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**EXPANDING THE LINGUOCULTURAL SPACE OF INTERNATIONAL  
BUSINESS: A REVIEW OF THE BELARUSIAN BUSINESS SOUVENIR  
MARKET FROM THE CHINESE SIDE**

**Расширяя лингвокультурное пространство международного бизнеса:  
обзор белорусского рынка бизнес-сувениров с китайской стороны**

As is well known, international business relations are a very subtle art, which is why there are terms such as «language of business letters», «language of negotiations», «language of protocol», etc. However, one can also talk about the expansion of the meanings of the linguocultural space of international business with objects such as souvenirs, because an incorrectly chosen or misunderstood gift can worsen business relations and even disrupt a deal. The aim of this study is to conduct an evaluation of business souvenirs in terms of the appropriateness of giving them to the Chinese business people and to create recommendations to follow in business communication. We analyzed the market of Belarusian business souvenirs, namely, the products presented in the sections, indicating the corporate status of the gift or a gift to the manager from the websites <https://bonumtrade.by/vip>, <https://labkreativ.by/>, <https://mypresent.by/product-category/podarok-rukovoditelju/page/3>, <https://www.oasisgifts.by/>, <https://eklektika.by/>, [https://glavpos.ru/catalog/korporativnye\\_podarki/](https://glavpos.ru/catalog/korporativnye_podarki/).

We asked all the Chinese students in our subgroup to participate in the study and choose the top three appropriate and inappropriate souvenirs. Here's what we found. Among the appropriate business souvenirs are: the chess set; «Parker» ballpoint pen; desk accessories; business card holders, travel organizers, wallets. For example, a customized trophy with the name printed can be a good souvenir. High-quality items emphasize the image of a business person, demonstrating attention to detail and taste.

It's worth noting that humorous souvenirs should be avoided in international business situations. The Chinese will likely not appreciate the nuances of Russian humor, e.g. in such business souvenirs as «Law and Order» Desk Set with handcuffs (they explain the sense like «Handcuffs placed on a table protect their wearer from handcuffs that could potentially be placed on their wrists. Receiving such a device as a gift will bring a smile to anyone's face») or The Cage for Vodka (they explain the sense like «You put your favorite drink in it, lock it, and give the key to your friends») and will likely view such a gift negatively. Also in a business setting, the choice of gift tends to reflect the professional image of the giver. So, it's worth thinking before giving something that hints at alcohol or problems with law. If you still want to add a little informality, you can give tangerines or oranges as a present. Orange means good luck in Chinese classic meanings.

Among the inappropriate business souvenirs are figurines, keychains with logo – a poorly designed keychain can cause the negative impact, colored pencils – they can be considered an informal, unprofessional gift, making them inappropriate. One shouldn't forget about the semantics of color – e.g., the hieroglyphs that form the meaning «yellow» 黄 are also included in the phrase meaning "the deal fell through" add hieroglyphs so in international business, only gold or red colors are appropriate, but not yellow (or green as well).

On the Russian internet sites, one can find an article suggesting that Chinese partners should be given amber as a gift, as it is rare in China. This is a stereotype. The Chinese still prefer another stone: jadeite, believing that jadeite items placed in close proximity to a person bring them health and protect them from envious people, liars.

In conclusion, understanding the cultural nuances and preferences of gift-giving is crucial in maintaining positive international business relations. By carefully selecting appropriate souvenirs and being mindful of linguocultural symbols and meanings, one can establish successful partnerships with Chinese business partners.

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## **LANGUAGE AND MENTALITY: MUTUAL INFLUENCE**

### **Язык и менталитет: взаимное влияние**

Language is not just a means of communication but also an important tool that shapes the mentality, worldview, and cultural traditions of a people. Each language reflects the unique system of values and beliefs of its people, as well as defines the ways they think and interact with the surrounding world. The Russian and Georgian languages, with their rich histories and unique features, provide a distinctive opportunity to study the relationship between language and mentality.

Despite their geographical proximity, Russian and Georgian belong to different language groups and have their own cultural roots that highlight differences in the perception of reality. For instance, the Russian language contains numerous phraseological units and lexemes that emphasize collective values associated with historical experiences, political realities, and cultural traditions. In contrast, the Georgian language is rich in expressions that underscore individuality, sensibility, and emotional depth, which also reflect the long history of the Georgian people and their emphasis on personal relationships.

The issue lies in the insufficient understanding of how linguistic and cultural differences influence the formation of mentality and how they, in turn, manifest in the