

task of higher education institutions is to teach not only foreign languages but the bases of intercultural interaction.

Key words: intercultural communication, intercultural interaction, students' personality, teacher's competence, mutual intention.

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CROSS-CULTURAL COMMUNICATION IN GLOBAL BUSINESS

Intercultural, or cross-cultural business communication is one of the most critical factors contributing to business growth and success in today's ever more complex global marketplace. In global companies, while they pay more attention to the dynamics of employees of different national origins and ethnicities, effective cross-cultural communication enables businesses to run more smoothly.

Multicultural audiences require a different approach from what may be required in a national market. In such cultural exchanges, care is needed to ensure that there is an understanding of both cultures and values and in both cultures [1].

Recent studies [2; 3] prove that global orientation helps companies relate appropriately with people from other countries and equips them to take advantage of opportunities available in present-day culturally-diverse global marketplace.

Cultural factor plays an important role in the real business world. This role cannot be replaced by any other factors nor can it be ignored by any business organizations [4, p. 99]. Thomas and Inkson argue that to raise one's cultural intelligence is the key point for effective management of cultural difference. They define the concept of cultural intelligence as the capability to interact with people from different cultural backgrounds. The culturally intelligent managers are able to draw upon their experience and knowledge of cultures to solve the problems or conflicts among individuals with different cultural values [5]. It means that global / international business communication – a cross-cultural process – also requires participants to be well informed about cultural differences nationally, locally, and ethnically in order to win in global markets [6, p. 6457].

The main goal of the present paper is to accent the advantages of effective cross-cultural business communication and trace the potential outcomes of appropriate use of cross-cultural communicative rules.

Effective business communication occurs when relevant information is conveyed in any form. It involves information that is timely for decision-making and promotes one's business through advertising and public relations. Effectiveness is a key element of business communication, it enables business to run more smoothly.

New technology has made it easier to work with people who are members of diverse cultures; as such, expectations about doing business must change to meet new expectations. Thus, cross-cultural communication in business is as much about understanding the norms and customs of another culture as it is about knowing the business terms or language requirements of newly-established business projects.

The terms cross-cultural and intercultural rather accurately reflect the heterogeneous nature of most nations and acknowledge the multi-cultural characteristics of countries. Thus, cross-cultural / intercultural communication refers to communication between two or more distinct cultural groups.

The contacts and exchanges between different cultural groups for business purposes have ever been increasing due to advances in technology, more liberal trade practices, and recognition that multiculturalism pervades the modern workplace.

Contemporary global networked computing environment creates the potential for adding new dimensions to the process of communication. These include [7]:

Semantic precision and disambiguation: words are the means by which we encode and transfer the multidimensional knowledge from person to person and afterwards convert this knowledge back to words.

Integration of structural knowledge: detecting the similarities among online queries, email exchanges, and other forms of information seeking; providing shortcuts to disambiguation of meaning and accurate retrieval. For integration of structural knowledge, concepts in communication need to be explicit and precise.

Continuous connection to application of knowledge: knowledge seekers must be able to move directly from experiences to authority – with or without interpretation, but always with comprehensive, reliable memory.

«Doubleloop communication»: valuable knowledge emerges from the sum of all questions, answers, the processes of exchange, and those who engage in that exchange.

The emergence of patterns as expertise: newness and heterogeneity of tasks mean that there simply are no experts on many topics; however, the construction of an explicit resource with precisely modeled semantic content ultimately enables us to detect patterns within that structural knowledge.

Communication may cause uncertainty; however, effective communication implies the understanding that the sender and the receiver of the message belong to different cultures and backgrounds. It is critical to realize that a basic understanding of cultural diversity is the key to effective cross-cultural communication. Furthermore, it involves a skill component that

may be learned and mastered through instruction and practice. A well-structured and balanced cross-cultural training program provides participants with information, insight, and skills they will need to communicate and cooperate effectively across cultural barriers.

It has become evident for marketing managers doing business in the global format that it is important to understand how to deal with different world cultures. Besides, it is obvious that to study the impacts of culture on business, one needs to survey culture itself. A business' understanding of cultural boundedness (that is, the degree to which a culture is unwilling to relinquish its traditional methods and adopt new ones) is imperative for successful international business communication and for marketing to ethnic populations domestically [8, p. 46].

Companies doing business internationally should be concerned about the underlying forces that influence business practices. Any attempt at understanding cross-cultural management strategies should be based on structured beliefs, existing world views, and social relationships. These firms must try to maintain an open mind on the variety of management and negotiation styles. In addition, firms must try to render value judgments based on cultural terms of the partner nation.

Although myriad organizational mechanisms exist for integrating geographically dispersed operations, the most effective tool is assembling and nurturing cross-border teams comprised of many nationalities. The resulting diversity can yield significant synergies and produce collective wisdom superior to that of any individual, each member bringing a unique cognitive lens to the group.

When global business teams fail, it is often due to a lack of trust among team members. As a result, executives guiding global teams must institute processes that emphasize the cultivation of trust. Also high on the list of culpable factors are the hindrances to communication caused by geographical, cultural, and language differences. Even in the case of teams whose members speak the same language, differences in semantics, accents, tone, pitch, and dialects can be impediments. To mitigate the corrosive effects of these cross-cultural impediments, executives are advised to carefully craft a cross-border team's charter, composition, and process with each aspect equally emphasized.

Cross-cultural business communication is still an under-researched field this is why it is necessary to continue the research in this field taking into account the practical outcomes of the appropriate application of its major rules. Effective communication between people belonging to different lifestyles and cultures is especially important because it contributes to countries' economical, cultural, political, social, and technological development. Cultures and languages determine the ways people perceive and interpret the world, thus when languages are different, the risk of misunderstandings potentially increases. As a result, the study of cross-cultural communication is becoming a crucial aspect of international research.

Guang and Trotter [6, p. 6462] mark out a number of unsolved problems or issues that need to be discussed by scholars and marketing professionals both in theory and in practice:

1. Cultural impacts of markets: International versus domestic business communication.
2. Standardization versus adaptation in cross-cultural communication.
3. Cross-cultural dimensions of business communication research.
4. Cross-cultural aspects of the business communication mix (advertising, promotion, sales, public relations, trade shows, and commercials).
5. Cross-cultural aspects of business communication in the service sector.
6. Cross-cultural factors of e-commerce and online marketing.
7. Cross-cultural communication implications of the aftermarket.
8. Cross-cultural business communication education and professional training.

The significance of cultural influence on business has been widely recognized in both academic and business circles. The investigation draws attention to several important cultural issues in business utilizing cross-cultural communications perspective. It probes the relationship between culture and human behavior, between organizational values and organizational behavior, and identifies effective methods for managing cultural differences that often permeate an organization's workforce.

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Гулівець Н. О. Міжкультурна комунікація в умовах глобалізації бізнесу

У сучасних умовах глобалізації ринку особливу важливість має розуміння і дотримання правил міжкультурної ділової комунікації, що призводить до розвитку конкурентоспроможності бізнесу. Дана робота описує переваги ефективного використання основних правил і принципів ділової міжкультурної комунікації з метою досягнення поставлених бізнес цілей. Сучасні технології дозволяють розширити області контактів і обміну, що тягне за собою необхідність як вивчення особливостей культури, так і правил ділової комунікації бізнес-партнерів.

Ключові слова: міжкультурна комунікація, ділова комунікація, культура, глобалізація.

Гуливец Н. А. Межкультурная коммуникация в условиях глобализации бизнеса

В современных условиях глобализации рынка особую важность имеет понимание и соблюдение правил межкультурной деловой коммуникации, что приводит к развитию конкурентоспособности бизнеса. Данная работа описывает преимущества эффективного использования основных правил и принципов деловой межкультурной коммуникации с целью достижения поставленных бизнес целей. Современные технологии позволяют расширить области контактов и обмена, что влечет за собой необходимость как изучения особенностей культуры, так и правил деловой коммуникации бизнес-партнеров.

Ключевые слова: межкультурная коммуникация, деловая коммуникация, культура, глобализация.

Gulivets N. O. Cross-Cultural Communication in Global Business

Contemporary global marketplace implies the importance of understanding the rules of cross-cultural business communication. The appropriate usage of communicative rules benefits the upgrowth of a business in the present-day competitive open market. The present paper overviews the advantages of effective cross-cultural business communication and traces the potential outcomes of appropriate use of cross-cultural communicative rules. The contacts and exchanges between different cultural groups for business purposes have ever been increasing due to advances in technology, more liberal trade practices, and recognition that multiculturalism pervades the modern workplace. These processes have made it easier to work with people who are members of diverse cultures; as such, expectations about doing business must change to meet new expectations. Thus, cross-cultural communication in business is as much about understanding the norms and customs of another culture as it is about knowing the business terms or language requirements of newly-established business projects. Companies doing business globally should be concerned about the underlying forces that

influence business practices. Cross-cultural business communication is still an under-researched field this is why it is necessary to continue the research in this field taking into account the practical outcomes of the appropriate application of its major rules.

Key words: cross-cultural communication, business communication, culture, globalization.

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**ТЕОРЕТИЧЕСКИЕ ПРЕДПОСЫЛКИ ИЗУЧЕНИЯ
ПРОИЗНОСИТЕЛЬНОГО АКЦЕНТА В АВИАЦИОННОМ
РАДИОТЕЛЕФОННОМ ДИСКУРСЕ**

Широкое использование английского языка в межъязыковом общении привело к появлению разнообразных вариантов английского как иностранного. Обладая особенностями на всех уровнях системы языка, эти варианты отличаются друг от друга прежде всего произношением [1, с. 1]. Фонетическое многообразие вариантов английского языка как иностранного вызвано главным образом произносительным акцентом / ПА в английской речи представителей разных языковых сообществ.

Изучение произносительного акцента приобретает особую актуальность в англоязычном авиационном радиотелефонном дискурсе / ААРД, под которым понимаем языковое общение пилотов и авиадиспетчеров при помощи английского языка как *lingua franca* в ситуациях, связанных с непосредственным выполнением ими профессиональных и служебных обязанностей, с использованием радиотелефонной связи. В условиях ААРД звуковое оформление высказывания влияет на эффективность коммуникации, от которой, в свою очередь, зависит качество и безопасность полетов.

Проблема произносительного акцента затрагивалась в контексте изучения языковой интерференции Л. И. Баранниковой, В. А. Виноградовым, Ю. Д. Дешериевым, Ю. А. Жлуктенко, П. А. Любимовой и др. Тем не менее, ПА как фактор эффективности коммуникации в англоязычном авиационном радиотелефонном дискурсе пока не получил должного внимания. Поэтому целью нашей работы является описание теоретических предпосылок изучения произносительного акцента путем анализа специальной литературы по