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ОСНОВЫ ОРГАНИЗАЦИИ КРОСС-КУЛЬТУРНОГО ВЗАИМОДЕЙСТВИЯ В ДЕЛОВОЙ КОММУНИКАЦИИ

Перед каждой активно развивающейся компанией рано или поздно встает вопрос о выходе на международный уровень. Это может быть связано с привлечением иностранных сотрудников или выводом продукции на мировой рынок и требует установления контактов с зарубежными коллегами. Данная работа посвящена изучению основ такого кросс-культурного сотрудничества.

Ключевые слова: ТПУ, культура, кросс-культурный менеджмент, деловая коммуникация.

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TOLERANCE IN INTERCULTURAL COMMUNICATION

The article is devoted to tolerance in a modern society, which is an essential part of society and plays an important role in the dialogue of cultures and their communication. This issue is highly relevant at the moment, when various extremist, nationalist and fascist views are becoming popular among young people that can lead in the future to terrible consequences, especially in the country like Russia. The objective of this research was to study the term «tolerance», its forms and its role in intercultural communication.

Keywords: tolerance, society, intercultural communication, intolerance, religion, culture.

Introduction

The process of globalization, which takes place in a modern society, implies a transition from a system of relations, which is based on domination and subordination to the system of relations, built on democracy and tolerance. However, as a result of globalization, there is a difficulty in the dialogue of cultures, which is associated with a variety of the world, strengthening of religious beliefs and nationalism. So there is a need for consensus, which involves understanding that the satisfaction of their own interests is possible only under consideration of the interests of others.

Currently, the vast majority of ethnic groups defend their local interests, which are recognized the priority ones over all others. In this situation, extreme tolerance towards members of the group is intolerance to all the others, while the necessary conditions for the survival of the peoples in the modern world is the recognition of the independence and values of each nation and its culture. All this means that the interaction between peoples and cultures can develop when people seek to achieve mutual understanding and conformity, without resorting to violence, suppression of human dignity, and by a dialogue and cooperation.

1. Tolerance and its types

Each of us has ever encountered such a situation, when the behavior of a person of a different nationality, religion or belief seemed to us strange and unacceptable. But do not rush into any inferences about it, you must try to understand and accept a man with his differences. Such people's ability to positively relate to the «otherness» of another is called tolerance.

Tolerance – a sociological term for tolerance to a different worldview, lifestyle, behavior and traditions. Tolerance is not an equivalent to indifference. It also does not mean adopting a philosophy or a way of life, it is to provide others with the right to live according to their own worldview.

In 1995, the UNESCO was announced and approved the Declaration of Principles on Tolerance. According to it, the definition of tolerance is the ability to have patience without aggression, philosophically accepting behavior, thoughts, ways of expression and other people's ways of life.

The main arguments in favor of tolerance and the need to actively combat intolerance has become a frightening increase in xenophobia, Nazism, extremism and other perturbing phenomena of civilized society.

In 1997 the UN General Assembly proposed to conduct an international day of tolerance, as a reminder of the possible threat to the humanity in the case of non-tolerant relations. The World Day of Tolerance is celebrated on the November of 16th.

Based on the active moral position of psychological readiness to interact with people of different cultural environment, it is possible to distinguish the following types:

1. Interpersonal;
2. Intersocial;
3. Inter-ethnic;
4. Interfaith;
5. Intercultural.
- 1.1 Interpersonal tolerance

Interpersonal tolerance is the ability and practical recognition of carriers of other values, logic thinking and other forms of behavior.

An example of interpersonal tolerance is the so-called problem of fathers and children, generation gap. Change of generations is a famous and natural law of life. This is the problem of collision of people of different ages and cultural type.

Causes of this problem are infinite because they are different in every family and in every generation.

Parents and children are simply different in characters, outlooks on life, and as a result, household problems may arise that may develop into a real conflict for the family very often.

Sometimes if the parents do not set a good example for their children, are not their authority and do not cause admiration, but on the contrary, children do their best not to be like the older ones.

We also know that frequently parents and children have different ideas about the well-being, the elders create barriers for their children in the end limiting their freedom, while they latter tend to become more individual and independent.

1.2 Intersocial tolerance

Intersocial tolerance is aimed at ensuring harmony between different social groups. Examples of this type of tolerance are attitudes in society to the homeless and children – mestizos.

Consider the example of intersocial tolerance of children – mestizos. As you know, mestizos – the children of interracial marriages (Pic. 1).



Pic. 1. The child is the result of marriage of American person and Korean person

In Russia, there are lot of funds to help the children of mixed marriages to get education and to adapt to the social environment. At first glance, the problems addressed by the Fund are related to a narrow circle of people but it is not so, since the 60s of the 20th century in Russia there were about 70,000 Africans who have left here a considerable amount of offsprings, about 20 thousand children. Statistics shows that the majority of these children are brought in single-parent families or even in the orphanages.

Thanks to funds, these children get into the environment where they can communicate, learn, without feeling inferior and deprived.

Noone is born as a racist or nationalist, but as a result he becomes due to life circumstances. By nature, people often try to find the «enemy», who is guilty of all their troubles, and so-called «foreign» people of a different religion, nationality or race are best suited for this role. Also ignorance and bad manners are an important aspect of the nationalist and racist tendencies. For this purpose, you must carry out necessary work on the formation of a stable psychological non-violence and tolerance orientation.

1.3 Inter-ethnic

The religion plays an important role in every nation. So if we compare the religious precepts that establish how to treat a person who is different from us, we will find out that different religions describe it in one language.

For example, Buddhism says, that the relation to the person can be expressed in five ways: generosity, courtesy, kindness, attitude towards him as to himself, and faithfulness to his word. In Judaism, it is stated: «do not do your neighbour what is bad for you».

These rules of human behavior are called tolerant. With the help of inter-ethnic tolerance, we can create conflict-free international relations both in Russia and in other countries.

The process and its result of the influence of culture on each other, in which all or a part of the members of one culture adopt norms and traditions of another, is called acculturation. It is important to safe their culture and identity being engaged into another.

There are several strategies of acculturation, such as:

1. Assimilation is the process by which a person fully accepts the values and norms of other cultures, giving up their own.

2. Separation is the denial of a foreign culture while preserving the identification with their culture.

3. Marginalization is the loss of identity with their own culture, on the other hand - the lack of identification with the majority culture.

4. Integration is the identification with both old and new culture.

1.4 Interfaith tolerance

The problem of religious tolerance is the most topical and is actively discussed in the world today.

Religious tolerance is regarded as a complex phenomenon of social consciousness, which combines and admits the validity of diverse religious traditions. Religious tolerance should be perceived as action at the level of individuals, social structures of the state. In other words, religious tolerance can be understood as a value and social norm of a civil society.

Mechanisms of formation of religious tolerance are associated with the entire system of social relations, with the possibility of full implementation of the constitutional and democratic rights and freedoms, with the level of spiritual culture of the individual and society.

2. The tolerant person

Let us consider the characteristics that must have a tolerant person in more detail, list the main ones:

- Humanity is the attention to the identity of the inner world of a man, belief in his good beginning;
- Reflexivity, which implies knowledge of personal characteristics and their conformity to tolerant perception;
- Freedom-loving, which is expressed in the discipline and rejection of violence;
- Flexibility is the ability, depending on the situation, to find an optimal solution;
- Variation is the multidimensional approach to assess the surrounding situation and the adoption of adequate decisions;
- Empathy is the compassion for people, the ability to empathize with the problems of others.

All these human qualities are in harmony with each other and contribute to the formation of personality, which can be easygoing with the odds of people different from it, able to empathize and sympathize with another person, any problems, and most importantly, having an open soul, which may give a helping hand in difficult times.

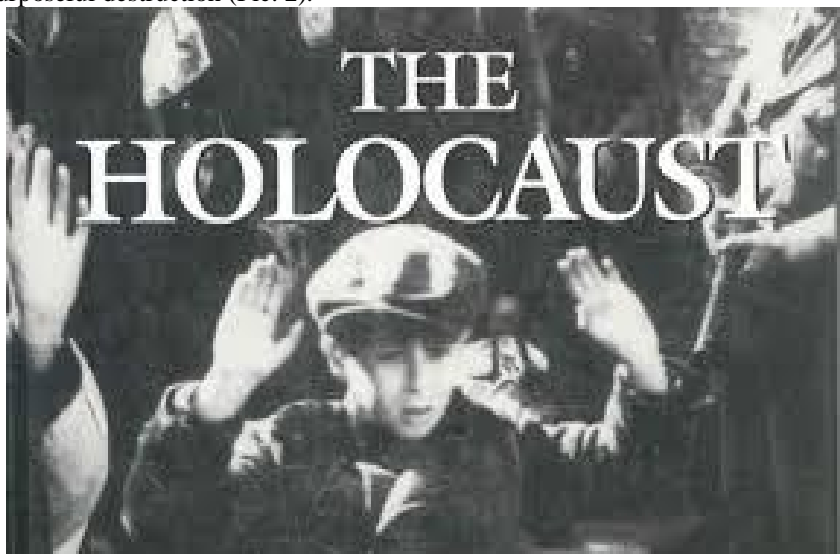
3. Tolerance in intercultural communication

Most people are able to distinguish the good from the bad, but this quality of a person is not innate, it is formed during the growth of a man as a person, as a result of direct contact with other people, in which he gets some experience, which contributes to the development of his views on life. In this regard, tolerance is formed in an intercultural dialogue, in which respect for other peoples, their traditions, values and achievements, awareness of «otherness» and acceptance of all ethnic and cultural diversity of the world are brought up. From this we can conclude that the model of tolerant relations is a society in which freedom and tolerance to any opinion dominate.

A tolerant approach in intercultural communication means that certain cultural characteristics of an individual or group is just one of many features and they cannot subdue others. According to this approach, the perception of a foreign culture takes place on the basis of a comparison of its elements with similar elements of their own culture in a rational and emotional sense. Feelings stimulate understanding or prevent it defining its borders. During this comparison getting used to the world of a foreign culture takes place.

4. Intolerance

In order to understand what is tolerance it is necessary to understand and clarify its opposite – intolerance, which is based on the elevation of one's views and attitudes over the others. The basis of intolerance is the rejection of another because he looks or thinks otherwise. All this makes a person strive for domination and destruction, to the denial of the right to exist for those who do not share the norm. Intolerance is expressed in a wide range of behaviors – from usual rudeness, neglecting of people of different nationalities and cultures ethnic cleansing and genocide, deliberate and purposeful destruction (Pic. 2).



Pic. 2. The Jewish victims of the Holocaust

The main forms of intolerance are:

- insults and mockery;
- negative stereotypes based on negative traits and qualities;
- ethnocentrism is the attitude of prejudice or mistrust towards strangers that may exist within a social group;
- discrimination on various grounds of deprivation of social benefits, the restriction of human rights, artificial isolation in society;
- racism, nationalism, exploitation, fascism;
- xenophobia;
- desecration of religious and cultural monuments;
- the expulsion and repression;
- religious persecution.

In modern life, these forms of intolerance are generated by a variety of reasons, so there is a very urgent problem of purposeful development of tolerance.

The principle of a dialogue that allows to connect different cultures, not reducible to each other, behaviors and activities, value orientations in people's thinking and activities may serve the basic educational principle in the development of tolerance among the young generation. Such a value of dialogue is caused by the fact that the dialogue is not only seen as mastering any knowledge, but also as the essence and meaning of transmitted information which gives a real practical sense for the interaction of cultures, communicating with each other.

Conclusion

Thus, tolerance is such a human quality which absolutely any person should possess. To achieve this, it is necessary to create such a society in cultural environment of which all the differences between people will be «washed out» or disappear at all. One needs to bring up a child with the orientation that there are no others or strangers. We are all different, we have got a different mentality, colour of the skin, traditions but we are components of one large system which is called the Universe. And if we can't understand, sympathize and help each other, how we can speak about the development everyone tries to achieve.

It is known that in order to change the world it is necessary first of all to change ourselves. So let us be more patient to each other, learn to empathise and only then we'll understand that there is no difference between us, indeed, and we are similar, possessing various peculiarities.

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ТОЛЕРАНТНОСТЬ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

Статья посвящена толерантности в современном обществе, которая является важнейшей частью социума и играет огромную роль в диалоге культур и их коммуникации. Данный вопрос весьма актуален в настоящее время, когда среди молодежи становятся популярными различными экстремистские, националистические и фашистские взгляды, которые могут привести в дальнейшем к ужасным последствиям, особенно в такой стране, как Россия. Целью данного исследования было изучение понятия толерантности, ее видов и роли в межкультурной коммуникации.

Ключевые слова: толерантность, общество, межкультурная коммуникация, интолерантность, религия, культура.

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THE ADAPTATION CHALLENGES OF FOREIGN STUDENTS IN TPU FROM THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

The goal of Russian universities is to join the international scientific community. This aim is closely connected with the attraction of foreign students to study in Russia. TPU is one of the greatest centres to attract foreign students in our region. There are different programs of the adaptation to life in Tomsk and university life for foreign students. For our research it was important to learn about the features of the adaptation of foreign students who are away from home. We held a survey with 22 foreign students. In our research we identified important problems faced by foreign students: problem with communication; the problem of