

**Матеріали XIV міжнародної науково-практичної конференції
студентів та молодих вчених
«Дослідження молодих вчених у 2018 році»**

м. Краматорськ
19 січня 2018 року

**Материалы XIV международной научно-практической конференции
студентов и молодых учёных
«Исследования молодых учёных в 2018 году»**

г. Краматорск
19 января 2018 года

**Proceedings of XIV International scientific conference
of students and young scientists
“Research of young scientists in 2018”**

Kramatorsk
Jan 19th, 2018

ББК 60.5+74+80+87.3+88.3+65+65.4+34.3
УДК 001+101+159.9+37+316+801+330.1+339.1+669
М34

М34 Матеріали XIV міжнародної науково-практичної конференції студентів та молодих вчених « Дослідження молодих вчених у 2018 році». – Вінниця: ТОВ «Нілан-ЛТД», 2017. – 106 с.

Збірник матеріалів матеріалів XIV міжнародної науково-практичної конференції студентів та молодих вчених « Дослідження молодих вчених у 2018 році». Представлені результати робіт з широкого кола дисциплін.

Роботи подаються мовою оригіналу. Відповідальність за зміст робіт несуть автори та наукові керівники.

ББК 60.5+74+80+87.3+88.3+65+65.4+34.3
УДК 001+101+159.9+37+316+801+330.1+339.1+669

Наукова ініціатива «Універсум»
84301, а/с 65, м. Краматорськ, Україна
Тел.: +380671187401
E-mail: mail@iscience.me
Web: www.iscience.me

© Автори робіт, 2017
© Наукова ініціатива «Універсум», 2017
© ТОВ «Нілан-ЛТД», 2017

СЕКЦІЯ 5. Філологічні науки

Hulko M.O. CROSS-CULTURAL COMMUNICATION 69

СЕКЦІЯ 6. Географічні науки

Klymchuk I.Y. PERSPECTIVES FOR DEVELOPMENT OF DOMESTIC
TOURISM IN UKRAINE 73

Moldovchuk P.I. ANALYSIS OF THE DEVELOPMENT OF INTERNATIONAL
TOURISM IN SOUTHERN EUROPE 75

СЕКЦІЯ 7. Юридичні науки

Slabyak T.B. ОСОБЛИВОСТІ БАНКРУТСТВА В УКРАЇНІ 79

Starodubova A.N. CLASSIFICATION OF INTERNATIONAL
AGREEMENTS 82

Voronov K. THE ACTUAL PROBLEMS OF LOCAL GOVERNMENT REFORM
IN UKRAINE 84

СЕКЦІЯ 8. Педагогічні науки

Ananchenko K.V., Pakulin S.L. EFFECTIVE USAGE OF THE JUDOKA'S
INDIVIDUAL STYLE OF ENHANCES OF COMPETITION FIGHT 86

Kliuyeva E.M. WEB 2.0 TECHNOLOGIES APPLICATION IN TEACHING
FOREIGN LANGUAGES 90

Opalyuk T.L. APPLICATION OF FORMS OF ORGANIZATION OF THE
EDUCATIONAL PROCESS IN THE CONTEXT OF THE FORMATION OF THE
SOCIAL REFLEXION OF THE FUTURE TEACHER 93

СЕКЦІЯ 9. Медичні науки

Baimbetov A.A., Saruarov Y.G. ANALYSIS OF ASPECTS OF ORGANIZING
EFFECTIVE SCIENTIFIC AND PUBLIC ACTIVITIES IN PARALLEL EDUCATIONAL
PROCESS IN MEDICAL UNIVERSITY AS AN EXAMPLE OF THE INTERNATIONAL
KAZAKH-TURKISH UNIVERSITY NAMED AFTER KHOJA AKHMET
YASAWI 97

СЕКЦІЯ 10. Психологічні науки

Gorelova I.V., Arpentieva M.R. PROBLEMS OF NATIONAL UNITY AND
INTERNATIONAL RELATIONS 99

Myshakova K.A. FUNCTIONS OF SELF-ASSESSMENT IN THE
DEVELOPMENT OF PERSONALITY 103

СЕКЦІЯ 5. Філологічні науки

CROSS-CULTURAL COMMUNICATION

Mariia Hulko

Student

Faculty of Economic Informatics

Simon Kuznets Kharkiv National University of Economics

Kharkiv, Ukraine

Tetyana Pylayeva

Associate Professor

Education and Foreign Philology Department

Simon Kuznets Kharkiv National University of Economics

Kharkiv, Ukraine

Abstract. More and more companies consider the diversity of human resources as an important, if not the most important, business issue. Companies have implemented programs to address the issues and advantages of a culturally diverse workplace. Majority of business support and promote a more culturally diverse workforce. This article provides an understanding of the multicultural workforce and analyzes the relationship between culture and communication.

Keywords: cross-cultural communication; communication skills; cultural differences; intercultural communication; international negotiation.

Good communication is needed more than ever before in today's highly competitive marketplace. Today's consumers have greater knowledge of the value of various competing offerings. Effective communication may be the most important competitive advantage that firms have to meet diverse consumer need on a global basis. Challenges should be anticipated when people communicate within a single culture and a single country. These challenges increase exponentially when people communicate across cultures and countries. Succeeding in the global market today requires the ability to communicate sensitively with people from other cultures, a sensitivity that is based on an understanding of cross-cultural differences.

Oral communication is a major part of the flow of information within the work environment. So, are the various types of forms and records, as well as the storage and retrieval facilities provided by computers. In addition, newer forms of communication such as instant messaging, text messaging, emails are assuming a major role in the communication process.

Clearly, communication is essential to the organized effort involved in the business environment so that the goals of the organization can be achieved. Communication enables human beings to work together. Within a business environment, it is the vehicle through which management performs its basic functions. Managers direct, coordinate, plan and control through communication.

Organizational communication once meant delivering information to selected audiences. Today, it means strategically addressing opportunities and needs so that the goals of and organization can be achieved. This means shaping messaged and delivery mechanisms to connect with each regional, national and international audience in ways that are timely, credible and relevant.

There is a growing awareness the diversity in the workplace relates not just to gender and race, but includes diversity associated with age, social class, regional differences and physical disabilities. Assisting each employee in reaching his potential requires more flexibility from managers as well as more knowledge about intercultural communication.

A culture that fosters diversity is an institutional environment build on the values of fairness, diversity, mutual respect, understanding and cooperation. [1] The shared goals, rewards, performance standards, operating norms and common vision of the future guide the efforts of every employee and manager. This trend is one of the major factors that have contributed to the importance of intercultural communication. Clearly, this cultural diversity affects how messages within organizations are planned, sent, received and interpreted.

Each individual grows up in a culture that provides patterns of acceptable behavior and a belief system. In addition, a person may not even be aware of the most basic features of his or her own cultures until that individual comes into contact with other people who do things differently. Similarly, every communication takes place in a social context, in verbal and nonverbal mode. Culture determines which mode predominates.

In a communication exchange where the message sender and receiver come from the same linguistic group and social background, there is more likelihood that both would attach the same meaning to the message. In some cultures the message is clearly articulated in words, while in other cultures meaning is derived from the context of the communication.

Cultures are categorized as either high-context or low-context. [2] In high-context cultures, most of the information is inferred from the context of a message; little is explicitly conveyed. Japanese, Chinese, Arabic and Latin American cultures are high-context. In low-context cultures, context is less important and information is explicitly spelled out. German, Scandinavian and North American cultures are low context.

In high-context cultures, the importance and power of words are not emphasized. The meaning of a message is less dependent on words. The perception of the message sender, including nonverbal cues, social and physical context, is used to attribute meaning to a transmitted verbal message. Statements may not be explicit. Additional information has to be filled in mentally by the message decoder. Therefore, a message encoder who relies heavily on words without regard to external cues may not communicate effectively across cultures.

In high-context cultures, verbs, metaphors, aphorisms and anecdotes are often used when communicating. Silence is routinely used to deliver a message.

Low-context cultures take written and oral communications literally. Contracts are binding. Promises may be “broken”. In work environments, job tasks are separate from relationships. Individual initiative and decision-making are valued. Facts, statistics and other details are emphasized. It is expected that the receiver of the message derives more of the meaning from the written or verbalized statements rather than from non-verbal behavioral cues.

Language is the key to the heart of a culture. Language holds the power to maintain national or cultural identity. Because of the relationship between language and cultural identity, steps are often taken to prohibit the influence of other languages. Clearly, it is impossible to separate language from culture. Language is much more than just a symbol and rule system that permits communication with another person; it is also the means by which people think and construct reality. [3] It does more than just reflect culture. It is the way in which an individual is introduced to the order of the social environment.

Similarly, when a person chooses specific words to communicate, he or she is signaling membership in a particular culture or subculture by demonstrating the knowledge of language. However, the language or vocabulary used imposes its own barriers on the message. Barriers also exist because words can be interpreted in more than one way. Words should be chosen with the audience in mind.

Several communication challenges should be expected when conducting business on the international level. Competent intercultural communication will be necessary in these global situations.

Cultural background plays a major role when communicating with international colleagues and with culturally diverse individuals. Cultural values influence how the world is viewed and how communication occurs with others.

It is important that organizations strive to create a multicultural environment that values and preserves diversity. In addition, recognizing the cultural patterns of the world is a positive step in understanding the global marketplace. Employees must be prepared and trained to cope with cultural differences. Ultimately, cultural differences will be bridged through sensitiveness, flexibility and awareness.

With rapidly changing world, international corporations have found it necessary to minimize the rate of misunderstanding due to miscommunication, either verbally or non-verbally.

Several organizations are cognizant of the necessity of providing training to personnel and giving them the opportunity to develop and practice those skills when immersed in a second culture. The learner should be introduced to the culture, that is the language, both verbal and non-verbal, the political, social and economic factors prior to taking up residence in another country. This training is essential in order to reduce stress because of the psychological pressures associated with interaction with another culture.

Guy (1995) speaks of the “three c’s” and the “three t’s”, which are basic to understanding other cultures [4]. The three c’s are as follows: 1) culture (background), 2) company style and 3) individual character. Similarly, the three t’s are as follows: 1) tactics, 2) timing of activities and 3) talking/listening.

Also some general guidelines when communicating across cultures include the following: realize that different cultures have different value systems; do not assume that what is “normal” behavior in one culture is “normal” in another culture; recognize that cultural differences exist in nonverbal behavior.

Nonverbal communication is ubiquitous. For example, one’s smile or frown, who sits where at a meeting, the size of the office, how long someone keeps a visitor waiting can communicate pleasure, anger, friendliness, distance, power or status. Most of the time, people do not consciously interpret nonverbal signals.

Nonverbal signals can be easily misinterpreted. These misunderstandings can be harder to clear up because people may not be aware of the nonverbal cues that led them to misunderstandings in the first place.

Thoughts occur as people generalize about variety of topics. A stereotype is one such generalization. Many are negative and inhibit communication because they are narrow and restrict people’s perceptions of others. When people negatively stereotype others, they tend to take a few facts about an individual and apply those facts to everyone from that culture. In other words, a negative stereotype is a way of categorizing people by taking individual characteristics observed and generalizing them to all members of a culture. In many

instances, these characteristics have not been observe, but were only based on other people`s stereotypes. [5]

When a stereotype is formed, a disservice to oneself as well as to that culture is done. In many instances, members of the stereotyped culture resent the generalization especially when the stereotypes are negative. Since prejudices are learned and developed, one must continually examine the basic assumptions about others who are different. Each individual should be considered on an individual basis and not stereotyped.

When business is conducted in other cultures, one should be aware of and examine stereotypes that may be held regarding individuals of the host country. Our goal should be to adapt to the ways of the host country and culture since we are the guests.

Education, training and possessing a sound ethical base are qualities that are needed for the emerging world. Basic to the knowledge of another culture is knowledge of its language.

However, speaking a second, third or even a fourth language does not guarantee that the learner will have a global perspective or attitude. That person may still be insular, nationalistic and narrow-minded. One with a global attitude is able to imitate other lifestyles and also emerge as an enriched individual. A person with a global attitude may change but will not destroy a culture.

References:

1. Mead R., Jones C. J. Cross-Cultural Communication. – Blackwell Publishing Ltd, 2002. – C. 283-291.
2. Gudykunst W. B. Cross-cultural and intercultural communication. – Sage, 2003.
3. Kinloch P., Metge J. Talking past each other: problems of cross cultural communication. – Victoria University Press, 2014.
4. Bochner S. (ed.). Cultures in contact: Studies in cross-cultural interaction. – Elsevier, 2013. – T. 1.
5. Warren T. L. Cross-cultural Communication: Perspectives in theory and practice. – Routledge, 2017.