

The presented research is limited only to the lexicological classification of the political correctness and has only a descriptive nature. The attention is also paid to the transformation of a language picture of the world that is, actually, the aim of the political correctness.

It is not enough to practice political correctness because it only substitutes the real level of the society culture, education of tolerance towards minorities in society and the problem of xenophobia. Being politically correct doesn't solve any problems. Moreover, further practice of political correctness even promotes the increase of the hidden, not discussed xenophobia (whether it is a homophobia or national, racial chauvinism) in society. The imposed political correctness inevitably gives the rise to resistance not only of opponents of the phenomenon (for example, opponents of homosexuals or opponents of immigrants from the Third World countries), but also opponents of the political correctness.

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### **EFFICIENT BUSINESS COLLABORATION: WORKING IN MULTINATIONAL VIRTUAL TEAMS**

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The development of modern business is directly connected with the effects of globalization. To achieve success and acquire higher rank among the competitors, gain a reputation in the job market, businessmen need to cooperate with colleagues from other countries, thus starting international team collaboration. The necessity of such teams is obvious. Teamwork is becoming a common and widely used method of achieving productivity in the workplace. It is important and almost inevitable, when the two goals must be achieved - high quality and production efficiency and the product rapid distribution, which lead to making profit for a company.

Many various definitions of the term «virtual team» are proposed in the researches. Such teams are formed by people from different departments, organizations, countries and cultures. However, the common feature of this group of people according to different definitions is that members of such a team live, work or study in different geographic areas and time zones. In international communication up-to-date information technologies provide opportunities for effective interaction and cross-cultural understanding between citizens of different countries [1, 2].

Members of «multinational teams» have different education and cultural backgrounds. Many of them travelled a lot and studied in different countries, and as a consequence, have different worldviews, different behavior habits, values and speak different languages [3].

When the term «multinational virtual team» is considered, one should understand that this team does not have any possibility of regular face-to-face interaction and communication. Instead, they can only use a wide range of computer hardware and software. Thus, the development of information technology allows a multinational virtual team to function effectively, despite the fact that its members are scattered all around the world.

With employers working with employees in different countries and continents, managers conferring with staff across the globe, and manufacturers and suppliers dealing with customers and clients geographically, culturally and linguistically removed, there is an urgent need for multinational virtual team working to be as efficient as physical team working [4]. To make use of this modern way of remote collaboration, it is necessary to understand its benefits. A perceptive manager can consider some merely practical advantages such as saving on rent of office premises and equipment; more convenient working hours for employees; the widest choice of candidates for vacancies without being bound to their actual geographical location; opportunity to periodically regulate the number of employees, depending on upcoming workload and completion time and selection of the most qualified personnel from all over the world [1].

The cultural diversity of such teams also presents several advantages. People from diverse cultures differ in their approaches to solving problems. When a diverse group holds brainstorming sessions, you get a variety of perspectives that contributes to developing a better solution. A team composed of members of different cultures brings a deeper knowledge of prospective product markets. A marketing team that has members of different communities is able to come up with brand promotional and advertising ideas that resonate with the culture and ethos of the particular group. For an organization that markets its products in other countries, this becomes even more significant, because ignorance of cultural symbols can lead to running a promotional campaign that does more damage than good. On a culturally diverse team, the inputs from team members belonging to a specific community are often valuable in gaining a clearer perspective. This helps overcome misunderstandings that arise due to cultural stereotypes and hamper customer service [8].

Multinational virtual teams provide a setting where the interaction strategy is set in way that diverse individuals can come together to share their cultures and backgrounds. It is important to rely on all team members to delegate the workload and to learn from individual experiences. This is a key point in any team and should be a strategy decision-

making.

Notwithstanding the advantages mentioned above, like in any team, working in a multinational virtual team, can be associated with some difficulties:

1. Technical problems. The members should put up with technical glitches that may sometimes be unavoidable. The way that media are used by different cultures may differ. There may be slow acceptance rates or different usage preferences for certain kinds of technology among different cultures. When multicultural organizations adopt new media, their members may experience problems in trying to understand how to best use new media in the context of their existing cultural norms for media use and the consequence could be as fatal as the failure of the project. In addition to the issues presented above, technical characteristics of media may also cause problems [2].
2. Time zones. Since the members of a multicultural virtual team are spread out regionally over the whole world, the difference in time zones can create some obstacles. Time zones can be very tricky to coordinate. Some regions, like Latin America, tend to have “late-night” cultures and begin and end their work day later. In contrast, “early-birds” like the United States, prefer to start and end their day earlier. Different cultures use time differently [5].
3. Language barrier. Even if we use the same words, this does not mean that we use the same language. This is especially evident when we compare American English and British English. People can use the same words, but to understand each other on a completely different level. This leads to some form of misunderstanding in a team that potentially affects the clarity of expression (vocabulary and pronunciation), as well as a desire to express their ideas
4. Non-verbal communication. Non-verbal communication has a huge impact on cross-cultural communication, because of the wide range of cultural characteristics of the inhabitants of different continents. Nonverbal communication can give conflicting signals, if you are not aware of the communication style of the person with whom you are working.
5. Vocabulary. The use of certain words can mislead your partner of another nationality, because his native language is missing the word or has another meaning. In addition, the presence of extensive vocabulary allows you to express thoughts more accurately and clearly. The common problem in this respect is the use of jargon and ambiguity of professional terms implications.
6. Language style. It is important to understand different styles of language and common misunderstandings that can come from it. Accents, pronunciation, slang and idioms can also cause fundamental misunderstandings.
7. Unwillingness to express ideas. Sometimes team members prefer not to express their ideas due to the fact that they can't do it in the language used in the team work [6].

Cultural diversity can be the source of difficulties. Culture is everything that surrounds us. This is how we act, think and believe. This is the words that we use, the food we eat and the clothes we wear. However, apart from these things, there are invisible values and beliefs that determine the behavior that are unique to each community. Each culture has its specific set of beliefs and values. The following effects of cross-cultural diversity are of particular importance in working with multinational virtual teams:

- Attitude towards time. The principal differences in treating time are due to the fact that in a monochronic culture like the United States or countries in northern Europe, time is thought to be a commodity. People like to focus on one thing at a time and are usually concerned with completing objectives in a systematic way. People from polychronic cultures like southern Europe, Latin American countries and the Middle East cultures often believe that time cannot be controlled and it is flexible. Days are planned based on events rather than the clock [5]. This can cause problems when prioritizing tasks and completing tasks in a certain period of time.
- Different value systems. Values of people are expressed in what they say and what they do. Understanding differences in value systems helps us to understand how and why people can behave in different ways. This aspect requires some knowledge of business etiquette and manners which may contribute to more efficient team work [6].

It is obvious that the views, styles, and interaction patterns of team members influence the effectiveness of its work. Unfortunately, some people see teamwork as an inefficient method of working. It takes a lot of time to listen to the opinion of every member of the team and come to a decision; the more people, the more confusion. Not all team members can easily find a common language. However, it only means that the team needs to be reorganized. The process of formation of such teams should always be controlled and there should be some variety [6]. The management can make efforts to overcome these difficulties.

All the problems mentioned above can be solved by developing a culture of awareness and sensitivity to the needs of people from different cultures in a number of ways:

- Technical problems. Providing proper headphones that make for a clearer and smoother hands-free dialogue and careful choice of equipment and software can create a happier mindset and more willing participation.
- Time zones. This can be reduced by adapting to the time zones of all members and planning a meeting across time zones. Although one of the current challenges in a virtual team cooperation is to become slightly less reliant on synchronous tools and prioritize asynchronous communication. In asynchronous, everyone-at-their-own-pace communication, special technological tools including email, Trello and Hackpad allow the users to log what was done, or questions and comments the members have and thus, they know that other team members can read and comment on them later on their own schedule [7].
- Language barrier. Open and effective communication is priority in any team, international or not. Therefore, any misunderstandings that can be mitigated beforehand will only help to achieve the success of the team. You need to establish conversational rules from the beginning, accept the differences in accents and encourage team members to mitigate the differentiation. Remind team members to avoid using polysemic words, idioms and slang.
- Non-verbal communication. If you do not speak the language used in course of work of your team, your main tool should be a gesture or a sign. Remember that silence may mean agreement or disagreement. Limit hand gestures and emphasize your posture.
- Culture. You should develop your cultural awareness skills by increasing your cultural knowledge in your free time while reading books and searching for useful information. It is important for people to consider the details of the cultures present in their team and think about where they may encounter difficulties. Try to see challenges from a different point of view before condemning them. Find out the strengths and weaknesses of each team member.

Planning for different celebrations of festivals and significant occasions also brings team members closer and helps enlighten everyone about the rich heritage of various cultures. For the person whose culture is the focus of the celebration, it is an occasion to take pride in his cultural identity. These experiences give employees a sense of being valued members of the team, build mutual understanding, and impart a willingness to participate enthusiastically in team activities [8].

Information and communication tools offer one of the most exciting and effective ways to teach people how to collaborate by connecting teams around the world. Collaborative learning and working is challenging when team members who are working together come from different nations with varied cultures, histories, and socio-political beliefs. Such an environment can only be productive if we are well prepared for potential problems and ready to take necessary actions in advance.

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## WAYS OF NEOLOGISM CREATION IN THE MODERN ENGLISH LANGUAGE

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The modern world around us is full of opportunities to study any foreign language. To speak well is to know vocabulary, grammar and phonetics of this language. Vocabulary is known to be a very changeable part in language. Vocabulary is sensitive to all changes occurred in the world, and that is why a lot of new words appear in language every year. We can say that language like any “living organism” is able to be very touch with regard to events and phenomena, and show wealth of human knowledge and experience.

The aim of this paper is to study words which recently appeared in the English language, and show a classification of these words. These new words are called neologisms.

It is known there a lot of definitions of this term “neologism”. In our study we will use the following definition: “neologism is any word that in a recent general text, and it does not appear in an established reference corpus of the language”. It is said that neologisms appear very often. According to Global Language Monitor, a new word appears every 98 minutes in vocabulary of modern world language. The vocabulary of the English language is supposed to increase about thousand words every year [3].

It is known that there are two variants in the English language. They are British English (BE) and American English (AE). The occurrence of neologisms in the modern English language can be explained by these two variants. Neologisms are believed to be a process of creating new words, or a process of giving new meanings for existing words, or a process of developing new semes in existing words.

It should be noted that it is difficult to classify neologisms. Classification of neologisms is known not to have settled yet. There are a lot of points of views to this problem because of different aspects of neologism.

Investigating various classifications, we can use in the paper the structural-semantic classification of neologisms worked out by I.V. Arnold. This classification includes a) a word in which both the form and the meaning are new; b) a word in which the form is new, but the meaning has existed in some other word; c) a word in which the meaning is new, but the form has existed before [1].

Thus, the modern English language has got many ways of creating new words. These ways are back-formation, conversion, stem-composition, adjективization, shortening, lexical-semantic way and etc. In the paper we are going to investigate some of them in detail.

The first way of neologism creation is called affixation. It includes the addition prefixes and affixes to form new words. We can illustrate this way of creating neologisms by examples: **preschooler** (pre+schooler: a child of 5 or 6, who does not go to school); **non-friend** (someone who is not a friend, who is an enemy); **megadual** (totally awesome) and