

Among the most markedly varying dimensions of intercultural communication is nonverbal behavior. Knowledge of a culture conveyed through what a person says represents only a portion of what that person has communicated. Indeed, body language, clothing choices, eye contact, touching behavior, and conceptions of personal space all communicate information, no matter what the culture. A prudent business person will take the time to learn what the prevailing attitudes are in such areas before conducting businesses in an unfamiliar culture (or with a representative of that culture) [5].

Small business and international communication

As business has turned more and more to an integrated world market to meet its needs, the difficulties of communicating at a global level have become increasingly widespread. Lack of understanding deriving from ethnocentrism or ignorance of culturally based assumptions erroneously believed to be universal can readily escalate to unproductive conflict among people of differing cultural orientation. This may occur on the domestic front as well. With the increasing numbers of immigrants to the USA our «melting pot» society leads to cultural diversity in the workplace. In combination with a growing emphasis on global markets and an interdependent and internationalized economy, the need for dealing with intercultural differences and cross-cultural communication barriers has grown.

Small business owners and representatives face a sometimes dizzying array of communication considerations when they decide to move into the international arena, but most issues can be satisfactorily addressed by:

- 1) respectfulness toward all people you meet;
- 2) thinking before speaking;
- 3) research on current business etiquette, cultural and customer sensitivities, current events, and relevant history [6].

To sum it up, we dare say that there are no important things in cross-cultural awareness and communication.

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ПРОБЛЕМЫ МЕЖКУЛЬТУРНОГО ВЗАИМОДЕЙСТВИЯ

Разница мировоззрений является одной из причин разногласий и конфликтов в межкультурной коммуникации. В некоторых культурах цель взаимодействия является более важной, чем сама связь, в других – наоборот. Термин «мировоззрение», как правило, используется для обозначения понятия реальности, которая делит по отношению к определенной культуре или этнической группы людей. Психическая организация каждого человека отражает структуру мира. Элементы общности в мировоззрении людей во всем мире образуют группу людей определенной культуры. Каждый человек имеет свою собственную культуру, которая формирует его мировоззрение. Несмотря на разницу в самих физических лицах, культура в их сознании состоит из общих элементов и элементов, разность которых допустима. Жесткость или гибкость культуры определяется соотношением мировоззрений индивидов с видением общества.

Ключевые слова: *глобализация, культура, межкультурная коммуникация, кросс-культура, языки, международные связи, межкультурное взаимодействие.*

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SPECIFICS OF INTERCULTURAL COMMUNICATION: PROFESSIONAL DIALOGUE, ETIQUETTE, APPEARANCE IN THE DIFFERENT COUNTRIES

The purpose of this study is to examine the features of etiquette around the world and get some idea of the peoples inhabiting them. Theoretical methods have been used to achieve this goal. The result of this research is more in-depth understanding of communication with representatives of other countries.

Keywords: *culture, etiquette, business etiquette, people, intercultural communication, professional dialogue, globalization.*

Speaking about **Intercultural** communication in the **professional dialogue** and its problems, we can imagine to ourselves different kinds of interaction forms. But any interaction associated with different problems and issues. The larger and more studied human culture becomes, the more complex and diverse its problems. For **people** more complex and diverse reality means uncertainty and difficulty in the daily interaction. Sometimes it can be stressful and anxious. Many decisions and paths of action had been faced by humanity in their natural desire to increase diversity. Eventually, the modern portrait of diversity acquires chaotic and unbalanced kind. By diversity implies multiple orientations in language, **culture**, nationalities, religion, specialization, cultural integration, nature of globalization and etc. So, it is essential for managers, world leaders, countries in common to put in order complexity and diversity by reducing chaos and taking clear course of action in the development of modern intercultural communication mechanisms. But also we have to keep so called chaos and clarity in balance to left space for creativity and ingenuity. At the head of the corner stand up next problems:

- Problem of migration. Here we can see the **globalization** in migration way, because main part in increasing of diversity has been taken by it. 232 million of people are the migrants on the world arena in the end of 2013. This number equals to 3,2 percents from amount of world population. The frontier between cultures and nations becomes more blurred and nowadays we can't tell accurately about its next step. Even harder to control its wide spreading influence.
- Problem of intercultural management. On this side we can speak about values of strategies in controlling every aspect of diversity increasing. What do we need right now: reduction and control or wide spreading, balance or certain trend? All these question breed many instruments for solving this problem.
- Problem of misunderstanding. Intercultural features of nationalities create more space for professional, spiritual interaction and exchange, but interpretation of many cultural aspects depends on clarity and independence. Despite on the various intercultural convergencies, misapplication and substitution of basic concepts make conflicts between different cultural groups such as ethnic, generation, religious, subcultural, conservative, innovative groups.

To resolve these critical problems first of all we must know how human culture evolutionates under influence of globalization and its features. As a key measure for achieving this difficult goal our educational systems should provide us abundant fund of knowledge, information and intellectual resources.

There is understanding for Intercultural communication as a discipline. It based on studying cultural patterns of interaction in people's behavior. As result of that kind of research we get finished models of communication styles. Dialogue is the one of that styles. Like a constructed national culture or company culture, it has deep tacit assumptions which are critical to maintaining the style. It can help to frame and reframe itself and other communication styles for pragmatic purposes and therefore support the decision making of managers. As conclusion dialogue transforms things from implicit into explicit, the subconscious into the conscious, especially professional dialogue. An arguing form of dialogue is discussion or in other words – debate. As we all know in a dispute truth was born. So these findings make dialogue a valuable form of interaction. That provides us tools for intercultural communications.

But this is only a theory. Practically when people face barriers in communication they are being stressed or frightened. Some may demonstrate aggression or other natural reaction. Otherwise, their response can be very diverse. That's because we have to do researches on understanding how dialogue and communication in general cooperate with each other. It is crucial for regular people to train and experiment with their abilities to communicate. These actions should be based on the scientific knowledge.

Studying basic forms of dialogue can be very interesting. As a progress – dialogue style of trained person or society may become creative, religious, professional in specific sphere and can be very powerful tool in the communication between cultures. However we need more space for exchange. For example in arts there are programmes that specifically aim to promote intercultural understanding and artistic exchange:

- South Project of the City of Melbourne providing residencies in various southern hemisphere spaces to initiate a south-south dialogue among artists, arts professionals, educators and students;
- Visual Arts Residency run by Asialink that takes place in several Asian countries; and
- Residencies provided by the Thapong Visual Arts Centre¹⁰ (Botswana) for artists at the Centre and around Southern Africa.

Trying to understand how to behave yourself during visitation of another country, the main rule for you is to know that you are only guest. So your behavior should be directed in that way. Simply you must respect the owners and represent your own culture and country in the brightest light. The truth is that person has met on clothes and escorted to the mind. It means that your appearance must accord to your behavior, manners, way to keep yourself. Remember that tact, courtesy, cordiality, smile are valued in any country. Never forget that you – representative of your country.

At the same time, do not try to judge the inhabitants of other countries and do not rush with conclusions. Anything that may seem strange to you, it may be customary for this country. And what is accepted and considered as usual in your country may be totally unacceptable in other country. Suddenly, without knowledge of traditions and customs, you can inadvertently offend a representative of another country, or to get into an awkward situation.

In many countries, some people monitor closely compliance with the formalities and painfully react to violations. From your behavior can sometimes depend your pleasant stay in the country.

In presented spreadsheet shown how to build relationships in the different countries:

England	<p>English etiquette is very strict and formal. In this country originated the concept of «true gentleman». However, to assess the level of education of the person it is not acceptable to use that word. English etiquette is a constant manifestation of such qualities as courtesy, correctness, calmness and tolerance.</p>
France	<p>French peculiar extreme nationalism. They painfully react to using of English or German language during business meetings. The French are proud of their national traditions. One of the main advantages is considered French cuisine, which is a matter of national pride. While staying in France, you will begin to praise some food or drink, this would be welcome. Conventional treatment for men – «Monsieur», to unmarried women – «Mademoiselle» to married women – «Madame». At work, all women, without exception, made contact «Madame».</p> <p>The traditional greeting («hello», «good afternoon» and so on) should be added «Monsieur», «Madame» or a proper name.</p> <p>The restaurants served on a plate by a cloth to cover the amount of prying eyes. In this case, the money put into this same tissue.</p>
Germany	<p>The Germans, like the French, prudent and economical, more reliable and punctual, but inferior to the French in the sense of humor and warmth. Well-known German character traits such as diligence and rationalistic, the love of order and organization. They pedantic differ seriousness and restraint. They are characterized by free thinking and a great civil courage.</p> <p>Like the French, the Germans are proud of their country, its national traditions, and respect its history.</p>
USA	<p>A broad smile – a mandatory attribute of welcome and any communication from the Americans.</p> <p>The biggest American value that really deserves attention – is individual freedom. Americans are crazy, in a good sense, to inviolability of his person. They are constantly fighting for their rights in court and will not allow anyone to offend with impunity.</p> <p>Americans are also very much appreciate the hard work, thrift, enterprise, sober thinking, self improvement and pragmatism.</p> <p>Etiquette forbids to complain about life's troubles, to share their problems with others. Sharing in this country can only positive emotions - upset their foreign sorrows impermissible. Etiquette US allows complaints to life only in the most extreme cases. And talk about serious issues can only close friends or relatives.</p> <p>For the American business etiquette characteristic of utilitarianism, disregard for detail, clarity and ease of communication. If you want to achieve success in the American business world, you have to adhere to certain rules, to explore all the subtleties of American business</p>
Japan	<p>Japanese etiquette is somewhat similar to the American. Japanese are accustomed from childhood to be hardy, strong spirit and patient. Personal difficulties in this country, everyone decides for themselves. Another similarity with the etiquette of the United States – is the Japanese habit of constantly smiling. Etiquette dictates Japanese to bring smiles to others as a smile in this country is a sign of respect to the other party.</p> <p>All Japanese are polite and helpful. Etiquette in Japan prohibits even a slight increase in tone during interpersonal communication. During the conversation, brought the Japanese are trying to smooth out all the rough edges, with special attention to listen to every word companion, refrain from strict judgment.</p> <p>For establishing contact in Japan it is customary to exchange business cards. Such an exchange for the Japanese – it is almost a ceremony. Business cards are accepted, and certainly served with both hands. After receiving a business card, you can not remove it in your pocket. Japanese etiquette requires careful study of it in front of the person who gave it to you. It is worth the expression of admiration of the business card or information which it is registered. Please note: The more time you spend on a small consideration, in accordance with the Japanese etiquette, you are expressing a greater honor to its presenter.</p> <p>All life is full of diverse Japanese ceremonies and is subject to a strict protocol.</p>
Italy	<p>It is believed that the Italians – people are very opened and funny. They are really inquisitive and show a sincere interest to foreigners, while honestly believe that</p>

	<p>their home country – the best.</p> <p>Their way of speaking is totally different from the English and Japanese. Italians are ready to enter into an argument on any topic, who are very categorical in their judgments, and did not tolerate criticism.</p> <p>During the call, they will actively gesticulating, and every gesture carries meaning and reflects the emotional state of the author's monologue.</p> <p>In terms of discipline and punctuality Italians are more lenient than the Germans – being late for 15 minutes is legal, but for the delay of half an hour you will not be forgiven. Time to schedule your appointments always called about.</p> <p>One of the enduring values in Italy considered the veneration of parents, especially mothers. Etiquette son must unconditionally fulfill her every wish.</p>
South Korea	<p>Koreans - a proud nation, and so they are sensitive to any encroachment on their dignity. Koreans are hospitable and extremely satisfied with their guests. As in Japan, we should not make business contacts without an intermediary.</p> <p>At a meeting with Korean businessman necessarily hand him his business card. Koreans have taken to contact a business partner or ex-officio. Usually in Korean tradition, the first for the visit cards to spell the surname and then the name, but sometimes vice versa. Therefore, to avoid confusion, it is best to personally check with your buddy his name. For its part, too, you must clearly give his full name.</p> <p>Great value in South Korea has the presence of relatives or friends among the high-ranking officials.</p> <p>Great attention is paid to the etiquette. For men and women engaged in entrepreneurial activities, required a strict business suit. Also smoking in the presence of older or position is not accepted.</p>
China	<p>Just as for the Japanese, for every Chinese company prestige above their personal. In the family, the workplace or public organization because of improper actions by a member of the group can lose the reputation of the group, so any Chinese person trying to behave decently.</p> <p>In China, people are sociable and friendly. They may be the first to speak with you in public transport or on the street, and it will not be considered as something exceptional.</p> <p>Chinese – the people are very grateful. If you will do them at least a small service, they definitely will thank you. Giving and accepting gifts, they are holding them with both hands. The moment of opening them is not accepted. According to the ritual, a present should be accepted only after three refuses.</p> <p>Much attention is paid to business etiquette. The Chinese will never accept the decision without a thorough study of all aspects, and important decisions are made collectively, with numerous voting. The Chinese attach great importance to informal relations with foreign partners.</p>
Australia	<p>Australians is very sport nation, so if you start talking about the sport, they are happy to support the call. This theme was able to bring people together like nothing else. Sports here – surfing, horse riding, football and volleyball. Another favorite topic of conversation – a holiday.</p> <p>Australians – people without complexes. They are open, smiling, friendly. You can feel free to ask them questions. In conversations valued naturalness and simplicity. The locals do not like when somebody demonstrate excellence and if it is necessary, you will be very quickly delivered to order. At the same time they love jokes and anecdotes about different nations, but about themselves prefer to tell jokes only them and will be outraged if it is done by foreigners.</p> <p>Most Australians – individualists. They also live in the belief that their country is not like any other.</p> <p>Australians love alcohol. Their wines are competing on quality with French so, when you tasting Australian wine, do not forget to make a compliment. Going on a visit to the Australians, grab a small souvenir. Australians do not attach much importance to clothes and dress up very simple.</p>
Ireland	<p>Irish – very friendly and sociable people. In this country, there is such a thing as «craic» – a cheerful conversation, during which the share taken by rumors, interesting news and just having fun.</p> <p>Here, a strong culture of alcohol, namely beer, which the Irish can drink in very large quantities, but always in the pub with someone. Irish appreciate the atmosphere of this place and can easily offer to visit it at any time. On contact, they also go very easily and fully trust the recommendations of friends when meeting someone new. Communicate directly with the Irish, and already after a couple of meetings, you can</p>

	<p>feel their sidekick.</p> <p>Heading to Ireland on a business trip, you should know that the Irish, unlike the Germans and the British, are optional. They can be late for a business meeting, but you do not have to express on this occasion their displeasure. By the way, decided to appoint business meetings in bars. If you catch a taxi, sit in the front seat. Sit in the back seat – it is an insult to the driver. In Ireland, all taxis owned by private owners.</p>
Finland	<p>If your business partner is a Finn, you need to know that many business matters are solved in the restaurant or in the sauna. Finns inherent reliability, honesty, punctuality and pedantry. The Finns just love the holidays, especially Christmas and New Year.</p>

In sum can be further noted that the manner of communication and etiquette in different countries have distinctive features, which need to be considered. Making a conclusion from all of this, there are several key points:

First, when you visit an unfamiliar country it is strongly encouraged to study the features of dialogue taken there. This is especially important if you come here on business matters. As in many countries, business etiquette is highly appreciated. Furthermore you will be more comfortable to communicate even just casual conversation.

Second, no matter how well you know the etiquette, always be polite and friendly. These qualities are welcome everywhere.

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ОСОБЕННОСТИ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ: ПРОФЕССИОНАЛЬНОЕ ОБЩЕНИЕ, ЭТИКЕТ, ВНЕШНИЙ ВИД В РАЗНЫХ СТРАНАХ

Цель данного исследования заключается в том, чтобы изучить особенности этикета различных стран мира и получить определенное представление о народах, их населяющих. Для достижения этой цели были использованы общетеоретические методы. Результатом данного исследования является более углубленное понимание особенностей общения с представителями других стран.

Ключевые слова: культура, этикет, деловой этикет, народ, межкультурное общение, профессиональный диалог, глобализация.

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RUSSIAN BUSINESS ETHICS IN THE CONTEXT OF NATIONAL FEATURES

In this article, we have reviewed the basic elements of a business ethics that suggest that the basis of ethic is fundamental cultural differences, and therefore they cannot be universal. The article also identified elements that indicate the differences in business ethics in Russia, the United States and European countries. In these work conclusions about the cultural background, we want to make it possible to see the reason why the Russian businessmen and the USA react differently to similar ethical dilemma.

Keywords: Ethics, Organizational Behavior, National Business Ethics, Russia, national culture, national values and ethical behavior.