

body tries to adapt to a new environment, some can do it, and some, especially old people, and this is not so simple. In a desperate situation, such visitors have to live with their compatriots.

Striving to maintain as part of their culture, immigrants, refugees, immigrants form compact settlements in metropolitan areas, such as the Russian Brighton Beach in New York. Withdrawing into their own circle of friends, they continue to speak their native language, English ignoring, evading the influence of the dominant environment and saving as much as possible, attributes of the old way of life. However, the culture of ethnic groups in a foreign environment – this is not the culture of the ethnic group in its pure form, it is something modified, adapted to new conditions and is a kind of raw material for the formation of a more or less stable over time subculture on the principles that form the world, adequate for a new need.

Due to the globalization of the world economy, the process of mutual adaptation of cultures has become more massive character. Certainly, on the one hand, it promotes a more uniform development of economy throughout the world. The whole world is connected to one economic chain, the deterioration of the situation in one country will impress other countries. Each participant of the global economy is interested in the welfare of the whole world. But on the other hand, residents of many closed countries are not ready for such a drastic invasion of other cultures, and the resulting conflicts are inevitable.

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ПРОБЛЕМА МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ В СОВРЕМЕННОМ МИРЕ

Термин «взгляд» обычно используется для отражения понятия реальности, которая с уважением разделяет понимание конкретной культурной и этнической группы. Сначала точка зрения должна быть отражена именно в когнитивных аспектах культуры. Умственная организованность каждого конкретного индивида показывает устройство мира в целом, а элементы общности во взглядах определенных людей на мир формируют их группы, принадлежащие конкретным культурам. Разница взглядов в понимании мира – одна из причин для разногласий и конфликтов в межкультурной коммуникации. В некоторых культурах значение взаимодействия важнее, чем коммуникация сама по себе, а в некоторых – наоборот.

Ключевые слова: культура, ментальность, межкультурная коммуникация, мировоззрение, глобализация.

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DIFFERENCES BETWEEN THE EAST CULTURE AND THE WEST CULTURE

Nowadays no one is surprised to see foreigners in the streets of the city. But few people understand how to communicate with a representative of another country, came to a mutual understanding. The purpose of this study is to consider the main distinctions of culture of the East and West. Theoretical methods have been used to achieve this goal. The result of this research is more in-depth understanding of communication with representatives of the East and West cultures.

Keywords: culture, West, East, distinctions, the main features, difference, peculiarities.

The concepts «culture of the East» and «culture of the West» are very conditional. Figuratively speaking the East (as which usually understand Asia) and the West (presented by Europe and North America) are the two branches of one tree developing everyone in the direction in at one time, in parallel, but differently. Any of them doesn't tower over another. A certain similarity is inherent in them, but also there are enough distinctions. Can they differ? We will try to understand [1].

What is the culture of the East and culture of the West?

Culture of the East – culture of such countries as: China, India, Japan, and also other Asian states differing in stability, traditional character, firmness.

Culture of the West – the culture of the countries of Europe and North America embodying a dynamic way of life, rapid development including in the technological sphere.

Let's study the comparison of culture of the East and culture of the West.

In what way is there a difference between culture of the East and culture of the West?

The person of the West, unlike the person of the East, has the mentality, the outlooks on life, personal life, the nature and many other things. Cultures of the East and the West differ on religious, philosophical, scientific and other questions. The main cultural distinctions between the East and the West are presented in the table.

Characteristics	The East	The West
Inphilosophy	The idea of a non-existence predominates. The truth can't be put into words. True wisdom is shown not in words, and on a personal example. Creativity – destiny of gods and the sky	The idea of life predominates. Aspiration to be at exact loss for words for expression of truth. The wise person owns surely gift of belief. Creativity – destiny of the person and God
Inreligion	Islam, Buddhism, pagancults	Christianity
Inpubliclife	Priority of religious and moral traditions and installations. Conservatism. The relation to the nature – contemplate. There is indivisibility of the person and nature, their unity	Support on economy in the solution of public tasks. Dynamism. The relation to the nature – consumer. The person is opposed to the nature, he rules over it
Inart	Firmness of art traditions. Timeless, «eternal» subject. Different types of art are synthesized, a «flow» one in another	There are fast change and huge variety of currents and styles. A concrete era is reflected in subject and the ideological contents. Art genres, forms, types are differentiated from each other
Inscience	Basis – life experience, intuition, supervision. Great attention – to development and the application of practical knowledge (in medicine and other)	Basis – experiment, mathematical methods. Promotion of fundamental theories
Inbehavior	Strict following to behavioural norms, ceremonial. Passivity, contemplation. Respect for traditions and customs. Asceticism. Person as a representative on the whole, service to the collective	A variety of standards of behavior in society. Activity, the accelerated life rhythm. Shaking of traditions. Aspiration to «the civilization benefits». Individualism, autonomy, uniqueness of the personality

There are considerable differences in cultures of the West and East.

It is possible to call the West and the East different civilizations with confidence. Formation of absolutely different cultures is the result of influence of a large number of factors. Among them and the differing geographical positions, an environment and absolutely not similar at each other outlooks, and religious representations developing independently from each other. At these civilizations the different directions of development; east and western people have different conditions for creativity and the different attitudes towards him. These reasons complicate allocation of common features in the considered cultures.

The culture of the East is more non-uniform, than culture of the West.

Heterogeneity of east culture is connected, first of all, with heterogeneity of the East. If the western states by many criteria can be united in a single whole, east often differ among themselves also strongly, as well as with the western.

In respect of religion, for example, it is possible to call the West with some assumptions Christian whereas the different countries of the East practice Islam, the Buddhism, Hinduism; as religion Confucianism and Shintoism act. The heterogeneity of cultures caused by such variety is natural and natural.

Criterion on which it is possible to divide the East, an environment – the East as the region more West on the area also is. It, in turn, means the different climatic conditions that differ from each other cultures of cultivation of soils, the organizations of work and production that involves heterogeneity of cultures of various states.

1) Sustainable historical development is peculiar to culture of the East, the West moves breakthroughs forward.

2) The western culture is characterized by a dynamic way of life, the previous system of values collapses – there is another. East culture differs in firmness, nonresistance, and stability. New trends are harmoniously built in the existing system.

3) In east culture a set of religions get on nearby. In the western the Christianity predominates.

4) East culture is based on ancient customs, foundations. Shaking of traditions is peculiar to the West.

5) For the West the scientific, technological, rational knowledge of the world is characteristic. The East is irrational.

6) The person of the Western world is torn off by nature, it rules over it. The person of the East is merged with the nature.

Having analyzed features of cultures of the West and the East, I can safely carry myself to people with the western outlook. I consider that commitment of east civilization to traditions slows down its development. On the other hand, I don't consider that the western way of development – destruction of the old, become obsolete foundations – only true and correct. It seems to me that the most viable and steady option – mix of active activity and initiative of the West with east respect for experience of the previous generations.

In respect of outlook both radical western rationalism and east orientation to exclusively sensory perception are alien to me. Besides, I don't consider that one of these approaches excludes another, and I think that the person of the future has to lean on both ways of knowledge of world around equally.

I consider that already in my lifetime civilizations of the West and the East will become a whole because of globalization. Whether there will be it mix from their any features or one will absorb another, I don't know. Already now on the planet there are no the states not subject to outside influence, already now are available the global economic system connecting the whole world. It, in my opinion, also means that sooner or later there will be an association of all countries and the people.

It seems to me that the western type of culture is at the moment more viable than the east. Points to that fact that any state of the East couldn't come nearer to the western level of development, without having changed the traditional way of life at all. Somewhere this process took place quicker, somewhere – more slowly, it was given to one countries easier, another – it is more difficult, but all of them anyway changed, and it occurred under the influence of the western civilization.

I consider that all disagreements between the West and the East are removable. Despite distinctions in mentality, outlooks, traditions and customs, people of these civilizations we have one nature. The similarities between them following from this relationship are a key to the solution of the problems connected with misunderstanding.

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РАЗЛИЧИЯ МЕЖДУ КУЛЬТУРАМИ ВОСТОКА И ЗАПАДА

В наши дни уже никто не удивляется, увидев на улицах своего города иностранцев. Но мало кто понимает, каким образом следует общаться с представителем другой страны, чтобы возникло взаимопонимание. Цель данного исследования заключается в том, чтобы изучить различия между западной и восточной культурами. Для достижения этой цели были использованы общетеоретические методы. Результатом данного исследования является более углубленное понимание особенностей общения с представителями западной и восточной культур.

Ключевые слова: культура, Запад, Восток, основные различия, особенности.

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PROBLEMS OF INTERCULTURAL COMMUNICATION

The difference of worldviews is one of the reasons for differences and conflicts in intercultural communication. In some cultures, the purpose of the interaction is more important than communication itself, in others – on the contrary. The term «outlook» is generally used to refer to the concept of reality that divides with respect to a particular culture or ethnic group of people. Outlook must be first referred to the cognitive aspects of culture. Mental organization of each individual reflects the structure of the world. Elements of commonality in the outlook of individuals throughout the world form a group of people of a particular culture. Each individual has his own culture, which forms his outlook. Despite the difference in individuals themselves, the culture in their minds is composed of common elements and the elements, the difference of which is permissible. Rigidity or flexibility of culture is defined by the relationship of worldviews of individuals with a vision of a society.

Keywords: globalization, culture, intercultural communication, cross-culture, languages, international communication, intercultural communication.

Business is not conducted in an identical fashion from culture to culture. Consequently, business relations are enhanced when managerial, sales, and technical personnel are trained to be aware of areas likely to create communi-