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РОССИЙСКАЯ ЭТИКА БИЗНЕСА В КОНТЕКСТЕ НАЦИОНАЛЬНЫХ ОСОБЕННОСТЕЙ

В статье проведен анализ основных элементов бизнес этики, которые позволяют утверждать, что в основе этических воззрений лежат принципиальные культурные различия, а следовательно, они не могут носить универсальный характер. Также в статье определены элементы, которые указывают на отличия в бизнес этике России, США и европейских государств. Сделаны выводы о культурных предпосылках, дающих возможность увидеть причину, по которой бизнесмены России и США по-разному реагируют на аналогичную этическую дилемму.

***Ключевые слова:** этика, организационное поведение, национальная бизнес этика, Россия, национальная культура, национальные ценности, этическое поведение.*

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PROBLEMS OF SOCIAL AND COMMUNICATIVE ADAPTATION OF FOREIGN STUDENTS IN RUSSIAN HIGHER EDUCATION INSTITUTIONS

The article deals with the challenges of social and communicative adaptation. In the process of communication between the representatives of different cultures, the barriers are inevitable because of the differences in consciousness and predominating stereotypes. There are hidden and apparent conflicts affecting adaptation of the person. The author of the article examines the main issues related to the adaptation of foreign students and suggest possible solutions.

***Keywords:** adaptation, TPU, language problem, foreign students.*

Interstate educational contacts are rapidly developing in the modern world, increasing the number of young people enrolled in higher education in their state. The number of foreign students marks the success of a University in the global services market. Today, the international environment is represented by the students from the universities of 40 different countries (Austria, Australia, Brazil, Vietnam, Germany, Ghana, the Democratic Republic of the Congo, Egypt, India, Jordan, Iran, Iraq, Cyprus, China, Mongolia, Nigeria, Pakistan, the United States, Sudan, Thailand, Czech Republic, South Korea, and France). There are more than 20000 students at TPU including more than 3000 foreigners, representing 15 % of the total number of students. The growth of the number of foreign students at the University actualizes problems relating to their successful adaptation to study, development of socio-cultural norms, and values associated with the peculiarities of living in Russia.

Social adaptation of foreign students is a special kind of change that stereotypes their behavior, by developing a process of socialization in a different cultural environment. Thus there is a definite change in the culture of the community to ensure the successful inclusion of the individual in her daily life.

The problem of social adaptation and communication skills is a clash of different cultures.

The main difficulties of adaptation are most often associated with the weak development of communication skills of foreign students. Social adaptation is also difficult as it is based on the clash of different cultures and norms of conduct. The main problems associated with the adaptation of foreign students may be split into two groups:

1) Poor development of communication skills because of ignorance or weak language of the country and ignorance of the culture, and everyday life.

2) The national stereotypes of behavior, which may cause public resentment and rejection.

Great influence on the successful adaptation of students studying in Russia relies on knowledge of the Russian language and the different degrees of ownership which all who have arrived have. There may be significant psychological difficulties associated with the language problems that appear when dealing with teachers, classmates, and strangers in public places. This issue focuses on the design and learning laboratory of our University «Development of universities', higher school of Economics. The study of this problem conducted a series of interviews with foreign students studying at TPU.

The results of the interview bring the language barrier in TPU to the forefront: it is mentioned that 70 % of foreign students have this as the main difficulty with which they face in the process of studying. The barrier is related to the fact that foreign students coming to Russia are not always prepared for studying in Russian.

The language barrier arises primarily in connection with the necessity of mastering the educational information in the language of the host country. Typically, students are more likely to mention the difficulties associated with the establishment of educational communication in order to obtain a future profession, rather than communication with other students. Here a student from Africa, 2nd year, information technology talks about this issue:

«English was the official language at school. I came here and went through the year still learning the Russian language. Forced, because I didn't want to. Books had to be read in Russian, and it was a bit boring. I would like to read in English».

Attention is drawn to the fact that a significant proportion of students from abroad actually knew nothing about the country in which they had to live and study for a few years. Neither the school nor the preparatory courses paid enough attention to the development of knowledge about our country, its history, and its culture. The reason is, apparently, a somewhat dismissive attitude towards the matter. The absence of any knowledge of the country's education greatly complicates and lengthens the period of adaptation of foreign students. They do not have the initial details about the climate, the history, and the traditions of Russia. They have to learn from their mistakes caused by poor socio-cultural training. Inevitably there are some conflicts with classmates, the population in public places, health care, and recreation areas. There are psychological problems of restructuring of consciousness in the everyday life in essentially different conditions of life and study. During the interview by our university laboratory «Development of universities' HSE has found difficulty in including the student community of foreign students. As the barriers and difficulties of establishing communication among Vietnamese students mentioned the reluctance of Russian students in contact with them and the complexity of the establishment of such a contact, «At first there were not very good relations in the group, first Russians did not go to the contact, (a student of 2nd course, Vietnam). «Russians practically do not communicate with us, only when they need something: help at school, a write off, etc. We always help and they continue to behave as if we are strangers» (Student of the 2nd year, Vietnam).

As a consequence of these two identified problems there are behavior problems in their spare time. What is common for a foreigner in his own country can cause a negative reaction of the local population. It is therefore necessary to introduce the traditions and customs of activities of the Russian youth, on the other hand, involvement of the host community to the culture of those countries from which foreign students come.

Each country has its own particular culture of the organization of everyday life. Foreign students living in a hostel develop rules purchasing food, cooking, communication with those with whom they live in the same room, which all differ from their norms. We have to refuse some of the elements of a national culture and acquire the skills and other behaviors which provide successful inclusion in a new life. The brightest example of the collision of different cultures is an element of Islamic women's clothing called a hijab. Why does this particular item of clothing cause such a negative reaction? Why this particular item of clothing causes such a negative reaction in Russia while wearing headscarves prescribed by the Orthodoxy doesn't result in the analogous negative response in Muslim countries? The problem is that in the modern world, the hijab serves as a symbol of militant Islam, not simply a head-dress.

We need to be more patient and tolerant of such national manifestations. Because it is a phenomenon of cultural nostalgia. After all, a hijab or a different element of the national culture is just a piece of clothing but not an element of threat and terror. If we take the view that the hijab equals terror, it means we have to start to fight terrorism in the face of all the underage girls wearing this hat. That is not the clothes, which makes a person the terrorist, but his beliefs. Terrorists can be dressed in a European suit.

There is a tolerant attitude towards foreign students from the residents of the host community in Tomsk. Compared with researches in other regions, foreign students in Tomsk feel at ease in the city. There was no mention of incidents involving manifestations of negative attitudes from local populations. This is how the students say about it: «It is a quiet city (student of 2nd course, the economy, France).

«Yes, once in a club some guy wanted me to fight. I went outside and he called me a nigger. I smiled. Such unpleasant things happen» (a student of 2nd course, automation of technological processes and production, Africa).

Since the problems are identified, it is necessary to find the ways to solve them.

It is important to find out whom foreign students see as subjects capable of providing assistance in the process of adaptation. Every third waits for support from classmates, every fifth from Russian language teachers. In this case, the most important factor in improving adaptation is the special development of the communicative environment of the University which would correspond to the expectations of foreign students.

To speed up solving the problems of adaptation of foreign students in TPU is necessary, firstly, to improve the system of teaching Russian. Secondly, teaching a special course for regional geographic education in the traditions and customs of the local population, especially the interaction with different people in the classroom, in public places, and in the dormitory. Thirdly, creating the conditions for individual assistance to each foreign student in the event of any problems in adapting to the training, home, and leisure activities.

Without a doubt, it is necessary to develop club work. However, that is not the only thing to do. Not every foreign student comes to the Branch of the Association of Foreign Students in Russia; a network of fraternities, clubs and associations of foreign students at TPU providing any help, even though they are wonderful, creative, interesting at the University. Solving this problem could contribute significantly to the theoretical and practical training of intercultural communication. Learning the basics and essence of which can form the basis for the training of specialists in those areas in which intensive cross-cultural communication has become part of everyday work. Theoretical lectures should be separate for Russian and foreign students in the Russian universities where they are studying. In my opinion, these lectures should be held separately for Russian and foreign students as they need to acquaint students with the peculiarities of mentality, customs, and behavior. This is not entirely correct to do in the presence of both foreign and Russian students.

Russian audiences may be:

– students who specialize in the study of any foreign language, future teachers and educators, cultural experts, managers of companies collaborating with companies in other countries, marketing experts, or in the hotel business according to psychologists and political scientists – they all somehow inevitable will face in their work with the problems of cross-cultural understanding;

– Students in institutions where many foreigners study (in our university – an Institution of Language Communication).

Theoretical training should be accompanied by joint practical exercises. These joint practical exercises being properly organized can help students to understand each other. Socio-cultural and psychological adaptation of international students will contribute to both getting acquainted and acquiring useful knowledge. Get this knowledge in practice, faced with the representatives of other cultures, understand the essence of what is happening in a collision with other cultures manifestations at work and at home, learn how to interpret and solve cultural conflicts, to predict and prevent their occurrence. When maintaining the balance between theory and practice, students will have a real opportunity for cross-cultural communication, they really feel their own cultural characteristics and peculiarities of other cultures. As for practical exercises, they will make a lot of their own «discoveries» that will prevent a situation in which Chinese students following the traditions of their own country will give Russian girl 6 roses. Russian students will not be surprised by the reluctance of the Chinese to fly on a plane – Tu-154, «knowing that the figure 4 for the Chinese is bad because in Chinese the word» four «and» death «in tune, and the combination of numbers 154 even worse, because 1 that means «must», 5 it is» is «I» and all together: «I will die».

Nowadays we need a course on intercultural communication and we need it to be introduced in the curriculum of students who are in contact with foreign students, although I think this course will be of interest to all students of TPU.

Successful adaptation provides both high performance training and the formation of friendly relations with Tomsk Polytechnic University and Russia in general after the return of foreign students to their homeland.

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ПРОБЛЕМЫ СОЦИАЛЬНОЙ И КОММУНИКАТИВНОЙ АДАПТАЦИИ ИНОСТРАННЫХ СТУДЕНТОВ В РОССИЙСКИХ ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЯХ

Статья посвящена изучению проблем социальной и коммуникативной адаптации. При общении носителей разных культур неизбежно возникают трудности, связанные с различиями в стереотипах сознания, проявляются скрытые или явные конфликты, препятствующие адаптации личности как в академической, так и бытовой сферах. В статье рассматриваются основные проблемы, связанные с адаптацией иностранных студентов, и пути их решения.

Ключевые слова: адаптация, ТПУ, языковая проблема, иностранные студенты.

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KNOWLEDGE OF FOREIGN LANGUAGE AS AN ESSENTIAL COMPONENT OF SUCCESSFUL CAREER PROSPECT

The task of each person who graduates from a Russian university is to find a prestigious job and to move up the career ladder in the future. To do this, the graduates, who in the future will become employees of different companies, must have different special qualities. These qualities are the special skills of working with documents, computer programs, and stuff. For Russian employee the most important quality to promote is knowledge of a foreign language (usually English). Today, many companies need such employees, as it increases the prospect of working with foreign companies. The knowledge of English is necessary to provide sustainable business communication, so the higher one's level of language is, the more likely the person is to move up the ladder.

Keywords: career prospect, foreign language, language competence, higher education.

Today in the labor market, it is not enough to have a diploma, there are other additional requirements – knowledge of specific computer programs, knowledge of a foreign language, and working experience. Many of these requirements are necessary not even to move up the career ladder, but to get a job. Without special skills or knowledge you are worth nothing for employers so your chance to get a job you want is really small.

In the last few years, thanks to jobs becoming global, the importance of English has increased manifold. It has over the years become an important medium of communication, both at the international and intra-national levels. The importance of spoken English is even more, because there are many cases where one knows his subject well, but fails to communicate it properly. The practice of spoken English, therefore, is quite essential. Learning English in a country where it is not a native language, opens a number of opportunities for the individual. In today's corporate world, the need for effective communication has been recognized and accepted more than technical knowledge. The language of the corporate world is English. An individual can make strides in the management ladder if he/she can speak English fluently. If your English is poor, even though you have brilliant business ideas, you may still find yourself languishing at the bottom of the management ladder. Your productivity will drop over a period of time since you will find difficulty in expressing your brilliant ideas. Those who can speak good English will probably usurp your ideas and get the credit for all the hard work you did to get the idea working.

Language competence is a broad term which includes linguistic or grammatical competence, discourse competence, sociolinguistic or sociocultural competence, and what might be called textual competence. The specific learning outcomes under «Language Competence» deal with knowledge of the language and the ability to use that knowledge to interpret and produce meaningful texts appropriate to the situation in which they are used. Language competence is best developed in the context of activities or tasks where the language is used for real purposes, in other words, and in practical applications.

Studies show that with the study of foreign language you also get important acquisitions like rapid career growth and a higher chance to find a prestigious job. If an employee has the ability to speak English or other foreign languages it is evidence of a high level of education, good-learning skills, and a pursuit of self-development. That is the key to success in any business, a possibility to make trips abroad, and the possibility of direct access to various information resources.

Is it true that language knowledge is able to raise the level of employees' worth? Monitoring of the proposals of employers showed that this is true.

More than 30 % of employers impose strict requirements for language knowledge. Professionals believe that knowledge of foreign languages increases the employees' worth at least a third. For people without language it is very hard to move up a career ladder. Such employees often find themselves in a stalemate. Despite the fact that English is not the only working tool, without this knowledge it is really hard to achieve big success.

And this is true. If we turn to analysis of employers proposals, we see: middle-level staff without knowledge of foreign language in a high level is not too popular.

For all those who are working for the future of their career, it is really important to fully understand and communicate with foreign partners and prepare contracts and other documents. So a knowledge of business English is required.

Ability to communicate in English helps people who are just in the beginning of their career path and also employees of companies who stand firmly on their feet.

As a rule, if you have a high position you get more requirements of knowledge of languages. The coefficient of salary increases in proportion to the level of knowledge of foreign languages.

There are many foreign companies in Russia where senior positions need specialists with knowledge of a language.