

explanations than to be a sycophant who agrees with the client in everything — even if he understands that he is mistaken due to a lack of understanding of the processes or for some other reasons.

Of course, there is a possibility that a person will not want to change their requests for you and will go to competitors. The surest way to avoid this is to ask as much as possible about the client's expectations and explain to him how much time and resources are needed to make everything work out great. In general, the columnist advises to be as open as possible and not be afraid to explain to people what you can and cannot — and why. Saying "yes" will always fail, so we need to learn to "gently push away" potential customers.

It is also advised to talk through different scenarios at the initial discussion stage. For example, whether the client is ready to go beyond the budget, if necessary. While working on a project, it is also important to be in a dialogue, especially if you make some changes - even if the person has previously agreed to them.

Despite the fact that you are an expert in your field, communicating with a client from the position of "I know everything" is a mistake. When a client comes up with an idea that cannot be implemented, it is necessary not to tell him that it is bad, but it's better to find common ground and offer realistic alternatives. In general, it is necessary to say "no", but in such a way that a person considers not refusal, but concern for his interests. In addition, when you need to reject an idea or a client's request, you should ideally have an alternative solution.

In controversial situations, advised applying the so-called principle of radical directness, formulated a few years ago by the former top manager of Google, Apple and YouTube, Kim Scott. She described her vision of the ideal boss and how to manage the team. Traditionally, this style of communication is applied to the relationship between a boss and a subordinate, but it is no less relevant for clients and customers.

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CULTURAL UNIQUENESS OF GIFT GIVING IN JAPAN

Культурное своеобразие дарения подарков в Японии

Cultural diversity is something we have to remember when we try to reach mutual understanding. People of different cultures share basic concepts but view them from different angles and perspectives, they may behave in a manner which seems to be irrational or even in direct contradiction with what we know and do. We should nevertheless be

optimistic about cultural diversity. The behavior of people of different cultures is not just spontaneous. There exist clear trends, sequences and traditions.

The most striking cultural differences we may observe if we compare, say, Japanese cultural traditions and our Belarusian ones. Japanese indigenous and unique culture developed during the years of Japan's isolation from foreign influence and the rest of the world between 1603 and 1854.

Nowadays Japan is known as the country of technological progress with extremely rich and unique culture. Its world-known companies, such as Sony, Honda, Seiko and NEC produce goods of the highest quality. Its traditions are fascinating captivating, bewildering and enchanting, be it, Sado (a tea ceremony), Ikebana (an art of making a flower composition) or Bonsai (growing a miniature tree). In this article I'd like to describe an interesting Japanese tradition, which is called Uchi-Iwai. It means giving a thank-you gift upon receiving a present from relatives or friends at some kind of celebration. Originally, when there was a happy event at home, the people of the house would send out gifts to their friends and relatives in the name of sharing their happiness.

Most often you can encounter Uchi-Iwai at weddings, but also people follow the tradition of Uchi-Iwai when a happy event happens in a family like having a baby, moving to a new apartment or even on a birthday. Uchi-Iwai is a return of money, people gifted to you. For Uchi-Iwai, it is common now to give a thank-you gift that is 1/3 to 1/2 of the value of the (money) gift given.

For example, you have a wedding, and your guests present you with an envelope full of money, after that you have to return half or one third of the amount back to them. Nowadays there even exist specialized companies which help people to administer a thank-you gift, because it is sometimes hard and tedious to remember the sum which each guest has gifted to you and make hosts worry-free. Special people may come to the celebration and offer guests a catalogue with products or things like dishware, silverware or even electric devices. Then people can choose between taking the money or a gift from that catalogue.

There's no surprise that Japanese show their gratitude through gifts, for example, the old tradition of Okaeshi which implies sending cards or presents once or twice a year to people they feel obliged to. Japanese people feel they need to show gratitude, say, to bosses, elders or teachers. If a person doesn't follow the tradition of Okaeshi, he'll be regarded as being ignorant of moral obligations.

References

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