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## ДЕЛОВОЕ ОБЩЕНИЕ В РАЗНЫХ СТРАНАХ

В настоящее время в мире идет активный процесс глобализации: в мире, сотрудники одной компании могут быть разбросаны по разным континентам, при этом соблюдение культурных норм в общении может стать залогом эффективного сотрудничества, а отсутствие понимания этих норм может иметь печальные последствия.

*Ключевые слова:* деловое общение, факторы успешной коммуникации, представители различных культур.

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## FUNERAL ETIQUETTE TRADITIONS OF PEOPLE OF THE WORLD

Nowadays many people forget about traditions of their nation. However, traditions play a very important role in a person's life. There are many traditions, such as ethnical, national and social, which include many other traditions. The purpose of this study is to examine the features of the funeral etiquette traditions of people of the world and get some idea about their rituals.

*Keywords:* *kaymyo, clothing, funeral.*

### **Orthodox funeral**

In Orthodoxy deceased are necessarily washed, then dressed in clean, white clothes which haven't been worn. These clothes represent spiritual purity. Clothing should fit perfectly, it should not be too small or too large. The deceased were placed on the bench with their head heading towards the red corner that is to the east and were covered with a white shroud (canvas). Dead man's hand were folded on his chest, put a crucifix in his left hand, and put an icon on his chest.

After the death every night the Psalms and special prayers for the dead are continuously read. Near the tomb local old men and women are constantly on duty. Funeral committed themselves on the third day. Especially revered dead were carried to the cemetery on arms.

Establishing a monument at the grave is not accepted in Orthodoxy as it's a Catholic custom. However, if it shows the Orthodox cross, then setting tombstones is not prohibited.

### **Burial in Islam**

As stated in the Qur'an, «no one person was given eternal life» (al-Anbiya, 34), «Every soul shall taste death» (al-Anbiya, 35), «But Allah will not postpone any soul, will come as soon as certain for it (the soul) term. Allah knows your deeds and will reward you for it» (al-munafiqun, 11).

Above the living Muslim who is about to go into another world, special ceremonies are committed. Funeral rites in Islam are so complex, that they are produced in the presence of the clergy. Despite the complexity, of all the rituals must be observed, because it is the duty of every Muslim.

After a person has died, it is washed according to various rites. Sharia prohibits the burial of deceased in clothing, because of this, they cover dead with white Kafan (shroud), tie up chin and straighten arms. The deceased is laid on his back, his feet are pointing towards Mecca.

Muslims will never bury their dead in coffins. Instead, they transfer dead using special stretchers – tobut that can be found at mosques or cemeteries.

At the burial, a special prayer is read. Shariah does not forbid mourning the dead man, but strictly prohibits doing it loudly: Muslims believe that the deceased suffers when relatives mourn him.

#### **The Jewish funeral**

In Judaism, human life is particularly valued, it is even considered sacred, so euthanasia is prohibited as well as any help that would help a person to move to another world. «Dying person should never be left alone», one of the Jewish commandments says, «Stay at the bedside of a dying man.» If before the death the person is still able to speak, then he must say a special deathbed confession – Viduy. Every Jew must know by heart the words of this confession, because one never knows when he will die.

Similarly to Christianity and Islam, the deceased are washed, and then dressed in a white hand-sewn shroud.

Jews are not forbidden to bury their dead in coffins, but they have to be simple, made of wood. This applies to everyone, even to those who are in the life were high on the social ladder. All this symbolizes that before death everyone is equal. In the bottom of the coffin one of the boards is removed, so that the body of the deceased would be in contact with the earth as a man, created from the dust, must once again become dust. And in some areas (for example, in Israel) it is more common to bury the dead without a coffin.

Looking at the dead is not accepted: they believe that man is created in God's image, in the dead body this similarity is violated. In addition, relatives of the deceased should remember him as alive and not as dead.

After the body of the deceased will not be seen under the ground, relatives of the deceased should perform a ritual tearing of clothes. Men tear clothes to expose the heart, women either do not do it at all, or only tear clothes slightly. It is believed that this practice allows you to give vent to emotions – so close to the deceased could quickly recover from the loss.

After the burial all present wash their hands as a symbol of purification.

#### **Japanese funeral rites**

Japanese funerals are held at Buddhist ceremonies. The eldest son is appointed to be responsible for organizing the funeral, according to ancient custom,.

The lips of the deceased are moistened with water. Family tomb is covered with white paper. This is done to protect the deceased from the unclean spirits. For the same purpose the knife is occasionally put in the dead man's chest. The bed of the deceased put a small table decorated with flowers, incense and candles.

Men are buried in a suit, and women in a kimono (kimonos are sometimes used for men). The body is placed on dry ice in a coffin, where were also placed white kimonos, sandals and six coins, so the deceased could cross the river Sanzu. In addition, things that the deceased liked when he was alive (cigarettes, candy, and so on. D.) are also laid in the coffin. The coffin was set on the altar, while the head of the deceased should face north or west (thus Buddhists prepare the soul for the journey to the Western Paradise).

Once in the country of the Rising Sun was made to wear white clothes to the funeral, relatives are present today at the burial mostly in black. Everyone who came to the funeral, could bring a sign of condolence money. And every guest is obliged to give the deceased a gift whose value is half or a quarter of the money that he brought.

During the funeral, the deceased is assigned a new name – kaymyo. This is to ensure that the soul of the deceased does not worry, when loved ones will mention his name in the future. The Japanese have a tradition of burning the dread. Cremation lasts about two hours, and relatives are usually returned to the crematorium to its end.

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## **ПОГРЕБАЛЬНЫЕ ТРАДИЦИИ НАРОДОВ МИРА**

В наши дни многие люди забывают о традициях своего народа. Однако традиции играют важную роль в жизни человека. Существуют разные традиции: этнические, национальные, социальные, которые включают в себя множество других традиций. Цель данного исследования заключается в том, чтобы изучить погребальные традиции народов мира и получить определенное представление об их ритуалах.

*Ключевые слова: одежда, каймё, похороны.*

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## TRADITIONS AND CUSTOMS OF THE PEOPLES OF THE WORLD

This article is devoted to the actual problem – the lack of knowledge about the cultural traditions of different peoples of the world. I would like to tell about the traditions and customs of people from different countries to get acquainted with the most amazing and unusual ones. In this article, I considered the cultural traditions of the following countries: Poland, Netherlands, Germany, Denmark, the United States of America, Greece, Switzerland, and Italy.

**Keywords:** *cultural traditions, customs, superstitions, rules of etiquette.*

Nowadays, traveling to different countries, we learn about the traditions of the various peoples of the world. Some of them cause us to misunderstanding and even surprise. Never the less, we must not forget that we are guests in this country, so it is necessary to observe and respect local traditions.

Never for get that for the locals their traditions have long been part of everyday life. This means that what we may seem unusual, they may be quite familiar.

To avoid falling into an awkward situation must be aware of the traditions, customs and even the superstitions of the country you want to visit.

### The traditions and customs of different countries

Country	Traditions and customs
Poland	<p>The greatest value for the Poles is the family. In second place is work, religion and recreation.</p> <p>Poles are different from other peoples of the world their restraint and tolerance. An important feature of the Poles is the love of freedom. For example, they always give their children the right to choose in all.</p> <p>At the meeting the Poles have always greeted with the help of a handshake.</p> <p>In addition to his politeness and tolerance, the Poles are different sense of humor. They love to tell jokes about themselves.</p> <p>Poles love holidays, observe traditions that support the ancient customs. Contact traditions particularly strongly during the celebration of religious holidays: Christmas, Corpus Christi. During these festivals are organized processions. Very popular mass pilgrimage to places of religious worship [1].</p>
Netherlands	<p>The Dutch area very simple people deprived of many facilities. This applies to the high freedom of behavior, manners of dress and culinary simplicity.</p> <p>The Dutch are very economical, due to high taxes, mandatory payments and insurance.</p> <p>The Dutch area bit like the Germans. They also fear the laws keep order. In addition, they can call the police and complain even on their relatives and friends.</p> <p>Dutch difficult than a surprise. You can wear most clothes causing and do tattoos on your face, but you still will not be too early to pay attention to and discuss your appearance [2].</p> <p>The streets are always a lot of garbage, but when you come home shoes always clean. That is why the Netherlands did not take off shoes when entering the house.</p>
Germany	<p>The Germans differ from many people of the world their reticence. This quality makes it difficult to communicate and maintain friendly relations with them.</p> <p>Favorite hobby is German travel to exotic countries, followed by discussion with the family.</p>