

In conversations the students asked just their opinions about daily life. Such simple questions Malinovski named “phatic communion”. Phatic communion conveys no other meaning, but a social one. The most common example is “How are you?”: when we ask it, we are not really interested in health condition. This question is used to start conversation. Moreover, it is important to be ready to give more information after “phatic communion”.

Showing respect and interest in your partner’s culture or language helps understanding because we can exchange information about it. If you do not have confidence to carry on English conversation appropriately, you can expand conversation by showing your own culture. You should also avoid using difficult terms.

Communication with people who have other cultural backgrounds may be difficult. The reasons for this are not only that we do not know each other but also that cultural differences can obstruct communication. As for Japanese, they usually need to keep distance with people for the first time to behave politely. On the other hand, it is very important in other cultures to ask about a person’s interests in order to get along with them. Although people who have other background cultures have different habits of communication, we can talk to each other effectively.

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## **BELARUSIAN-CHINESE CROSS-CULTURAL COOPERATION**

### **БЕЛОРУССКО-КИТАЙСКИЕ ОТНОШЕНИЯ В ОБЛАСТИ КУЛЬТУРЫ**

In this paper there will be discussed the relationship between the Republic of Belarus and the People’s Republic of China in the sphere of culture. Nowadays we increasingly more hear the term “international cultural cooperation”. In general usage, the term international cultural cooperation refers to both public and private and to both national and international efforts to promote the transmission of knowledge, skills, arts, and information across national boundaries. It includes such activities as exchanges of students and scholars, technical assistance programs, and informational programs through mass media. The aims of international cultural co-operation are: to spread knowledge, to stimulate talent and to enrich cultures, to develop peaceful relations and friendship among the peoples and bring about a better understanding of

each other's way of life, to raise the level of the spiritual and material life of man in all parts of the world. That's why it's very important for each citizen to be aware of the cross-cultural cooperation of his country.

The aim is to tell about main peculiarities of Belarusian-Chinese cross-cultural cooperation, prove the thesis that Belarus and China are not only partners but true friends.

This project work is quite relevant because this year is the 25-th anniversary of Belarusian-Chinese fruitful cooperation.

The following tasks were set to achieve goals: to study general tendencies of development of the bilateral cultural cooperation, to analyze forecasts for the future, to explore why cross-cultural cooperation is so important.

One of the most important economic and cultural partner of Belarus is China. The history of bilateral relations began on January 20, 1992. The development of relations with China is a strategic direction of the foreign policy of the Republic of Belarus. It's essential, that Belarusian-Chinese contacts are dynamically developing. Countries successfully cooperate in international organizations, providing mutual support on fundamental issues.

As to cross-cultural cooperation Belarus and China have a long history of fruitful cooperation in the fields of science and technology, education and cultural aspects.

There is an active assistance in organizing tours of artistic groups of both countries. Apart from this the Belarusian-Chinese Innovation Center was established in 2010. There are Confucius Institutes in Minsk.

Plans for the future cooperation provide: the organization of performances of creative collectives on the territory of the two countries within the framework of competitions and festivals, holding of exchange Days of Culture, Days of cinema, cooperation in the field of museum business, education in the sphere of culture, librarianship, cinematography.

The conducted research has shown that Belarusian-Chinese partnership in the sphere of culture is highly praised, two countries are true friends, through the means of cross-cultural cooperation people are spiritually developing, learn new facts about culture of fraternal peoples, become a little close to each other, keeping in mind that only through international cooperation humanity can solve global problems and, as a result, make this world better.

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## **FROM NOSE TO TONGUE: THE PROBLEM OF CATEGORIZING ODORS IN ENGLISH AND RUSSIAN LANGUAGES**

### **ОТ НОСА ДО ЯЗЫКА: ПРОБЛЕМА КАТЕГОРИЗАЦИИ ЗАПАХОВ В АНГЛИЙСКОМ И РУССКОМ ЯЗЫКАХ**

In addition to being used as a means of communication, human language implements another important function – the cognitive one. Naming the surrounding objects and phenomena, we thus analyze them, classify or combine isolated single objects of the surrounding reality in more abstract, general categories (e.g. "round objects", "red objects", "plants", etc.).

However, while for a language speaker there is no any difficulty to classify, compare and contrast objects basing on their shape, size, color, origin, etc., the issue on the cognitive ability to categorize objects basing on their smell remains open. An obvious case of categorization on the basis of smell in the language is an evaluation category (e.g. *fragrant, smelly, sharp, soft*). With regard to categories on the basis of the quality of an odor, there is no consensus on the fact of their existence in most languages.

The goal of this study was to analyze adjectives denoting not to a single group of objects (e.g. *vanilla odor*), but a broader category of objects ((eg. *речной запах* ‘river odor’ – *the smell of seaweed, fish, air* etc.; *herbal smell* – *various smells of various herbs* etc.) in order to define existing cognitive principles of the formation of general olfactory categories. Russian and English adjectives were analyzed in order to compare the types of olfactory categories in the languages.