SociaL and Linguistic aSpectS of cRoss CuLtural CommuniCation in teaChing BuSineSS eNglisH

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ABSTRACT

The key issue of the article is the research of intercultural communication in teaching process. The author of this paper analyzes the operation of communication, its main types and rules. The object of the investigation is the national German mentality as an example of its expressions in intercultural communication. It has been also interpreted the stereotypes of other Nations with respect to the Germans. The methodology of the examination is a system of research procedures, such as observation, analysis of scientific literature and communication trial with representatives of different culture. The stated purpose made it necessary to perform two tasks: the study of intercultural communication and the practical application as an act of communication in the foreign language teaching.

Key words: denotation and connotation, cosmopolitan culture, direct and indirect style of communication, cultural linguistics, kinesics behavior, inherent importance, casual attribution.

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1. INTRODUCTION

In today's world, the importance of teaching intercultural communication increases as an effective means of achieving a high level of cooperation among different people and cultures. Valuable business relationships among representatives of various nations are impossible without knowledge of language and respect to the culture of each person. It is necessary to state that the mixing of peoples, collaboration of languages and cultures, migration of population have reached unprecedented scale. This is what caused the general rising attention in teaching multicultural communication and follow up of its linguistic, sociological, psycholinguistic and other aspects.

Language is reviewed as a mirror of culture. It reflects not only the real world around a person, not only the real conditions of his life, but public consciousness of people’s mentality, national character, lifestyle, traditions, customs, morality, value system and attitude to the
world vision. The concept of culture, in its turn, makes a strong influence on people’s relations.

At present time there are more than 250 different definitions of the concept "culture" and this testifies to the real diversity of manifestation cultures. According to German philosopher and cultural scientist, Max Veber, pointed out in his studies that the base of humanity culture is a universal value. The totality of such value orientations and rules of behavior are the essence of the so-called work ethics. Academic dictionary of the Russian language gives seven values in this words, however, are only one, in our opinion, closest to the discussed problem: "Culture is a set of achievements human society in the industrial, social and spiritual lives».

2. METHODS. THEORETICAL AND METHODOLOGICAL BASIS OF THE PAPER
In writing this paper, the author used systematic approach and relied on different scientific research in teaching crosscultural communication in Business English. Special research methods are used in the paper: analysis of academic sources, synthesis, analogy, classification, as well as historical and logical methods.

3. RESULTS
3.1. An overview of some Academic Approaches in Understanding Intercultural Communication
The ability to communicate, despite cultural barriers, affects our lives not only in the professional sphere, but also in the circle of family, friends or gaming environment. This interaction of cultures is called "intercultural communication". Intercultural communication occurs only when there is a communication between people of different cultures. Intercultural communication is direct or indirect exchange of information between representatives of different cultures.

As it is considered to be that intercultural communication is an ideal goal, to which a person should strive in his desire to adapt as much as possible to the world around him. Since that time, American scientists began to explore actively the problems of intercultural communication, to develop its theoretical aspects. For example, in the mid-1960s, the University of Pittsburgh developed the cultural aspect of Sepir-Whorf, and the University of Illinois developed the problem of cultural assimilation. In Europe, the formation of intercultural communication took place at the turn of 1970-1980-XX years.

Sociologists’ study of intercultural communication is in two directions: general and narrow. In general, the problems of intercultural communication relate to the social adaptation of migrants, the preservation of traditions of national minorities. Then, socialization, as well as an adoption of someone else's culture in their own. This direction is widely studied in the last few years due to the unstable political and economic situation in the world.

Psychologists’ study of intercultural communication is in investigation of the influence of cultural differences on the processes of interpretation and categorization. Psychological methods of studying intercultural communication include experimental methods, which can be used to identify how inter-group communication affects memory, attention, memorization of information, its understanding, as well as what emotions the speaker experiences in intercultural communication.

Linguistic approach to the definition of the principles of intercultural communication operates with definitions, which emphasize the paramount importance of language in the processes of intercultural communication. Thus, the German linguists of Calfed Knapp and
Annelie Knapp-Potthoff consider intercultural communication as "interpersonal interaction between members of different groups, which differ from each other knowledge and linguistic forms of symbolic behavior, characteristic of all members of each of these groups.

The Russian linguists V. G. Kostomarov and Vereshchagin E. M. as they developed in the 80-ies of the linguistic theory of speech define intercultural communication as "an adequate understanding of two participants of a communicative act belonging to different national cultures".

Studying intercultural communication in the linguistic aspect, the Russian scholars have identified several areas of development that are more or less connected with linguistics: linguistics, cultural linguistics, ethnolinguistic, etc. Each of these directions base on the interaction of language and culture, therefore, is of interest to intercultural communication. For example, linguistics and area studies the interaction between culture and language. Ethnolinguistics focus on studying the interaction of language with various aspects of the life of peoples, the role of language in shaping the culture of the people. Cultural linguistics, in turn, examines enshrined in the language of the rituals, ceremonies, symbols and stereotypes, exploring their interaction.

Back to our main topic, one of the most important trends in the modern world is the tendency to expand intercultural contacts. A number of serious problems facing humanity, political, economic, environment solve only by joint efforts of all countries. However, at present times it is viewed two contrary tendencies to unite. This is the deepening of intercultural contacts and the desire of Nations to keep their native identity and self-determination to preserve its cultural values.

3.2. Verbal and non-verbal means of communication in teaching Business English

The above issued academic paper show that the communicative interaction of people consists of verbal communication. In science, various forms of communication called verbal means of communication. Compared to verbal means of expressing thoughts in Asian and Eastern cultures, people in European countries and the United States speak more directly, clearly and accurately, trying to avoid silence during communication. Representatives of European cultures say what I think and think what I say, because for them it does not matter the socio-cultural context of communication. These cultures are highly appreciative of those who expresses their thoughts and feelings simply and directly.

Skillful (pretentious) and concise (concise) verbal styles which are widely used in management communication based on varying degrees of the use of expressive means of language, pauses, silence, etc. Skillful style involves the use of a rich, expressive language in communication, for example, this style is widely used in the cultures of the Arab peoples of the Middle East, where through vows and assurances preserved both the face of the speaker and the face of his partner. A brief verbal style of communication is the opposite of pretentious. Its main feature is the use of necessary and sufficient minimum statements for the transmission of information.

Instrumental and affective styles of verbal communication differ in the orientation of the process of verbal communication on a particular participant. Instrumental style focuses mainly on the speaker and on the purpose of communication. It relies on accurate information to achieve its communication goals. Using this style allows a person to assert himself in the process of communication, as well as to maintain a sense of autonomy and independence from the interlocutor.

The process of mutual understanding in verbal communication influence such characteristics of speech communication as denotation and connotation, polysemy, synonymy,
mixing of observation and evaluation. The wrong choice of words can lead to embarrassment, resentment and misunderstanding.

The perception of information from other cultures depends not only on the knowledge of the language, but also on the understanding of the so-called language of non-verbal communication.

Nonverbal communication in science means a set of non-linguistic means, symbols and signs used to convey information and messages in the process of communication: facial expressions, gestures, body movements, tempo and timbre of speech, clothes, hairstyle, surrounding objects, and usual actions—all of them represent a certain kind of messages. In this research work, the author investigated an example of expressing the Germans approval in public places. The authors reviewed the factors that the Germans do not applaud in the hands, as it is customary in cultures of other peoples, and knocking knuckles fingers on the lid of the table, whistling or shouting, when they count their fingers do not bend, as is customary in Russian culture, but, conversely, unbend the fingers of a compressed fist. It should be kept in mind, that in different countries the same gesture may have the opposite meaning.

Almost all Western people sit on a chair, putting his foot on his leg, but if a European, while in Thailand, will direct the sole of shoes on Thai, he will feel humiliated and offended. The Arab partner will take it as a deep insult gestures as a motor functions of the body also helps a person to express their feelings and intentions. Incorrect use of the gestures can lead to very serious misunderstandings.

From the point of view Takasaka, the researchers of the article reviewed that any culture can be divided into contact, where touching is very common and distant, where they are completely absent. Latin American, Eastern and southern European cultures belong to the contact cultures. North Americans, Asians and Northern Europeans belong to low-contact cultures. They prefer to be in communication at a distance from the interlocutor. The Germans rarely use touch in communication. Studies of the tactile behavior of Germans, Italians and North Americans have confirmed that belonging to a contact or distant culture also depends on the person and his or her gender. For example, in Germany and the United States, men communicate longer distances and less often touch each other than in Italy. The attribute of the meeting and communication is a handshake. In communication, it can be very informative, especially its intensity and duration. Too short, a sluggish handshake of very dry hands can testify to indifference. On the contrary, a very long handshake and too wet hands speak of a strong excitement, a high sense of responsibility. It is important to be clear about that for the Germans, like all Europeans, handshake is an integral part of the greeting. They shake hands not only during the first greeting, but also at the end of the conversation. They prefer a strong handshake. Usually, a person who is older or has a higher position in society offers a hand first. A woman gives her hand first, unless the status of a man is higher to her own.

All in all, the feeling of the territory of the person is genetic and it is impossible to get rid of it: the stronger to the person prevents someone's approach, the more hormones of fight are developed in his blood. At this point, a person is usually preparing for self-defense. In this investigation the author come to the conclusion in this matter, that in Western cultures, the intimate distance zone is about 60 cm in the cultures of the Eastern peoples; this distance is less than approximately 45 cm. For the process of communication, the most important is the personal space directly surrounding the human body contacts take place in it. For example, Germans communicate at greater distances than the Russians, and an overly close approach by a Russian German can interpret as an invasion of his personal space and can respond aggressively.
The chief object of the paper is to reveal the perception and the use of time, which is a part of nonverbal communication and varies considerably across cultures. The criterion of attitude to time in different cultures is the value of permissible delay. The mental warehouse of a nation is a unique combination of the properties of each specific nation, forming a stable unity, and reflecting the commonality of its ethnic community in the following system-forming elements: national mentality, national mindset, national temperament, national character, national stereotypes, national feelings, national interests and orientations, national consciousness, national traditions and customs.

The national mentality is a system of interrelated images, including unconscious ones, which form the basis of the nation's collective ideas about the world and its place in the world.

3.3. Factors of the human’s world perception to the stereotypes

The research of domestic and foreign scientists on the problem of intercultural understanding, leads to the conclusion, that there are many reasons for misunderstanding and the emergence of intercultural conflicts. These reasons which directly or indirectly relate to the psychological mechanism of perception and the formation of intercultural competence. The process of perception involves the reflection in the human consciousness of individual sensations about objects, situations and events outside world. Thus, people like us tend to perceive more positively than dissimilar. This attitude applies to people who resemble those friends with whom we once had the experience of positive communication.

As a rule, interpretation and structuring of incoming information takes place in person’s previous experience. This approach ensures successful overcoming of difficulties and proves its practical effectiveness. Thus, the perception of reality of situation by person watches by cultural, social and personal reasons. From a huge number of factors of this kind, scientists distinguish two main ones, which mainly determine the perception of reality by a person in the process of communication: the factor of the first impression, the factor of "superiority".

Factor the first impression. Everyone has their own ideas and opinions about other people, about the world around them, about themselves. All these ideas and opinions in the process of communication form the first impression of the partners and interlocutors. The factor of the first impression is of great importance, since the image of the partner, which begins to form immediately upon acquaintance, becomes the regulator of all subsequent behavior.

In each Nation there are clothing models that can inform about the social status of a person. In nonverbal communication have the value of the color of the clothes and manner of wearing them. One can observe the following differences in clothing of the Germans and the Russians: the Germans are keen on brown, yellow and beige. It is surprisingly for the Russians such manner of Germans to wear footwear: at an entrance to the House, they often do not remove footwear and can even lie down in it on a sofa or a bed. This behavior is explained by the fact that the streets of Germany as clean as at homes. It is widely known true stories, that the Germans’ sidewalks are washed with shampoo near their homes.

The superiority factor. The first impression creates only the basis for further communication, but it is not enough for constant and long-term communication. Deep and objective perception of the partner becomes important in constant communication. In this situation, the "superiority" factor begins to operate, according to which the status of the communication partner is determined.

Therefore, attempts to form an idea of other people and explain their actions without sufficient information end up "thinking" the reasons for their behavior, which seem peculiar to a particular individual. The basis of attribution is the similarity of the conduct of the perceived person with some other example or model that took place in a similar situation. In
social psychology, the explanation of the methods used to determine the causes of social behavior is carried out within the theory of casual attribution. The emergence of interest in the property of attribution is usually associated with the work of the outstanding American psychologist Fritz Haider.

National mentality has a significant impact on the process of forming national stereotypes. The term “stereotype” (Greek. stereos – firm, typos - print) was introduced into the scientific circulation by the American sociologist W. Lippmann. He made an attempt to define the place and role of stereotypes in the public opinion system. Under the stereotype Lippmann understood a special form of perception of the world, have some influence on the data of our senses before the data reach our consciousness.

After analyzing the concept of “stereotype” in various sciences, it is possible to draw the following conclusions: each person has individual personal experience, a special form of perception of the world in which, his mind creates a so-called “picture of the world”, which includes an objective part and a subjective assessment of reality by the individual. The stereotype is a part of this picture. Most linguists studying this problem note, that the main feature of stereotypes is their deterministic culture. All people have ideas about the world, which they form under the influence of the cultural environment in which they live. Stereotypes can be sometimes changed depending on the historical, international, as well as domestic political situation in a particular country. Many scientists note that stereotypes are both true and false.

4. DISCUSSION
As it is viewed in the paper, in the process of business communication any information is exchanged to achieve a certain result. As we can see from the above studies, intercultural communication is a complex multicultural process of developing contacts between people in the service sector. Its participants speak in official statuses and are focused on achieving goals and specific tasks. A specific feature of this process is the regulation, i.e. submission to the established restrictions, which are determined by national and cultural traditions, professional ethical principles. As it was researched, cross-cultural communication can be divided into direct contact and indirect when there is a space - time distance between the partners. Take into consideration the fact that direct business communication has a greater impact, the force of emotional impact and suggestion than indirect. In general, business communication differs from ordinary informal communication, so it sets the goal and specific tasks that need to be addressed.

5. CONCLUSIONS
As it was stated in the article, in connection with the globalization of international business, considerable attention is paid to the development of intercultural sensitivity and adaptability skills among personnel of multinational companies. To adapt to the diversity of national cultures, employees of multinational companies need to develop cultural empathy. Empathy of cultures means knowledge of cultural differences, their appreciation and the usage in business relations.

The researcher of the article paid particular attention to the fact that in companies engaged in international business around the world, there must be a training of transcultural managers. Unlike expatriate managers, they must be prepared to work in several different cultures. As a rule, transcultural managers are fluent in several foreign languages, have a low level of ethnocentrism, high adaptive capacity and intercultural sensitivity. The study of cultural diversity, respect for the representatives of any national culture allows managers to select the most valuable and establish intercultural interaction.

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The author of the article found out the fact that the further expansion of international activities in the context of multinational culture is considered to be appropriate if there is a sufficient experience in countries belonging to the same group and there is a good potential for overcoming intercultural differences. Better understanding of the values and behaviors of potential partners in the group with a similar culture facilitates the decline of negotiations, the harmonization of objectives, the finding of mutual interests and forms of cooperation, increases the degree of trust, and contributes to risk reduction.

To underline the hypothesis of the paper, the authors underline the fact that when setting up a subsidiary abroad, it should be kept in mind that, other things being equal, a factor that may be crucial in securing affective activities in another country. Transfer of managers from one foreign department of multinational company to another foreign culture must be provided with comprehensive training and support. The transfer of personnel to countries with a similar culture minimizes the cultural shock. The sharper the cultural differences between countries, the higher the need to adapt organizational culture in foreign units of multinational companies, taking into account the peculiarities of national culture.

REFERENCES


