouraged. They use indirect phrasing, successive proposals, and observe reactions to evaluate the opponent's interests. Both face and dignity cultures are effective in negotiations. Face culture participants experience fewer emotions over time, making them less influenced than those with a dignity culture, providing an advantage in negotiations.

The culture of honor originated in the Middle East, North Africa, Latin America, and some Southern European countries, where people primarily engaged in livestock farming and had low population densities. To protect their herds from thieves, family provided crucial support, leading to a strong emphasis on family values as a distinctive feature of this culture. In places where honor is crucial, people prioritize protecting it. Disputes are seen as threats, leading to angry and aggressive reactions. Studies show they experience negative emotions more frequently, hindering cooperation during discussions or negotiations. Working with them requires building trust and reducing stress to foster effective communication.

Noted that cultural characteristics are generalizations and rarely pure. For instance, the USA and England, both dignity cultures, differ in negotiation styles. Americans are direct, open, and casual, often joking and using first names. Their negotiations are straightforward. In contrast, the English are restrained, rule-adhering, and formal, with titles important. Their negotiations are diplomatic and flexible.

As globalization and social-economic changes reduce cultural differences, it's wise to avoid overemphasizing cultural affiliations and stereotypes. Instead, focus on comprehensive analysis of both cultural attributes and personal characteristics of the counterpart, as well as the specific negotiation context.

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THE ROLE OF MEDIA DISCOURSE IN FORMING A CORPORATE IMAGE IN THE CONTEMPORARY BUSINESS ENVIRONMENT

Роль массмедийного дискурса в формировании корпоративного имиджа в современной деловой среде

With the development of information technologies and globalization, the work of mass media has become significantly modernized and expanded, which has led to the increasing use of the term mass media discourse.

Mass media discourse, or media discourse, is a specific form of socially significant communication transmitted through oral or written channels, in which discourse is directed toward an indirect reader, listener, or viewer [1].