

УДК 802.0:316.647.8

М.И.Безматерных, А.Р.Бикчурина (4 курс, каф. политологии), О.Г.Ветрова, к.ф.н. проф.

МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ НА ПУТИ К УСПЕХУ

В нашей работе мы попытались обобщить наиболее распространенные ошибки, возникшие в процессе межкультурной коммуникации и предложить некоторые подсказки для успешного общения с представителями других культур. Мы считаем, что данная информация поможет добиться успешного межкультурного общения.

In today's global business environment, more and more of us are required to understand people who come from countries and cultures different from our own. While there is no short and easy way to learn about a given culture in any depth, there are some general principles that lead to success in communicating and conducting business with people of backgrounds unlike our own. Here are some important points to understand any culture:

Direct experience is the best way to begin to learn any culture. Just as the best way to learn a new language is to become immersed in that language, so too is it most helpful to learn another culture by jumping right in.

Differences can feel like a threat at first. No one likes to feel like a stranger, and feeling unable to communicate or to decipher aspects of behavior that don't fit with our own habitual experiences can make any of us feel alone.

We tend to overlook similarities and notice just the differences when we first begin to interact with members of another culture. And then, when we apply the standards of interpretation that we would use in our own cultures to the behavior of those in the unfamiliar culture, we will draw mistaken conclusions.

Stereotyping due to overgeneralization is a common occurrence, especially among those who only interact with another culture infrequently.

There is always more variation within groups than there is between them. That means that no matter how much we may perceive groups A and B as different, the amount of difference between those groups is dwarfed by the amount of variation within each group.

Cultures are always changing, especially as they interact with each other. Even from within, cultures move and flow and change through time, even when they think they don't.

Besides understanding another culture we need to be aware of potential hot spots in cross cultural communication to avoid culture clashes and common misunderstandings:

Opening and closing conversations: Different cultures may have different customs around who addresses whom when and how, and who has the right, or even the duty, to speak first, and what is the proper way to conclude a conversation.

Taking turns during Conversations: In some cultures, it is more appropriate to take turns in an interactive way, and in others, it is more important to listen thoroughly and without comment, without immediate response.

Interrupting: In some cultures, interruption, vocal, emotional expression, etc. are considered to be the default conversational style, particularly among those considered to be equals, or among men. Use of Silence: In some forms of communication, silence is to be expected before a response, as a sign of thoughtfulness and deference to the original speaker, yet at other times, silence may be experienced as a sign of hostility.

Appropriate topics of conversation: Travelers or business people should learn the customs that surround the making of deals, the transaction of commerce, and the degree to which details are specified in advance and enumerated in writing across cultures.

Use of humor: The use of laughter can be experienced as a sign of disrespect by some, and so it is important to understand that this is another area where misunderstandings can be very likely to occur.

Knowing what to say: People should know what to say and where and properly choose the subject of conversation.

Sequencing elements during conversation: Since all cultures develop customs through which sensitive issues can be addressed in a way that connotes respect to all involved, and since those systems all can differ, it is important to understand the influence that sequence has on effectiveness.