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THE ROLE OF CULTURAL AWARENESS IN BUSINESS COMMUNICATION

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Резюме – деловое общение стало неотъемлемой частью современного мира. Для успешного общения нужно не только уметь грамотно выражать свои мысли, но и понимать собеседника и его интересы.

Resume – business communication has become an essential part of the modern world. For successful communication, it is necessary for you not only to be able to correctly express your thoughts, but also to understand the interlocutor and their interests.

Introduction. Now, in order to maximally unleash the company's potential, it is no longer enough to work only in the domestic market. Recently many organizations have had an access to the external market, which has provided them with an opportunity to establish direct trade, economic and industrial connections with firms and organizations of different states, as well as contacts in the field of scientific researches, development and exchange of the latest technologies.

Main part. It is important to be aware of cultural make-ups to establish strong ties between organizations of different countries. This knowledge enables organizations to build up relations with different nationalities, express respect to their representatives, better understand each other and establish relationships of trust. Firstly, there is religion to be considered. It has a great influence even on non-believers. You need to understand that people perceive the world from a certain angle, relying on the system of principles, ideals and beliefs that religion in their country presupposes. For example, when setting the time for a meeting with people from the Middle East, you should take into account their prayer times [1]. Secondly, the body language. Understanding and distinguishing signals that people show through gestures is a useful social skill. With its help, you

can “read” the emotions of the interlocutor and conduct negotiations as efficiently as possible. It must be remembered that the same gesture in different countries can have different meanings. Example: the nod of agreement adopted in Russia and European countries in Bulgaria, Greece and India means exactly the opposite [2]. Thirdly, the etiquette. When preparing for a meeting with partners from another country, it is necessary to study the norms of greetings and communication, forbidden topics in conversation or gestures during negotiations. For example, in India, when greeting, a person puts his hands to his chest, folded as during prayer. In Japan, one must bow in response to a greeting [3].

Fourthly, features of the dress code. Each country has national costumes and dress code ideas. The appearance of a person forms an initial opinion about him in partners. Sometimes, in order to win over the interlocutor, a person puts on the national costume of the receiving state. Doing so is strictly prohibited, as it may be contrary to religious norms.

Conclusion. Thus, we can make a conclusion that when establishing business contacts with foreign partners, you should definitely familiarize yourself with the customs and etiquette of these countries. Knowing some of the national and psychological characteristics of different countries will help you behave in each country in accordance with its rules, make a good impression and, most importantly, achieve success.

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PORTALS

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Резюме – сегодня в мире существует много различных типов порталов. В этой статье мы разберем деятельность порталов и различные типы сайтов, их отличия и методы работы с ними для ведения бизнеса онлайн.