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THE IMAGE OF RUSSIA THROUGH THE PRISM OF BELARUSIANS

Образ России через призму восприятия белорусов

Studying the images of different countries through the people perception is a valuable resource for developing business partnership and establishing mutually beneficial cooperation. Thereupon our research is devoted to the study of the concept of RUSSIA from the perspective of Belarusians' linguistic consciousness on the basis of the Associative Experiment according to the methodology of N.I. Kurganova. The main goal of our research paper is to define and to model the stereotypical nucleus and the cognitive structure of the concept of RUSSIA through the prism of Belarusian people.

The research material contains the questionnaire results of Associative Experiment held in the Republic of Belarus from 2019 to July 2020 among 16-77 years old participants. Associative Field "RUSSIA: Belarusians" comprises **956** associative responses. We put them in decreasing order and defined the stereotypical nucleus. It consists of **288** associations, which comprises 30 % of the whole Association Field.

The nucleus of the Associative Field "Belarus" is represented by the following components on the basis of frequency: *Putin 68; neighbors 45; big 35; Moscow 35; St. Petersburg 27; bear 18; vodka 17; corruption 15; friend 14; oil 14.*

Thus, Belarusians perceive the Russian Federation, first of all, through the image of the president of the country (*Putin 68*), as a neighbor country where our friends live (*friend 14*). Furthermore, Belarusians identify Russia through the prism of its size (*big 35*) and the largest cities (*Moscow 35, St. Petersburg 27*), as well as natural resources (*oil 14*) and artifacts (*vodka 17*). This also points to the fact that the stereotypical nucleus indicates such negative phenomena of the Russian reality as corruption (*corruption 15*) and the stereotype of perception (*bear 18*).

Therefore, we modeled the cognitive structure *Associative Field "RUSSIA: Belarusians"* and arranged the schemes according to quantitative data:

1. Features, capacity, rating, attitude to Russia (37 %);
2. Russian cultural heritage (13 %);
3. Relations between Belarus and Russia (12 %);
4. Russians (9 %);
5. The geography of the Russian Federation (8 %);
6. The economy and policy of Russia (8 %);
7. The images of Russia (6 %);

8. Russian nature (4 %);
9. The definitions of Russia (3 %);
10. Russian gastronomy and cuisine (2 %).

Consequently, we got a cognitive structure that includes 10 cognitive schemes that reflect the main directions of understanding Russia from the perspective of Belarusians' linguistic consciousness. It follows the fact that Belarusians characterize the concept of RUSSIA: 1) through the prism of subjective assessment and attitude to the fraternal country (*big 35, power 8, different 4*); 2) as country with the particular cultural heritage (*history 6, Russian literature 2*); 3) by defining the relations between Belarus and Russia (*neighbors 45, friend 14, union 9*).

The results of our research can have a great practical and social significance during the construction of solid business relations. Likewise, the results may be in demand during further development of the problem of mutual perception of countries and peoples in the field of intercultural communication.

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INFLUENCE OF SOCIAL AND CULTURAL ENVIRONMENT ON INTERNATIONAL BUISNESS

Влияние социально-культурной среды на международный бизнес

Modern innovative projects have made significant changes in modern life. But did you know that international business began more than five centuries ago? Development of commodity and monetary relations involved more and more merchants in international business. Development of industrial production led to the stimulation of the world business.

The very phrase «international business» says that it interacts with a huge number of countries. Consequently, in international business there is an intertwining of many national cultures. Culture affects all spheres of human life, it is quite difficult to understand, but international companies need to explore it in order to do business successfully. Socio-cultural factors tend to change from time to time, this may entail a kind of threat, and therefore, companies will need to change their strategy to find new effective approaches to their clients. Otherwise, if the company does not respond in any way to the changes, the company may lose its status.